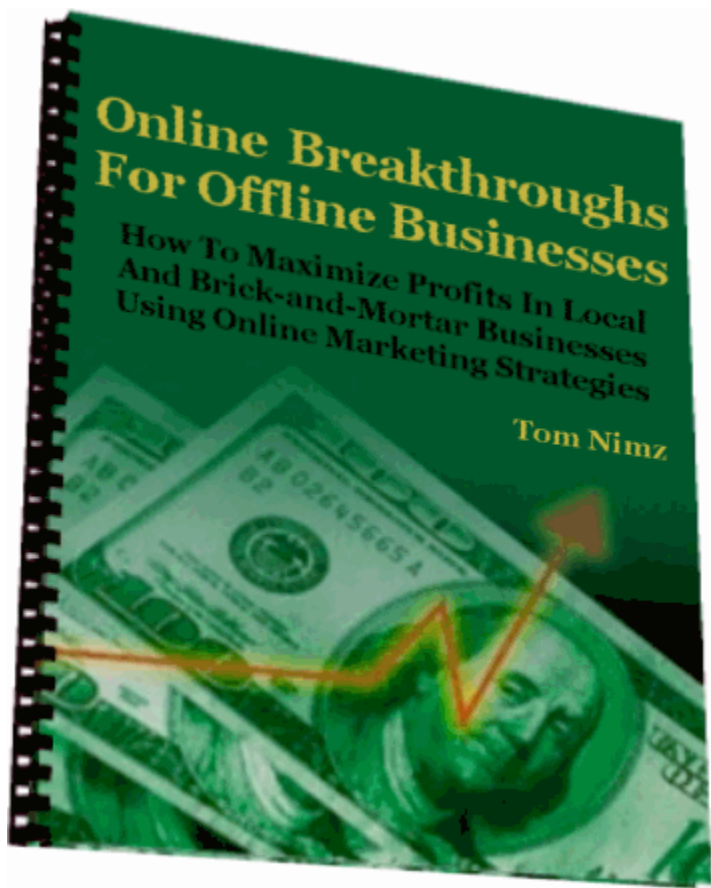


# Online Breakthroughs For Offline Businesses

How To Maximize Profits In Local  
And Brick-and-Mortar Businesses  
Using Online Marketing Strategies

Tom Nimz



# **Online Breakthroughs For Offline Businesses**

## **How To Maximize Profits In A Local, Brick-And-Mortar Business Using Online Marketing Strategies**

**© 2009 Tom Nimz**

**All rights reserved;  
unauthorized reproduction  
strictly prohibited.**

**Disclaimer:** The content of this report is for educational purposes only. The information here is not intended to be nor should it be misconstrued to be business advice or legal advice. For legal or financial advice you should seek the counsel of legal and/or financial professionals. While great care has been taken to provide accurate information, it is the responsibility of the readers to ensure any activities they engage in follow the applicable laws in their country, state, county, and local area. No liability is accepted by the author for any damage caused or claimed to be caused from the information in this report. By reading beyond this point you are accepting these terms and conditions.

## Contents

<b>Introduction:</b>	The “Secrets” of Website Success	4
<b>Chapter 1:</b>	The Exponential Effect Of Combining Online And Offline Marketing	6
<b>Chapter 2:</b>	Four Key Marketing Fundamentals For The Online/Offline Mix	8
<b>Chapter 3:</b>	Why It's Best Not To Have Customers	9
<b>Chapter 4:</b>	The Most Valuable Asset In Your Business	10
<b>Chapter 5:</b>	Give Your Prospects And Clients A Huge Targeted Incentive To Sign Up	12
<b>Chapter 6:</b>	How To Use Prizes And Gifts To Build Huge Highly Targeted Lists	14
<b>Chapter 7:</b>	The Secret To Getting Your Clients To Buy From You More Often	16
<b>Chapter 8:</b>	Specific Information Makes A Far More Valuable List	19
<b>Chapter 9:</b>	Dead Easy Ways To Build Your List In A Brick And Mortar Business	20
<b>Chapter 10:</b>	The Power Of Business Cards	23

<b>Chapter 11:</b>	How To Create Your Own Lead Generating Report	25
<b>Chapter 12:</b>	How To Write An Online Sales Letter	29
<b>Chapter 13:</b>	Creating An Information Product Without Writing A Word	40
<b>Chapter 14:</b>	Secrets Of Following Up By Email	42
<b>Chapter 15:</b>	Making Your Site Become “Viral”	46
<b>Chapter 16:</b>	Give The Search Engines What They Love And They'll Send You Visitors	49



## **Introduction: The “Secrets” of Website Success**

Making real sales and providing real service are the most vital measuring sticks for a business.

Yet the internet is plagued with websites that do neither.

If you're running a small business or you're designing a website for a small business, this book will help you completely revolutionize your whole mindset and approach.

Good marketing is always about improving your sales process and your follow-up process.

And your website is simply one of the many aids you employ to do that.

In these pages you'll discover the biggest secrets to marketing any small business and how to integrate your online and your offline marketing to multiply the impact of every marketing move you make.

If you're looking for a book that will show you how to use fancy graphics and pretty logos in an attempt to impress your customers you'll be very disappointed.

But if you're looking for a whole pile of powerful strategies that get you measurable results from your website... that get your prospects to actively respond to your messages and offers... that make you real sales... then this is the book you've been looking for.

Using online marketing to promote your offline business can deliver huge results, once you get past the initial learning curve.

*And it can be outrageously profitable.*

Of course, you can also choose to totally bypass that initial learning curve – and as a result dramatically increase your profits and speed up your Return On Investment (ROI) – by hiring **an experienced and qualified online professional.**

In fact, some local service professional clients get their entire website paid for within less than 2 months, from the new business it generates for them. Anything beyond that is then pure profit.

No question, adding effective online marketing to your brick and mortar business is probably the easiest way to increase your cash flow quickly.

Best of all, it creates a Win/Win situation for both you and your clients.

Great online marketing helps and serves your prospects and customers while it puts extra profits in your bank account and adds stability to your business.

In this book I'll be revealing a whole range of online marketing strategies any brick and mortar business can use with minimum cost or no cost.

But rather than looking for some “trick” to bring you more sales and profits, it's more important to focus on marketing fundamentals that can help you create your own breakthroughs time after time if you just apply them.



## **Chapter 1: The Exponential Effect Of Combining Online And Offline Marketing**

Any online marketing you add to a brick and mortar business is simply PART of the sales and marketing process.

When the telephone was first invented, it was a huge breakthrough because being able to communicate with your customers by phone is a whole lot quicker, convenient and effective than using the telegraph line.

