



**STEPHEN PIERCE'S
MORE MONEY,
MORE LIFE**

**GROW YOUR INCOME WITH
THE WEALTH-GENERATING
POWER OF THE INTERNET**

WORKBOOK

Nightingale-Conant

IMPORTANT

To begin — Please save this workbook to your desktop or in another location.

Table of Contents

How to Use This Interactive Workbook	4
CD1 The #1 Secret & Shortcut to Success	5
CD2 Step 1: Market Research	17
CD3 Step 2: Income Streams	31
CD4 Step 3: Info Products.....	39
CD5 Step 4: Lead Generation.....	71
CD6 Step 5: Traffic Generation.....	80
CD7 Step 5: Traffic Generation (cont'd).....	90
Step 6: Automation	97
CD8 Step 7: Acceleration	100
Closing Thoughts.....	107
A Special Offer from Stephen	108
Add These Inspiring Nightingale-Conant Titles to Your Skill-Building Library	109

How to Use This Interactive Workbook

How can you get the most out of this interactive workbook? Research has shown that the more ways you interact with learning material, the deeper your learning will be.

Nightingale-Conant has created a cutting-edge learning system that involves listening to the audio, reading the ideas in the workbook, and writing your ideas and thoughts down.

In fact, this workbook is designed so that you can fill in your answers right inside this document. By the end, you'll have your own personal success system.

For each session, we recommend the following:

- Preview the section of the workbook that corresponds with the audio session, paying particular attention to the exercises.
- Listen to the audio session at least once.
- Read the text of the workbook.
- Complete the exercises right in this workbook.

In addition to the exercises and questions, we've created a section called "iApply" to make this an even more interactive experience for you. At the end of each session, you can write down any additional thoughts, ideas, or insights in the iApply section to further apply the material to your own personal goals. Remember, the more you apply this information, the more you'll get out of it.

Finally, you'll also discover some "Piercing Wisdom" as you go through the workbook. These are quotes by Stephen that are particularly meaningful or insightful.

Let's get started!

CD1 The #1 Secret & Shortcut to Success

Piercing Wisdom

The biggest threat to your future is the past you won't let go of.

Before we get started, we need to first clear our hearts and clear our minds. Listen, we cannot change the past, so we need to let go of any regrets that we may have had as they pertain to our past. Many times we spend all this time thinking about the past and what we should have done and what we could have done and we have all these regrets, but let me ask you, can you change the past? You can't. So why do we send energy there? There's absolutely nothing that we can do about changing our past. So we need to let go of the past, bury the hatchet with our past, and let go of all of our regrets.

Exercise: Let Go of Regrets

Part One:

In the following space, make a list of the things you regret doing or not doing. What regrets have you been holding on to?

Part Two:

Next, imagine the following scenario.

You are standing at a pier at the edge of a river, and there is a large wooden raft. You place each one of your regrets into a large trash can that is on the raft. Put it all in there — your failed relationships, the problems with your family, mistakes at work, times you let yourself and others down ... put the regrets you listed in Part One of this exercise in the trash can on the raft. Now, see yourself taking the mooring off the raft and giving it a good shove. The raft, with the trash can of regrets, begins to move down the river toward the ocean. See yourself standing there, watching your regrets float away. The raft gets smaller and smaller until you can't see it anymore. Then, decisively, you turn around and walk back along the long pier into the embrace of your friends, family, and other loved ones. Together, you all walk away, confident that your regrets are gone.

We're also unable to control the future. Next, we need to let go of any worries and fears that we have about it.