And when telegraph machines and telegraph lines were first invented, using the telegraph to contact your customers was a whole lot quicker than sending a message via the pony express.

The biggest mistake you can make is thinking you can make a fortune in business selling products and services online, without integrating offline methods, or that you can make a fortune selling products and services offline without integrating online methods.

When you combine various elements of online and offline marketing into your prospecting, sales and follow-up process, the potential for an increase in your profits is exponential.

To put it in more simple language: each time you increase the new customers you bring into your business, you also increase the number of customers who will buy from you over and over.

And that can be multiplied by increasing the amount of money each customer spends with you and the number of new prospects they send to your business.

Let me explain, by giving a short course in Marketing 101.

There are 3 main ways to increase the sales and profits in your business:

1. Get more customers to buy from you.
2. Increase the amount of money your customers spend each time they buy from you.
3. Get your customers to buy from you more often.

Most businesses spend a large portion of their time and money focused on point #1... getting more customers.

But generally speaking, there is far more money to be made with far less effort and expense, by focusing heavily on improvements in points #2 and #3... increasing the amount of money your customers spend and getting them to buy more often.

Also, when you really take the time to educate and provide exceptional service to your clients, you can use that trust and confidence you build to create a steady stream of high quality referrals.

Now, let's take a look at the main ways you can improve your offline marketing by integrating online marketing into the mix.

## **Chapter 2: Four Key Marketing Fundamentals For The Online/Offline Mix**

In this book we'll cover 4 main ways of using online marketing as an integrated part of your marketing mix. These include:

1. Lead generation. Getting exposure for your product or service is the first vital key to a successful marketing process.
2. Your sales process. A good sale process educates your prospects on why they should buy from you and educates your customers on why they should buy from you over and over.
3. Your follow-up process. If you want a stable thriving business you need to keep educating and following up on your customers after you've made a sale. Over-delivering with high quality products and exceptional service also makes it far easier to use the next key..
4. Getting referrals. Your reward for educating your prospects and clients and over-delivering with service and value is a whole pile of very happy people who will be thrilled to talk to others about you.

When you integrate online marketing, you can make your business message “go viral” often on auto-pilot with hundreds, even thousands of your customers spreading the word about you.

Now let's drill down into proven online strategies you can use to power up each of these key areas.

## Chapter 3: Why It's Best Not To Have Customers

Before I reveal how most brick and mortar businesses are throwing away an outrageously valuable asset every day, I want to cover an important piece of language.

Up to this point I've called the people who buy from you “customers” ...but I dislike that term.

The dictionary defines a customer “a person who purchases goods and services from another”.

In informal language you might even use the term a “tough customer” which is defined in the dictionary as “a person one has to deal with”.

Quite frankly, if you think that way about the people who come into your business, you're going to have a hard time building a truly exceptional business with ANY kind of marketing.

So I want to change the language we use to describe the people who are doing business with you, and hopefully help you make a vital shift in your mindset at the same time.

From here on out, I will instead use the term **client**: “one that depends upon the protection of another”.

And if you aren't already, I'd like you to start thinking of your clients as highly valued human beings who deserve and belong to be “under your protection”.

## **Chapter 4: The Most Valuable Asset In Your Business**

Possibly the most valuable asset you can have in any business, is a list of prospects and clients who trust you and are willing to buy from you repeatedly, and recommend you to their friends and associates.

But most brick and mortar businesses ignore this asset.

How many businesses do you walk into in the course of a week, where they never make any attempt at all to capture your name, your email address, your phone number, your fax number, your postal address or your residential address.

It costs a lot of money in advertising and expenditure to get a prospect or client to walk through the front door of your business, to call you on the telephone, to send you an email, or to send you a letter.

You need to capture these leads and follow-up with them, otherwise the value of the leads you generate will be much lower and the amount of money you can afford to spend to acquire a new client will also be much lower.

In the past, it has not been really cost effective for some businesses to capture leads in a database.

A pizza shop, for example, is probably not going to make a good profit hiring telemarketers to call up their prospect and client list offering a great deal on pizza (although if your staff were standing idle that might be worth a try!)

But if that same pizza shop captured the email addresses of all their clients it could send a special deal offer with a voucher clients can print out on their computer any time they want.

All they have to do is send an email which is as close to free as you can get.

But this kind of marketing starts with capturing email addresses.

The good news is even a very small business can subscribe to a first-class “autoresponder” service and send an email to every prospect and client automatically.

Depending on what your needs are, you can contact your prospects with a professional autoresponder service, for only about \$15-\$25 per month.

Once set up, it can then follow-up with your prospects and clients with targeted messages... automatically for weeks, months and even years.

You can find recommended autoresponders here:

<http://www.EternityWebsites.com/autoresponders.html>

I'll talk later about the myriad of different ways you can improve your online marketing with email autoresponders. For now let's look at how you get your prospects and clients eager to give you their email addresses and other contact details.

...Because they'll WANT you to send them emails that deliver valuable information.

**IMPORTANT POINT:** This method should not be confused with spamming. Every one of your prospects and clients will *choose* to be on your email list, and can get off any time simply by clicking on an automatic “unsubscribe” link in every email you send.

## **Chapter 5: Give Your Prospects And Clients A Huge Targeted Incentive To Sign Up**

The most common mistake I see business owners make is lame offers like “sign up for our email newsletter” or “join our email list”...

*Why? So you can spam me with an endless barrage of product pitches?*

*No thank you.*

Spam has got to the point where most of your clients and prospects will be very wary about giving out their email address.

So right from the start, you need to have the philosophy that you'll give anyone who subscribes to your email list the best quality, highly targeted information, gifts and support.

And you need to tell your prospects and clients about the huge benefits of being on your list.

One of the most effective methods is to combine a high value gift with an enticing follow-up series of lessons all delivered by email.

For example if you were a real estate agent looking to get more listings, you might offer:

1. A report delivered online: *3 Price Killing Mistakes Most Home Owners Make When They Sell Their Home*

2. A course delivered by email: *7 Secrets To Getting The Maximum Price When You Sell Your Home (The Insider Secrets Of A Property Investor With 18 Years Experience)*

I'll talk more about how to create a follow-up system later.

When your prospects sign up for your email service, you make it clear that you will only send them high quality information and resources designed to help them with the specific topic your email follow-up is geared towards.

And you keep that promise.

Your objective here is to give your prospects and clients a huge incentive.

That will get them excited about sharing their contact details so you can follow up with them and build trust and credibility and educate them about why they should do business with you.

Your part of the bargain is that you deliver high quality content and earn the trust and respect that leads to more sales and getting hired more often.

Remember your clients are “under your protection” and you need to give them the best advice possible.

## **Chapter 6: How To Use Prizes And Gifts To Build Huge & Highly Targeted Lists**

You need to give some serious thought to the initial gift you'll give your prospects to sign up for your email list.

While you can get subscribers by offering almost any gift or regular prize draw, it is far more powerful to offer a highly targeted gift.

You want to offer a gift that's somehow relevant to the products or services you're selling. That way, you're most likely to attract the right kinds of prospects

The gift of a report: "*3 Price-Killing Mistakes Most Home Owners Make When They Sell Their Home*" might be a great example for real estate agents.

Only people who are thinking of selling a home, or know someone who's thinking of selling a home are likely to want that report.

So you know the list you create giving that report away is highly targeted and filled with prospects who have a home and probably want to sell it.

If you're giving away a prize, you can also keep your lists laser targeted by creating a different list for every different type of prize you give away.

If you have a bicycle shop, you could give away a top-of-the-line racing bike as a prize.

To enter, visitors to your store (or your website) might enter their name, email address, physical address and phone number in a

coupon in your store or in an online form.

You now have a list of people who you know are interested in that bicycle, and probably other racing bikes.

You can then follow up with them before the prize draw, telling them about all the amazing features of the bicycle.. what makes it unique...who rides it... why leading racers prefer it...

Then after the draw, you can send a sequence of emails to everyone who didn't win and offer them:

1. A special price if they buy by a certain date.
2. Special payment terms if they qualify so they can go buy their bike now.
3. Notification that you only have 2 bikes left, so time is running short if they want to claim one... and you'd hate to see them miss out.
4. An offer of a lower-priced bike that has many of the same features.
5. A super budget bike that has a few of the same features.

If you want some spectacular results, your staff could call prospects on the telephone once or twice to make these offers.

The key here is to start by mentioning the prize draw, then finding out what offer suits the prospect by asking questions. Some will be thrilled to get a discount deal... while at the other end some will want all the newest technological gadgets.

The important lesson to learn here, is that by creating a unique list for the prize offer, you can target in exactly on the offers that specific list is likely to respond to.

## **Chapter 7: The Secret To Getting Your Clients To Buy From You More Often**

You can also use gifts to get your clients coming into your business more often.

You can deliver these gift offers by email, or physically in your business with vouchers or other gift certificates.

For example, a restaurant could have a weekly drawing of a free meal.

Diners who enter and don't win can be sent an email saying “we're sorry you didn't win the free meal but we really value having you as a diner in our restaurant, so here is a \$10 meal voucher...our gift of appreciation to you.”

You can put conditions on the voucher to ensure you make a profit when your diner cashes it in.

For example, you might have conditions like: “Not valid with any other offer.”

And “Limit of one voucher per table.” Since very few people eat alone, this means you'll almost certainly make a good profit, even if your whole restaurant is filled with diners coming in with gift vouchers.

If you want to be really sure you'll make a profit, you could make the voucher good for a specific meal that has an especially high net profit; but this is usually unnecessary.

Most important of all, you can also put a time limit on the voucher

based on the average frequency your diners come to your restaurant.

If you know your average diner eats with you approximately every 6 weeks you could give them a voucher that expires in 3 weeks' time.

That increases the "frequency" that your current clients dine with you... one of the 3 main ways to increase your sales and profits we covered earlier.

The same method can be used in nearly any business where your clients buy from you repeatedly.

Give them a prize that expires...they must use it within a time period that encourages them to come in earlier and more often than they normally would.

# A sports center could give out a low-priced or even a free practice session... where you can then sell them on coming more frequently... plus you can also make a profit selling drinks and food.

# A yoga teacher, naturopath or massage therapist could give a special discount price or a free ticket to an upcoming workshop... and make money selling higher priced products, services and full seminars at the workshop.

# A computer servicing business could give a special price on a computer "check up" to help clients avoid a time wasting, costly break down... and make money selling computer upgrades and parts.

# A mechanic could give a special price on a maintenance check-up and/or oil change... and make money on any repairs that are needed.

# A cleaner could offer a special price on special "spring cleaning" for a home, pool or office... and then offer the client a regular long-term cleaning contract.

# A lawn maintenance business could offer a special price on fertilizing or weeding a yard... and again offer the client a regular long-term lawn maintenance contract.

### **How To Make This “Secret” Work For You**

First you can often focus on selling higher-priced “back-end” products and services to the prospects who take you up on your discount offer.

If you're making a substantial profit on any back-end sales you make, you can afford to be much more generous with your gift or discount offers.

The calculation is simple once you've run a few offers.

Work out how many of your clients who come through this gift or discount offer route, then also buy your back-end products and services and how much they spend.

And what your net profit is from those sales. Then calculate an average per client.

That will give you a “client value”... the amount of money you can afford to spend to acquire a client through this method.

If you're with me here, you'll work out that in many cases you can afford to be a real “Santa”... being outrageously generous with your gifts and discount offers, because you know how much money you'll make from back-end sales.

Generosity pays.

And as you'll see later, it also helps your marketing message go viral.

## **Chapter 8: Specific Information Makes A Far More Valuable List**

There are quite a few really simple methods you can use in your brick and mortar business to capture email addresses and other contact details.

First, with a good autoresponder system, you're not limited to just collecting names and email addresses.

You can collect a whole range of “customized fields,” entering almost any kind of information you want including phone numbers, physical addresses, the products or services a client has bought before, the products they're interested in buying, the names of your client's spouse and children...the list is limited only by your imagination.

With only a little creativity, you can think of a whole pile of ways to use that key information.

And when you enter it into an autoresponder account you can personalize every email you send automatically with any element of that key information you want.

So before you start collecting information, you'll want to give some thought to the information you can use to improve your sales and follow-up process.

## **Chapter 9: Dead Easy Ways To Build Your List In A Brick And Mortar Business**

There are many different ways to capture email addresses and other details, and enter them into an autoresponder account.

Here we'll cover the simplest and most obvious.

### **Sign Up Form On Every Web Page**

First, nearly every page of your website should have a form where your visitors can sign up.

Use a headline above your form to tell your site visitors about the great gift they'll get when they sign up and the reasons they should look forward to opening and reading every email you send (see chapter 5 for more details).

If you're capturing a lot of details, you'll often get more people to sign up if you do it in two steps:

1. Have them enter their name and email address in the sign up form.
2. Have that form redirect them to a page where you ask them for more details and repeat the gift and other incentives they'll be getting when they complete the process.

However, the more information you require from your prospects, the greater the possibility that they might hesitate to sign up.

Remember the contact details of your prospects and clients are exceptionally valuable, and you want to take every opportunity on your website pages to capture those details, so they become part of your powerful, automated follow-up system.