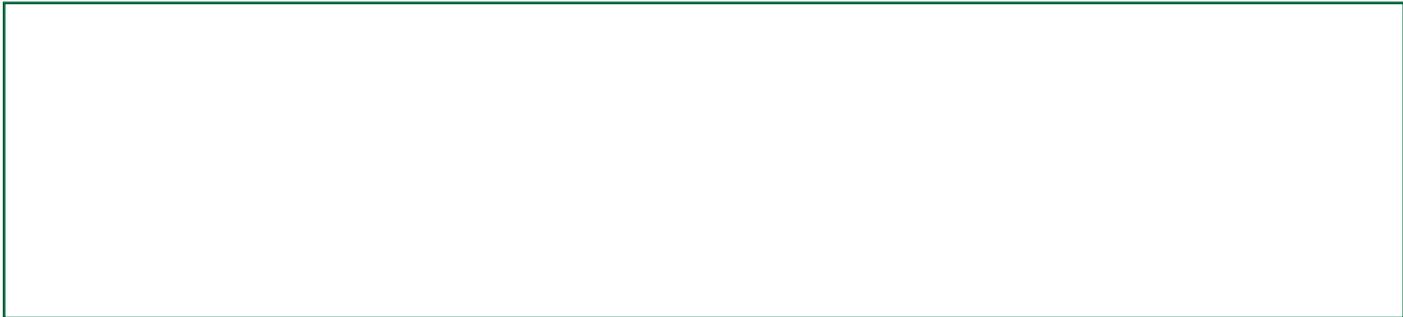
Exercise: Let Go of the Future

In the following spaces, write down your top five worries about the future:

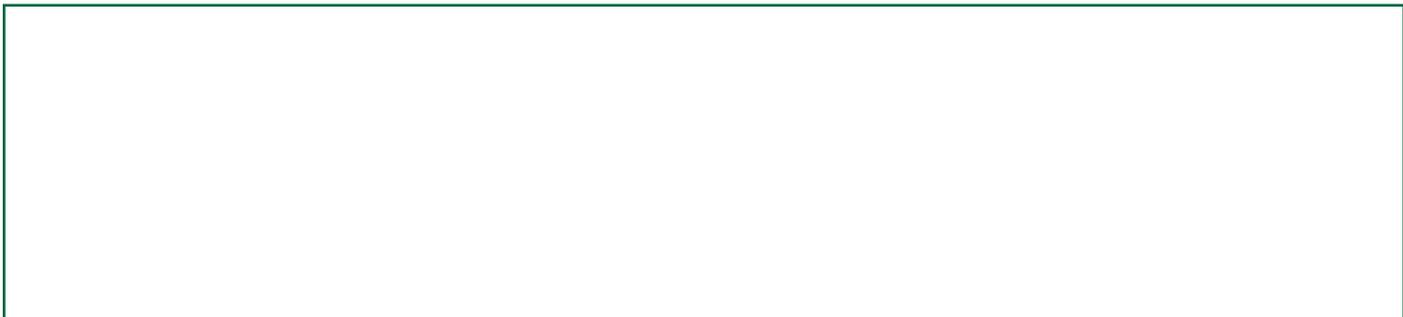
1.

2.

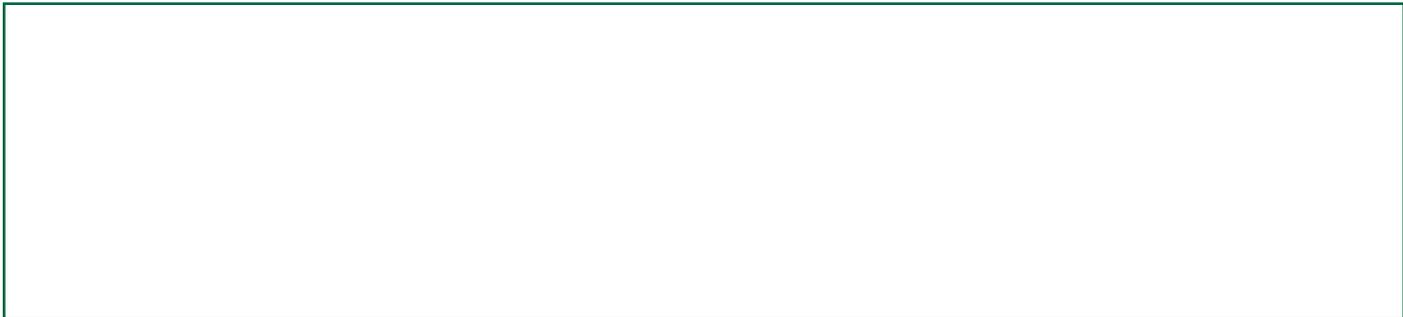
3.



4.



5.



We may not be able to control the future, but we can influence it. We can influence the future by what it is we decide to do right now.

The Number One Secret to Success

The number one secret and the number one shortcut to success is to find something that already works and do that thing and keep repeating it until the wheels fall off and it stops working. That's what this program is about — taking the principles of success and doing them!