### **Ask Your Prospects And Clients Personally**

Every time prospects call your business on the telephone or walk into your business premises, ask them if they would like to receive your free gift... by signing up to your email list.

You already incur huge expenses in advertising and marketing to get a prospect far enough into your sales process to actually contact you... so you need to capitalize on the effort and expense you've already put in.

Every one of your staff should be trained to ask everyone they come into contact with if they'd like the free gift you offer as an incentive for signing up.

Then just collect names and email addresses over the phone or on the spot.

You can also have a form your prospects and clients fill out.

### **Use Gift Entry Forms Or Application Forms**

If you charge an entry fee or cover charge for entry in your business you can create a special discount price for members only.

And to become a member your clients have to fill in an application form including their contact details.

The reduced or free entry fee or cover charge is the incentive for them to fill in the form; but you still need to give them a compelling reason to open and read your emails, as I mentioned before.

In this case you could tell them you'll send them special member deals and offers by email and mail.

If you have something really special you may even give them a call on the telephone and let them know.

**IMPORTANT:** your prospects and clients are telling you what they're interested in when they sign up, and you want to make the most of that.

You should have different lists for different gifts or prizes. That helps you target each specific list, based on the prize or gift they want.

## Chapter 10: The Power Of Business Cards

Once you've devised a really enticing reason for people to subscribe to your email list and to open and read your emails, you want to promote that offer in as many ways as possible.

It should appear on your business literature, brochures, flyers, etc.

Just as importantly, you should harness the neglected power of business cards to bring you new prospects and paying clients.

On the back of your business cards you can put your special incentive to sign up to your email list.

For example if you are a financial controller you might have on the back of your business card:

Free Report: The 7 Most Costly Mistakes Business Owners Make At Tax Time. Go to [www.taxsecrets.com](http://www.taxsecrets.com) to claim your report, plus the free email series ***“10 Little Known Secrets to Reducing Your Business Taxes Legally.”***

Then, whenever you give out your business card, you can mention the valuable gift on the back.

If they give you their email address, you can offer to enter it in your system for them. All they have to do then is confirm their email address in the confirmation email sent by your autoresponder service.

So every business card you give out becomes a powerful list building tool.

And you can take this many steps further.

If you were running a restaurant, you could give every staff member their own business card with your valuable gift offer (like a \$20 meal voucher) on the back.

You could also use other incentives like a free coffee or free dessert with any meal.

Tell your staff they can give out the cards to their friends and people they meet.

Giving gifts to friends and strangers, and having their own business card makes your staff feel important, and it also multiplies the number of people actively promoting your business.

You have the choice of requiring your prospect to sign up to your email list to claim their free gift, or you can give them the option of signing up for even more free gifts.

And you can take this even further.

For your especially loyal clients you can create a special V.I.P. card... a card they can give out to friends with a special gift offer on the back.

On the front of the card you might have something like *“You have been given this gift card from one of our special preferred clients.”*

Depending on how much a new client is worth to you, you may or may not go to the expense of printing your client's name on the card.

Either way, this is a powerful way of making it enjoyable for your best clients to give you high quality referrals... and with a little thought, this can be adapted for most businesses.

## **Chapter 11: How To Create Your Own Lead Generating Report**

What information do you frequently have to repeat to your prospects and clients over and over again?

You can free up your time and create a whole range of products... simply by creating reports, audio, video, etc. from that key information.

Now, instead of repeating yourself over and over, you can sell your prospect or client a report or audio, and she can go off and read or listen to it at her convenience.

If you include information in your report that helps your prospect save money or make money, that will increase its value substantially... and help pre-sell your prospect on the value of the product or service you sell as a back-end to the report.

The other key area you want to focus in on is what makes your product or service unique.

*Why should they buy from you or hire you over anyone else?*

*Why should they listen to the advice you give in your report?*

The best way to explain this in your report, is to tell stories about the clients you've already helped.

Establishing that credibility helps add to the perceived value of your report, and again it pre-sells your prospect on doing business with you.

Also, don't be stingy with the information you share.

Generally speaking, the more you give away your most valuable Ideas, the more clients you attract to your business because they can see you're a highly knowledgeable market leader in your industry.

It's also a mistake to fall into the “research trap” spending hours and hours searching for information to use in your report.

While research in your industry should definitely be part of your day-to-day activities... if you're a genuine expert, you can usually write an outstanding report with information straight off the top of your head.

In fact, many of the best reports are often written that way.

So don't spend days and weeks fretting over finding some key research material.

Your prospects and clients need the information and insights you use to help them every day. That is likely to be the most useful and relevant information anyway.

If you're not an expert, then you should collect questions on the subject of the report from your prospects and clients.

What do they really want to know?

Then find an expert and to interview that expert asking those key questions. And record that interview on audio or video.

You can use the same method – collecting questions from your prospects and clients – to write your report.

Here are a few titles for reports you may find useful in getting started:

**7 Insider Secrets To Hiring The Perfect Tax Attorney**

**Top 10 Money Saving Secrets To Installing A Hot Tub In Your Home**

**How to get the maximum price when you sell your home**

**9 Fatal Mistakes That Can Kill Your Landscaping Project**

**10 Most Common Mistakes Investors Make Hiring A Financial Consultant**

**5 Roadblocks That Can Stop You From Learning Spanish Fast**

**Quick Start Guide To Getting Your New Farm Shed Up On Your Property Fast**

TIP: Using numbers can help make writing your report much easier.

Just write down every idea you have on the topic, and then rearrange them in a logical order later.

And here's probably the greatest secret of all to writing your own report.

I know you want to create the most valuable, high quality report you possibly can for your valuable clients and prospects.

But that mind-set of trying to create exceptional quality can stand in your way.

The best way to write is to give up the need for quality in your first draft, and just write “any old garbage”.

And write as fast as you possibly can. Just get all your ideas out as quickly as you can in one huge brain dump on paper (or on your computer screen).

Once you have something written down, it is a whole lot easier to rewrite and polish... later!

And you'll be surprised at the quality of your writing when you use this "any old garbage" writing method.

Writing fast usually results in your best work, because you're getting past your conscious mind and writing directly from your subconscious.

### **The Most Vital Element In Your Report**

Most important of all, you want your lead generating report to guide your prospect to the next step... whether that's hiring you, or purchasing another one of your products, or even buying another of your information products.

So you may have a full salesletter for the next product in your "funnel" or you may have a link to a website selling that product on every page of the report.

However you do it, it's vital you move your prospect or client to the next step in your information marketing funnel with your report.

That is the major purpose of a lead generating report.

## **Chapter 23: How To Write An Online Sales Letter**

Even if you're giving away a report or audio free, you still have to “sell” it... specifically the reason(s) why your prospects need to invest their valuable time to read it.

The buying process plays a vital role in getting your prospects and clients to use the information in your reports, or use your products or make the most of your services.

Never underestimate the valuable service you are doing by explaining every feature and every benefit your prospects and clients will enjoy when they buy your product.

Online, the most effective way of selling a product is by using the proven “sales letter” format.

A well-written sales letter is like a cash-generating machine... getting prospects to call you or even buy online with an automated system.

The style, formatting and tone of your sales letter will vary depending on your target market... but the key components are still the same (and if you've been online at all you've seen this format selling products many times).

A powerful sales letter will usually start with a large headline to grab attention then another smaller headline, a photo with a caption, an opening paragraph, often a story, “bullets” explaining the benefits of the product, a guarantee, a call to action and a P.S.

Here are step-by-step directions for writing your own online sales letter.

First, research your product and how it can benefit people who use it.

## **Write your “bullets” first.**

There's a huge shortcut you can take when you're starting out.

Even though the “bullets” in your online sales letter will be placed in the middle of the copy, you can start by writing your bullets as you research your product.

You can use these examples of bullets to adapt and change to create your own:

- Why you must apply the "New York Subway" principle if you want to build, prepare and sell your business for the maximum profit.
- Why Cinderella, Snow White and the Seven Dwarfs could all be hiding one of the biggest secrets to creating an audio program your buyers will never forget.
- The little-known 4 letter formula that turns callers you've never met into friends who trust you and will crawl over broken glass to do business with you.
- Lance Armstrong's simple mental power technique that allowed him to come back after fighting cancer and win the Tour De France over and over. This technique is the key to bouncing back fast from illness or injury and performing the best you ever have in your life.
- Learn how the secret of a Korean flying ace with 21 kills can make you money online the EASY way.

The key to making an interesting, enticing bullet is to use specific names and numbers.

If you're writing sales copy for a report or an audio, just read the report or listen to the audio, and write a bullet every time you come across some useful, interesting information.

Build curiosity with your bullets by teasing with partial information. If your prospect wants the whole story, she has to pay for your product or your service.

Once you've written your bullets and researched your product, you can move on to the next step of writing your online sales letter.

### **Sell to some real, live prospects.**

Ultimately, a sales letter mimics the conversation you would have with a prospect to sell your product or service.

So the quickest way to work out what to write is to speak to some real live prospects.

You can talk to them in person, over the phone or even chat by email.

Talk about their problems, and how your product or service can help solve their problem.

Talk about the unique benefits your product or service can deliver.

You want to find the hot buttons that turn your prospects into eager buyers.

Once you can sell your product to a real person, you're ready to write your sales letter.

Just write exactly what you would say to sell your product. It really is as simple as that.

And let's go back to our old secret...

## **Write down any old “garbage”...**

An online sales letter is an amazing tool that can make you sales literally while you sleep.

Combined with enough visitors just one sales letter can turn your small business into a cash generating machine.

But if you start thinking like that while you're writing you're likely to get a massive case of writer's block.

So just like when you write a report, take the attitude you're going to write “any old garbage” and write down your sales pitch as quickly as you possibly can.

Don't over-analyze... don't stop to worry about how good or bad it is... just write and keep on writing.

Once you have things written down, it's very easy to rewrite.

Then you can go back and add or polish these key elements...

## **Headline**

The easiest way to create a powerful headline is to adapt successful headlines from proven sales letters to your own copy.

Here are a few classic copywriting examples you can try adapting:

**How I Raised Myself From Failure To Success In Selling**

**How A Fool Stunt Made Me A Star Salesman**

**If You Are A Nondrinker You Can Save 20% On Life Insurance**

**Give Me 5 Days And I'll Give You A Magnetic Personality**

101 **Ways To** Play Better Golf

**The Amazing Secret Of** A Marketing Genius Who Is Afraid To Fly

**Amazing Secret Discovered By** One-Legged Golfer Adds 50 Yards To Your Drives, Eliminates Hooks And Slices... And Can Slash Up To 10 Strokes From Your Game Almost Overnight!

**Do You Make These Mistakes** In English?

**Are You** Ashamed Of The Smells In Your House?

**Thousands Now** Play Even Though They Have “Clumsy Fingers”

**Who Else Wants** A Screen Star Figure?

**Who Ever Heard Of** 17,000 Blooms From A Single Plant?

**If I Told You That You Can** End A Lifetime Of Pain Instantly **You Probably Wouldn't Believe Me**

**They Laughed When I** Sat Down At The Piano... **But When I** Started To Play...

**They Thought I Was Crazy To** Ship LIVE MAINE LOBSTERS As Far As 1,800 Miles From The Ocean... **But I Have** Already Shipped 18,685 Of Them And My Customers Are Delighted

**As Crazy As It Sounds,** Shares Of This Tiny R&D Company, Selling For \$2 Today, Could Be Worth As Much As \$100 In The Not-Too-Distant Future

**Warning:** Two Thirds Of The Middle Mangers In Your Industry Will Lose Their Jobs In The Next 36 Months

(Simply “copy” the bolded part from the above titles, and replace the rest with your own unique benefit or “hook”...)

After your headline you may have another smaller headline (called a “subhead”) that leads into the opening paragraph of your sales letter.

Then on many online sales letters, you might have some kind of photo or image.

### **Images In Online Sales Letters Are Often Vitally Important**

Most visitors to a web page don't read every word on the page. They skim to see if there's something there to interest them.

And two of the web page elements these skimming visitors will look at are the photos on your page and the captions under those photos.

If you have photos with “story appeal” or “action” photos in your sales letter, that will get more of your site visitors involved.

And if you have a caption under your photo that draws your readers into your copy, that will increase readership and sales too.

A caption like: *“A complete beginner uses the Strike Pro secret to drive a perfect tee shot onto the green. Read below to discover the secret...”*

The key is to word the caption so your visitor is compelled to read more.

You can also use a streaming online video instead of a photo.

After your photo and caption, you move into the main body of your sales letter.

The first paragraph in your sales letter will have an enormous impact on the number of people who will continue to read and buy your product or service.

Often at the beginning of your sales letter, you might tell a story from your experience or the experience of one of your clients.

This is another compelling way to draw your reader in.

Here are a few examples of good opening paragraphs.

### **Opening paragraph and story.**

It's awesome. Imagine your richest thoughts flowing magically from your brain, through your fingertips, into your computer.

Waking up at 3am to a phone call from one of my employees was not what I dreamed about when I first went into business.