Exercise: Commit to Your Success

Print out this page, fill in your name in the following sentence, and then sign and date it. Cut out your commitment and post it where you'll see it every day.

MY COMMITMENT

I, _____, hereby commit to go through the entire *More Money, More Life* program, and not just listen to it but to take immediate action on what I learn.

Signature _____ Date _____

Why an Internet Business?

- It's recession proof.
- It has no geographic boundaries.
- It's scalable.
- It's leverageable.
- It optimizes your income.
- It has low startup costs.
- It has real unlimited income potential.

Piercing Wisdom

The only people who don't fail when doing something are those people who have failed to do anything at all.

Three Things You Need to Know About Income

Income GAP

- **G**oals = What customers strive (need, want, and wish) for
- **A**ctivities = What they do to pursue and achieve their goals
- **P**riorities = How they use their resources (time, energy, and money) to get it

The first thing that you need to know about income is the Income GAP. Why is this important? Because this is where all money is made. People always spend money in things and on things that impact their goals, their activities, and their priorities. *The Income GAP represents the things that people are willing to spend their money on.*

At the end of the day, we're talking about value. How much value we create is going to determine how much money we ultimately make. But the question is how do you determine what to focus on in creating value? You have to laser focus on people's goals. What are their goals? What are they striving for? What do they need, want, wish for, and desire? What are their aspirations? And their activities? What do they do to pursue and achieve those goals to get what they want? To get what they need? To get what they wish for? And how are they prioritizing their resources? How are they spending their money? How are they spending their time? How are they investing their energy to engage in those activities to reach those goals?

Piercing Wisdom

*Don't let your doubts control your future;
control the future of your doubts.*

The moment we understand the Income GAP of our marketplace and of our industries, we can then have a target. That's the bull's-eye. That's what we're focusing everything on: people's goals, people's activities, and people's priorities. That becomes the focus point.

Exercise: The Income GAP

For this exercise, think of your primary market. Answer the following questions to identify their Income GAP:

Who is the primary market/customer for my product or service?

What are their goals? What are they striving for? What do they need, want, wish for, and desire? What are their aspirations?

What do they do to pursue and achieve those goals to get what they want?

How are they prioritizing their resources? How are they spending their money? How are they spending their time? How are they investing their energy to engage in those activities to reach those goals?

Income Engine

- Who you serve
- What you serve
- How you serve

Every single one of us has this engine in common. It doesn't matter who you are, where you live, or what you do. There are three things that make up the Income Engine: Who, What, and How. Who you serve, what you serve, and how you serve them. Every single one of us have a who, what, and how.

For the most part, though, people who want to make more money are limited by constraints in their capacity and capability. There will come a time when you cannot work any additional hours in the day or make any additional money per hour. There is a finite limit to the amount of money you can make and to the number of hours you can work.

So, the key to making more money is to ask three questions. Who else can I serve? What else can I serve? And, how else can I serve them? But an important consideration is that these answers have to be leveraged off what you're really, really good at. It's not about adding in different things. It's about focusing more on the one thing you do best.

Exercise: The Income Engine

To identify your Income Engine, answer the following questions.

Currently, who am I serving? Whose goals, activities, and priorities do I serve?

Currently, what do I serve them? What do I do that helps them with their goals, activities, and priorities?