If you've ever wanted to drive a golf ball with the explosive velocity of a howitzer cannon (adding half the length of a football field to your tee shots alone)... while hitting all your fairways and fields with *masterful precision*... then this will be the most important message you will ever read. Here's what this is all about:

We developed an exciting new consumer marketing concept. It's called "stealing". That's right, stealing!

Imagine tapping into the same psychological science used by the Navy Seals, FBI agents, airline pilots and elite police units to enhance performance in high pressure, life and death situations.

After you've drawn your prospect in with a compelling opening line, you want to agitate his problem.

Talk about the problem he has, and show how your product or

service is the solution to that problem.

Get your prospect to picture himself enjoying the benefits of your product or service.

Then before you talk about price, you need to establish the value of your product or service.

### **How To Establish Value**

Frequently the simplest way to explain the real value of your product or service, is to compare it to the cost of doing nothing or other more expensive (and possibly less effective) solutions.

If your prospect stands to lose \$1,000 in the next 90 days by ignoring her problem, and your solution is priced at \$150... that's a genuine bargain.

In the same way, if you're selling the audio recordings of a seminar that cost \$2,000 to attend and the price is just \$200... that's a bargain too (assuming the information is really worth \$2,000 to your prospect).

So to establish value, compare your product or service to more expensive alternatives and to the real dollar consequences of doing nothing.

Then to make this a no-brainer for them, you want to take away the risk for your prospect.

### **Give a compelling guarantee.**

One of the quickest ways to build trust is to give your prospect a 100% money-back guarantee.

In most cases, the longer the guarantee the better.

Longer guarantees build more trust, and often your refund requests will be lower if your guarantee is longer.

Consider offering a 3 month, 6 month, 12 month, even a 2-3 year or lifetime guarantee. That will help your prospects get over their resistance to buying from you.

Finally, and most important, you must tell your prospects exactly what they need to do to buy.

### **Give a compelling call to action.**

Tell you prospect to buy... and give very exact, easy to follow instructions.

If you're running a brick and mortar business you should almost certainly give your prospect at least the option of calling you on the telephone to buy your product or service.

A huge percentage of online sales are lost in the ordering process... and if you focus heavily on getting your prospects to call you on the phone, that can substantially decrease that loss.

Also, keep in mind that even though a lead generating product may only make you a few dollars, the whole object is to open up communication between you and your prospect so you can sell higher priced back-end products and services.

If you're selling a very low-priced report or audio, you'll probably want to take payments automatically online.

The simplest services to use for this are paypal.com or clickbank.com, or both.

After your call to action you usually include your signature to close off the sales letter.

Then comes one more very powerful element, which a high percentage of skimmers will usually read.

### **The P.S.**

Nearly everyone reads the P.S. at the end of a sales letter... and you can use this behavior to your advantage, by adding a P.S. with another compelling reason to act now.

You might throw in a free bonus, or explain why there is a genuine time-limit for buying.

Anything that gets your prospect to act immediately, instead of closing the page and looking elsewhere.

Finally, you should go over your sales letter with one more vital review and rewriting process.

### **Add proof and credibility.**

The main reason your prospects don't buy from you is because they simply don't believe you.

So anything you can add that builds their belief and trust is also likely to build your sales.

Add testimonials from happy clients, articles, scientific studies and news stories about you or about facts that support your claims.

Build your own personal credibility by listing your qualifications and your experience. Give your prospect every reason to trust you, believe you and take your advice and recommendations.

## **Core Marketing Principles**

There are two very good reasons I've invested so many pages in explaining how to write an effective sales letter.

First, many websites will never be profitable, simply because they don't use online sales letters effectively... or they don't use them at all.

You want to give the most compelling reasons you can for your prospects to do business with you; and in many cases the best way to do that is with a sales letter.

Second, the core principles of writing a sales letter are also the core principles of most marketing.

Effective marketing is salesmanship.

When you talk to prospects on the phone or in your place of business, you want to catch their attention with an intriguing “headline” or opening line.

You can keep them listening to you with interesting stories.

You talk about their problems and how your product or service is a solution to those problems. You also need to prove that you can deliver the solution.

If you want your prospects happy to give you money, you need to establish the value of your product or service to them. And finally, you need to tell your prospect exactly how to buy from you.

You can use these core principles in every marketing medium.

## **Chapter 13: Creating An Information Product Without Writing A Word**

Imagine you're a real estate agent and you're trying to attract investment property buyers.

You've identified that it's worth a little more effort to get these buyers loyal to you... because they can buy property after property over the years, rent their properties out through your renting service, and list their properties for sale through you.

To build credibility in this market and to capture leads you need an enticing incentive... a valuable information product.

So you talk to a successful property investor you know who is also one of your loyal, happy clients.

And together you record an audio interview about how to successfully invest in property in your area.

You cover all the basics... how to choose a property, how to get financing, how to negotiate a contract, how to find good renters, when to sell, how to get the best price when you sell, etc.

Between the two of you, once you get rolling, you'll find it very easy to talk for 1-2 hours.

And that will be 1-2 hours of highly valuable information property investors (and people hoping to become property investors) will be happy to pay for.

You can sell the audio as a CD and as an audio download online.

If you choose to, you could also use the audio as an incentive for people to sign up to your email list.

The best part of this method is it is very quick.

All you need is either an interview microphone coupled with a computer and free audio recording software like Audacity.

Or, you can both be in different houses, different cities, different states, even different countries... and record your interview using a free telephone conference call service like FreeConferenceCall.com.

The audio establishes you as a leading expert in the real estate field, and people listening in are far more likely to call you to buy an investment property, get someone to do the rental management for their property, or to sell their investment property.

If you follow up on the audio with good content by email, you continue to build credibility (you gain instant expert status), trust, and your subscribers will be even more likely to reciprocate by buying from you.

Also keep in mind this method can work to create a high-quality information product in nearly any field.

Just find another expert in your field, record an audio interview, and you have a product that's ready to sell with some minor editing.

If you're a leading expert in your field, and you know you can talk in an engaging way for an hour or two, you can get someone to interview you with a list of "suggested questions" you give them beforehand.

## Chapter 14: Secrets Of Following Up By Email

Writing a follow-up email series is similar to writing a report.

Remember, you want people to be eager to open your emails and click through to the content... so you need to give the whole series an appealing name, and you need to actually deliver consistently excellent content.

You can use a similar name for an email series as you would for a report. Just add the words “free email course” then the title. For example:

**7 Insider Secrets To Hiring The Perfect Tax Attorney**

**Top 10 Money Saving Secrets To Installing A Hot Tub In Your Home**

**How to get the maximum price when you sell your home**

**9 Fatal Mistakes That Can Kill Your Landscaping Project**

**10 Most Common Mistakes Investors Make Hiring A Financial Consultant**

**5 Roadblocks That Can Stop You From Learning Spanish Fast**

One huge key to designing your email series is giving some serious thought to where your subscribers are in the buying process.