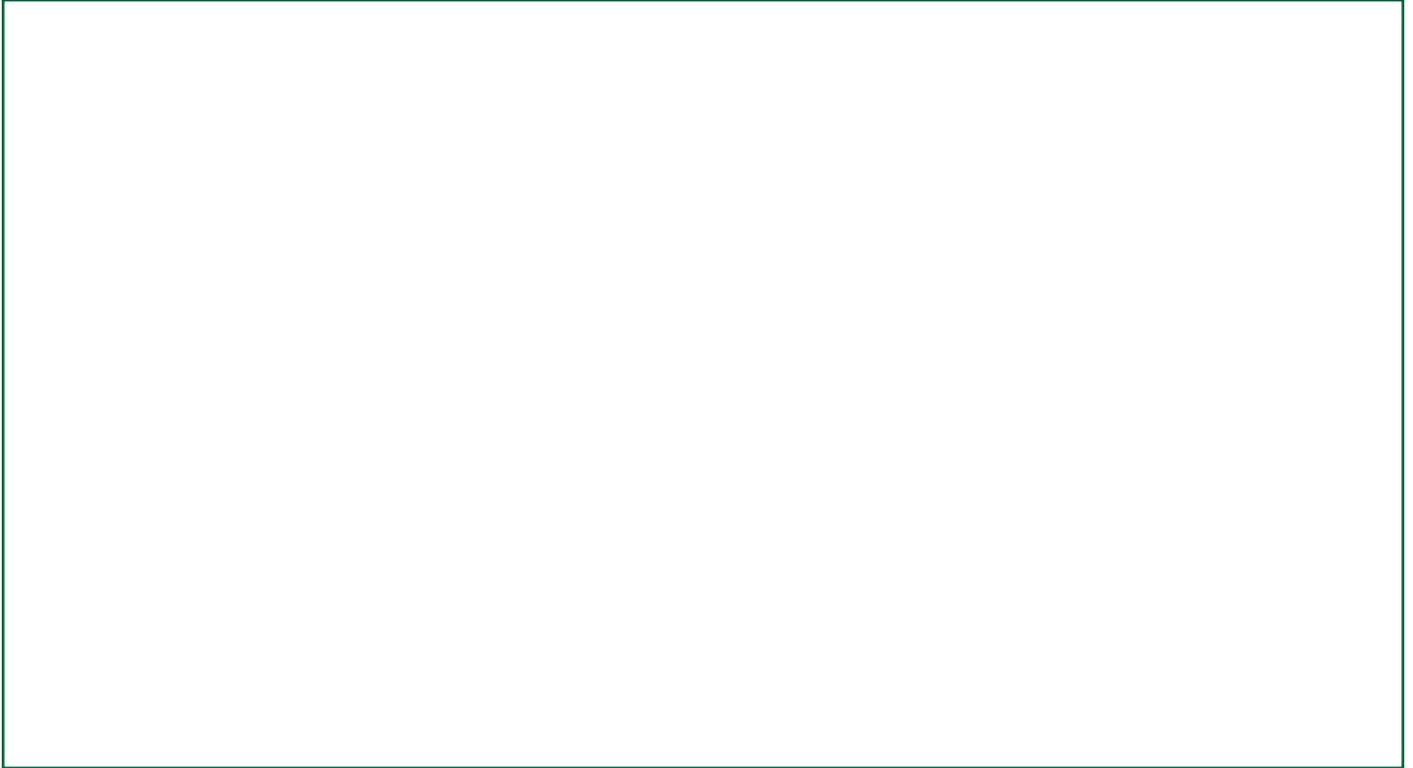
Currently, how do I serve them? How am I helping them with their goals, activities, and priorities?

What am I best at?

Who else can I serve?

What else can I serve them?

How else can I serve them?



Income Engineering

- What to do
- How to do it
- Where to do it

The next thing to do is to be able to understand how to engineer it all. It's a combination of three things. First is knowing what to do. Second is knowing how to do it. And third is knowing where to do it. And the bridge between what to do and learning how to do it is wanting to do it!

It's not about perfection; it's really about precision. In other words, knowing what it is we're supposed to be doing, knowing how to do what it is we're supposed to be doing, and knowing where it is we're supposed to be doing it.