You need to think through how much your subscriber knows, and what she needs to know to take the next step in your product funnel.

Think of the key information you can use to educate your subscriber and help her to move forward.

Again... what do you repeat to your prospects and clients over and over when you talk to them in person?

What interesting stories from your own experience or your experience working with clients can you tell to get your points across?

## **Your Emails**

You want to give some serious thought to the subject line and the content of the emails you send your subscribers.

First, the subject line should be consistent with what you promised your email subscribers when they signed up.

For example, you might have a subject line like:

Tip #1: The biggest pool installing mistake

And in the following emails use similar subject lines:

Tip #2: How to avoid pool leaks

Your subject line should be short and entice your subscriber into actually opening the email.

So what do you put in those emails?

Generally, the most effective way of delivering content is with a relatively short email, leading to the high quality content on your website.

If you have exceptionally long emails, your chances of getting caught in ISP filters and spam filters becomes much higher.

Also, having each part of your course on a web page on your site, adds to the content you can use to attract search engine traffic.

Under each of your tips on a web page, be sure to add an email optin form, with an incentive like *“For the full 7 part course delivered by email, enter your name and email address”*.

When you write your emails, you should try to personalize your message.

Many of the better autoresponder services will replace a code like {!firstname} with your subscriber's first name... making your email seem like it was written to them personally.

In most cases using your own unique personality and style of communication will also help the email feel like it's coming from someone your subscribers know and can trust.

Also, if you're sending your subscribers to a content page, it may be helpful to have the link in the email 2 or 3 times.

Having a link right after the first paragraph can often substantially increase the percentage of people who will click through to the content on your web page.

Also seriously consider using a P.S. in your emails and include a link there too. People often read the P.S. and it's a great last chance for you to get your subscriber to take action and click through to your website.

And if you have a series of emails, you can also tease a little by mentioning something exciting or valuable will be coming in the next email.

On the next page is an example of an email leading to a free report and video...

Subject: Gift Report: 3 Secrets To Persuasion Online

Hi {!firstname},

At the link below is a gift video and report revealing 2 changes I made to the online sales letters of real live clients, increasing their sales by a total of over 167%...

<http://www.copywriting1.com/ideas.html>

Even more important, I reveal the exact process I use to create breakthrough after breakthrough.

A simple process you can use to get more online marketing breakthroughs than a year's worth of the best internet marketing seminars...using just a blank piece of paper...

<http://copywriting1.com/ideas.html>

Kindest regards,  
(*Your name*)

P.S. {!firstname}, this simple method will create a motherlode of actionable ideas you can use on your website or on your website immediately to multiply your sales.

Go read the full report and watch the video now...

<http://copywriting1.com/ideas.html>

## Chapter 15: Making Your Site Become “Viral”

One of the biggest secrets to effective marketing online and offline is getting “word of mouth” business or referrals from happy clients and prospects.

The biggest mistake most business owners make is not making it dead-easy for their prospects and clients to recommend them.

If you want to get a steady stream of high quality prospects recommended to you, you need to create multiple, effective referral systems.

Here are a few very simple systems you can implement in your online marketing...

First, whenever you send an email that includes high-quality content or leads to high-quality content in your site, seriously consider adding one simple line:

*“You can share this valuable content with your friends.  
Just forward them this email.”*

Simply change the wording, to be more specific about the information each email leads to, and the specific type of people they know who might benefit.

Suggest to your prospects and clients that they forward on the emails in your autoresponder series. This is free, and can be a very powerful and effective strategy.

You can also get visitors to your site to recommend it to their friends and associates, with a “Tell A Friend” script.

You've probably seen Tell A Friend scripts, and there's a good chance you've even used one without really thinking about the viral marketing implications.

The script is simple.

A visitor to your site sees a box that says something like “Tell your friends about this site” or “Tell your friends about this web page” or “Tell your friends about this free report”.

Your visitor enters his name and the names and email addresses of a few of his friends.

The script sends an email to those friends on your visitor's behalf, recommending your site or your web page or your free report.

The real power of a Tell A Friend script is in making it dead-easy for visitors to your site to pass on the word.

You can make your Tell A Friend scripts even more powerful, by giving a valuable gift like a report, ebook or audio to people who refer a certain number of their friends to your site.

You can also turn your site into a viral machine by paying for your clients to send you visitors.

### **Pay “Affiliate Commissions”**

While many of your visitors, subscribers and clients will be happy to pass on your free content and recommend it to others... in many cases you can create many times the viral effect by paying for the sales they send you online.

How do you do that?

If you're selling a report, you can use online software to track and pay commissions to the people who send you prospects who buy.

This is like having a whole army of commissioned sales people out making money, while they promote your products and services.

In online marketing we call the people we pay commissions to “affiliates”.

There's another powerful principle here too.

A new, free email subscriber is usually not as valuable to you as someone who has paid their own money to buy one of your reports or audio or to become a member of your paid membership site.

They've already put a higher value on your information and advice by paying for it. In some cases, a strong argument can be made for selling most of your lead generating reports and audio, instead of giving them away free.

And if you're selling those lead generators, that means you can also give away commissions.

Remember, the whole point of a lead generating report is to build a huge list of clients you can sell back-end products and services to.

So it's just plain common sense to be as generous to your affiliates as possible, giving up to 100% commissions on your lead generating products.

And giving generous commissions, combined with an online sales letter that converts a high percentage of visitors into buyers, can have a huge viral effect.

## **Chapter 16: Give The Search Engines What They Love And They'll Send You Visitors**

Over the years many online business owners have created enormous traffic for themselves by “tricking” the search engines into sending them visitors.

But sooner or later leading search engines like Google catch on to these cheap tricks, and the websites doing so well previously, suddenly drop down the search engine rankings like stones or worse still they get black listed.

If your site is black-listed by Google and other search engines you may not appear in the search engine results at all.

So looking for some sneaky way to trick search engines into sending you traffic is not a good long-term marketing strategy for your business.

But you can ensure you get highly targeted visitors looking for the products and services you have to sell and the information you have to give them, simply by giving the search engines what they love.

So what do search engines love?

There are three primary factors to Search Engine Optimization (SEO) which have been proven to have the greatest impact on a website's search engine rankings.

Let's take a quick look at each:

## I. Your Domain and URLs (~20%)

Obviously, you need to get a domain BEFORE you even publish your website. Get this wrong, and you handicap yourself (by up to 20%) right from the start.

Further, your link structures must also be set up properly. This is also one reason why it's very difficult to get an existing website to rank well in the Search Engines.