Exercise: Income Engineering

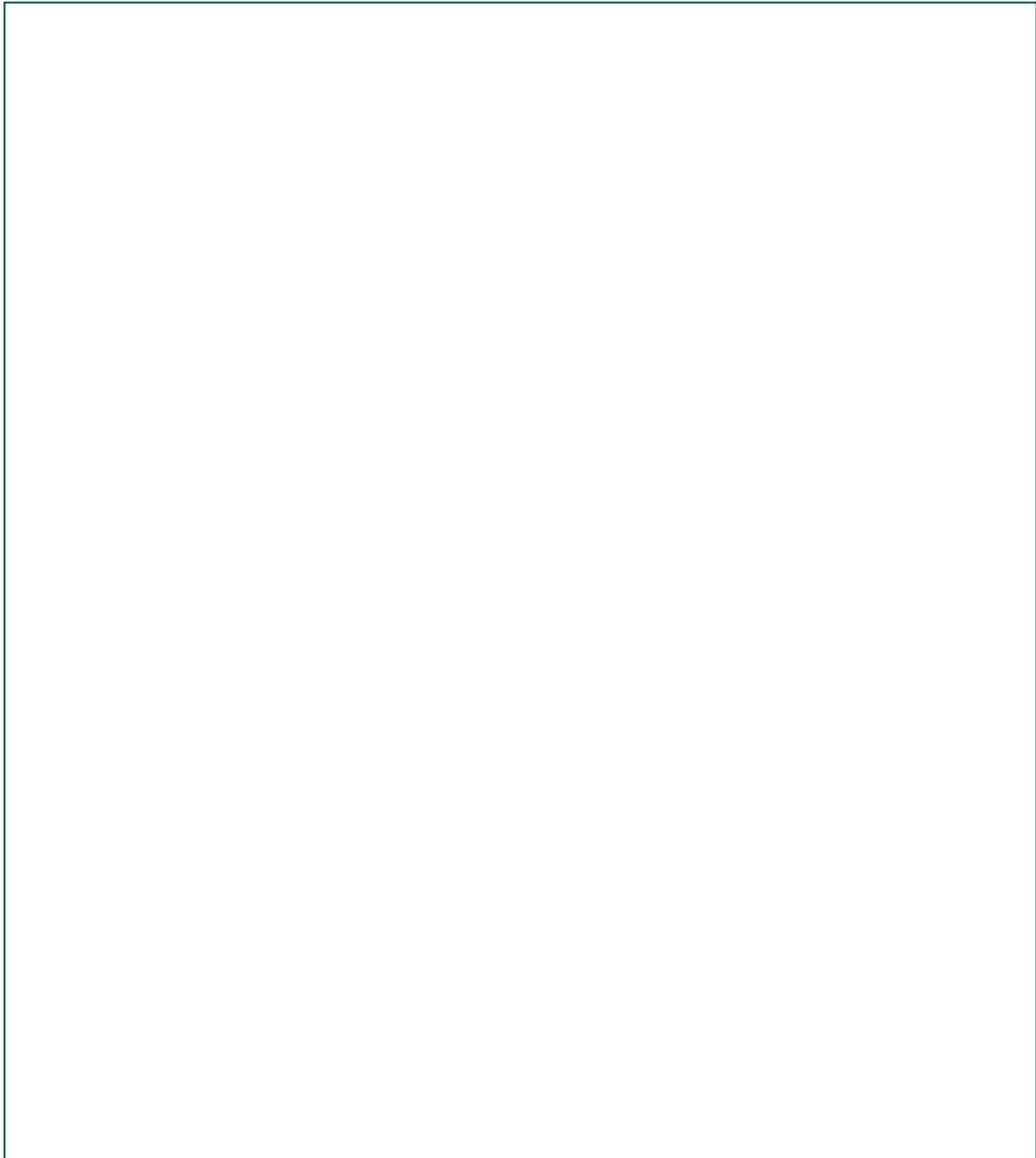
What is the area for improvement for you? Is it knowing what to do? Knowing how to do it? Knowing where to do it? Wanting to do it in the first place? Write your thoughts here:



In this life, if you want to have more income, it's not about entitlement or deserving it. It's about proactively going out there and claiming it.

Piercing Wisdom
*Counterproductive Persistence = working hard at
what ain't hardly working.*

Session One: iApply

A large, empty rectangular box with a thin black border, occupying most of the page. It is intended for the student to apply the concepts learned in the session.

CD2 Step 1: Market Research

The Primary **Question** of Market Research: Where can I win?

The Primary **Goal** of Market Research: To target an active market that is determined to get what they want, that has the means of doing so, and that I can serve (or dominate) profitably.

The Three Phases of Marketing

1. **Pre-Marketing** (Getting Ready)
2. **Marketing** (Getting Money)
3. **Post-Marketing** (Getting Better)

<p>FORESIGHT</p> <p>Being able to anticipate changes and seize different opportunities</p>	<p>INSIGHT</p> <p>Knowing the details</p>
<p>TOPSIGHT</p> <p>A broad view of the entire situation</p>	<p>HINDSIGHT</p> <p>The ability to see the past without being a slave to it</p>

Exercise: Panning for Your Own Stream of Gold

In the following spaces, write down the answers to the following questions: What are your:

Fears?

Skills?

Passions?

Frustrations?

Aspirations?