Many SEO "experts" will sell you some information product that tells you to name your domain or pages like this:

- www.keyword-phrase.com
- or
- www.yourdomain.com/keyword.html

The fact is, based on the Statistical Analysis, those strategies will actually penalize you in the Search Engine Rankings, particularly in Google.

Truth is, that strategy *used* to work well... but doesn't any longer.

That's one of the big problems of much of the SEO information you'll find online: it's out-dated and now ineffective.

Here's a summary of a few results:

- dashes (-) in the domain is a MAJOR negative ranking factor;
- .com and .org domain extensions are positive factors for Google (but negative for MSN);
- long URLs (longer than 25 characters) are negative;
- including your keyword in the domain is highly positive (ie. www.keywordtips.com);
- etc.

In short, if you create a webpage that maximizes as many of the positive URL Ranking Factors as possible, and eliminates the negative ones, you'll significantly boost your chances to rank in the Top 10.

## II. On-Page Optimization (~40%)

People use the Internet to find information.

The search engines ALSO want information - information that they calculate will be relevant to those who are searching for it. (In SEO terminology, this information is usually called “content”.)

Here are some of the on-page ranking factors (yes I realize this is probably *far* more technical than most business owners will want to get into):

- having your keyword density (how often your keyword appears on your webpage) of between 1%-3% is good; having 4% or higher is typically a negative factor;
- having your keyword appear 1-10 times on your page is a HUGE negative factor;
- having 1-20 outbound links is a negative factor, but having 100+ links is positive (which contradicts the advice of most "experts");
- having frames in your webpage is a positive ranking factor (most SEO "experts" will tell you to avoid frames);
- having the keyword in the middle of the title is a negative ranking factor;
- having the keyword in the middle of the "Keywords Meta" tag is negative;
- having a comma in the "Keywords Meta" tag is HUGELY negative (which again goes against the advice of the so-called experts);
- including Google AdSense ads is a negative ranking factor (which is strongly recommended by many online "gurus");
- having the keyword in the middle of the "ALT" tag of graphics and images is a negative factor;
- etc.

This is just a small sampling of the Ranking Factors data that we incorporate into sites that rank well (from 1,463 data points).

### **III. Incoming Links to Your Site (~40%)**

The search engines use links to help them determine how to rank your website. At the risk of over-simplifying, the greater the number of relevant and unique and high-quality links that point to your site, the higher your website will rank in the search engines.

At least in this area, the "experts" are right in recommending that you get many links to your site.

Unfortunately, the strategies and tools many of them recommend don't work very well.

You see, they tell you to use mass-submission tools, but the Search Engines have discovered these tactics... and now use algorithms that detect and suppress their effectiveness.

Instead, it's important to focus on good-quality links.

And once you've attained profitable top rankings, it's strongly advised that you continue to re-invest a portion of your profits into an ongoing link-building program.

That way you can build up a virtually insurmountable advantage over all your competitors in the battle for top rankings in the search engines.

## Top Search Engine Rankings For Local Businesses

Currently, one of the greatest online opportunities is for attracting local clients through the search engines.

However, this window of opportunity will probably not remain open very long... as other local business owners recognize this opportunity, and rush in to capitalize on it.

Yet it may not be cost-effective for all local businesses, to get Top 10 search engine rankings... if one or more of the following reasons apply:

1. too few prospects may search online for your business;
2. for some businesses, the value of new clients may be too low; *and/or*
3. the competition from other local websites may be too strong.

Most business owners and service professionals get a website, and hope they'll end up with Top 10 rankings... or that they'll somehow get free traffic from the search engines. Unfortunately, most of the time, they're disappointed.

For me, such a lackadaisical pipe-dream is simply an irresponsible gamble. I prefer to make things risk-free for my clients (and as easy as possible for myself). Kind of like shooting fish in a barrel, where you literally cannot miss.

That's why – before I even start to do any work on the website itself – I always perform a **Keyword Profitability & Competition Analysis** first, where I specifically check for the following:

- the volume of monthly targeted keyword searches for your city;
- how strong the competition is for local Top 10 search engine rankings;
- how much competitors are paying for online ads.

Armed with that valuable information, I can then predict – with a high degree of accuracy – how difficult (or easy) it will be to get Top 10 rankings.

## **Kids, Don't Try This At Home**

Clearly, there is a huge learning curve to overcome when it comes to search engine optimization (SEO)... in addition to an ongoing dedication to keeping on top of the continuously evolving search engines.

Most business owners will require a SEO expert to attain top rankings ...unless your business happens to have *very little competition* in the search engines, and you are willing to attempt it on your own.

Granted, some business owners – frustrated by the lack of results from webmasters who themselves have no legitimate SEO success – have managed to attain a few top rankings for their businesses by stumbling upon some moderately successful ranking framework.

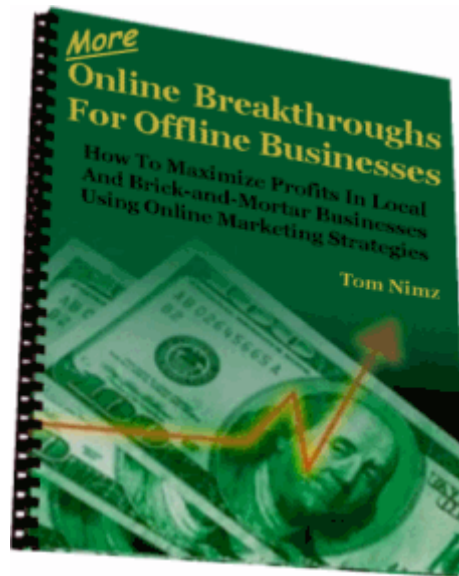
Yet when you actually sit down and calculate how many hours of learning, stress and trial-and-error they've had to endure... plus the many months of lost opportunity they sustained while trying to build their website... it really makes a person think twice about whether it's truly worth all the headaches, effort and time, to attempt this alone.

As with most online marketing – and particularly when it comes to the search engines – things can change rather quickly... thus it can easily turn into a full-time effort to remain current.

Go here for the more up-to-date information about attaining (and maintaining) top search engine rankings:

[http://www.etsite.com/Top\\_10\\_Rankings.html](http://www.etsite.com/Top_10_Rankings.html)

## *Coming Soon:*



Here's just a small sampling of what's included:

- blogs, forums, Web 2.0, etc.
- using free online classified ads and other sites
- using video, audio, and images to attract more traffic
- the amazing power of joint ventures
- more email follow-up secrets
- real-life examples
- cashing in with the 80/20 rule of online marketing
- and more!

To learn more, click here:

<http://www.ernitywebsites.com/more.html>