Useful Websites

Market Research Sites

- <http://www.shopzilla.com/top-searches>
- <http://www.productwiki.com>
- <http://www.productwiki.com/top-100/>
- <http://www.shopwiki.com/wiki/Directory>
- <http://www.bing.com/cashback>
- <http://wiki.answers.com>
- <http://google.com/trends/hottrends>
- <http://buzzlog.buzz.yahoo.com/overall/>
- <http://shopping.yahoo.com/>
- <http://pulse.ebay.com/>
- <http://www.43things.com/zeitgeist/goals>
- <http://www.amazon.com/gp/bestsellers>
- http://www1.shopping.com/top_searches
- <http://asseenontv.com>
- <http://www.ehow.com>
- <http://www.howstuffworks.com>

Product Research Sites

- <http://www.amazon.com>
- <http://www.clickbank.com>
- <http://www.BestFreeTrialProducts.com>
- <http://www.HottestAffiliateOffers.com>
- <http://www.HighPayingAffiliateOffers.com>

Keyword Research

- <https://adwords.google.com/select/KeywordToolExternal>
- Use Product Names

Piercing Wisdom
World-Class Worriers = People who have mastered the mismanagement of their imaginations.

How to ID Winning Markets (“I” = Increase, “D” = Decrease)

- INCREASE income, energy, strength (or speed), visibility, profits
- DECREASE debt, fat, anger, returns, time

Sentence Stubs

Here is a list of key phrases you can enter into the Google Keyword Tool to identify what people are searching for on the Internet.

- | | | |
|--------------|----------------|----------------|
| • buy | • how to | • repair |
| • cash back | • improve | • report |
| • comparison | • info | • review(s) |
| • course | • information | • secret(s) |
| • cure | • instructions | • solution(s) |
| • directions | • learn | • solve |
| • (e)book | • lesson(s) | • symptoms |
| • fix | • manual | • technique(s) |
| • get rid of | • purchase | • tip(s) |
| • guide | • relief | • training |
| • help | • remedy | • treatment |
| • how do I | • remove | |

Market Selection Criteria

Once you've identified your keyword, you want to apply certain criteria to make sure that you're going to sell what people are really looking to buy. Be sure to look for:

- +2,500 "phrase match" keyword searches a month (Using Google Keyword Tool)
- -25,000 "phrase match" search results (Using Google.com search engine)
- If going for AdSense (PPC) Revenue keyword, CPC ideally should be +\$1.00

Exercise: Select Your Market

In this exercise, apply what you've learned! Choose one of the sentence stubs, enter it into the Google research tool, and use the market selection criteria to choose a market to serve. Write that down in the following space:

All About Domain Names

Once you've identified a market and what they're already searching for, it's time to get a domain name. Here is a link to finding an available one.

<http://www.cheapcheapdomainnames.com>

Here are the guidelines to choosing a domain name.

- A domain is a virtual real estate.
- Your domain name is an asset and can build equity.
- How you use your domain determines overall value.
- Use "primary keyword" in your domain.
- Exact Match keyword domain is "keyword.com".
- Phrase Match keyword domain is "getkeyword.com" (Prefix or Suffix).
- Exact Match keyword domains are best for highest search engine rankings.

Domain name extensions

- 1st choice = .com
- 2nd choice = .org
- 3rd choice = .net
- *Avoid hyphens "-" in your domain name

Hosting Accounts

Once you've gotten your desired domain name, you'll need to get it hosted. Here's a link for that:

- <http://www.getgatorhosting.com>

FTP

This stands for File Transfer Protocol, and this is a tool to help you upload files to your website. Here's an FTP site:

- <http://filezilla-project.org>

Exercise: Claim Your Domain

Using what you've learned, identify one or more domain names that relate to your keyword.

Now, what are you waiting for? Claim your domain!



The Four Phases of Leveraging the Internet

FGKG

1. **F**inding (Increase # of Leads, # of Referrals)
2. **G**etting (Increase Conversion %)
3. **K**eeping (Increase # of Transactions, Boost Retention)
4. **G**rowing (Increase Value of Transactions, Improve Margins)

Piercing Wisdom

*Optimizing your income means creating multiple checks
that come in every month for work you did one time.*

46 Niche Market Ideas to Jump-Start Your Increase in Income

1. **Making More Money** - Most people want to make more money. They want to avoid not being able to buy all their needs and wants. You could target product niches for employment, home businesses, networking marketing, affiliate programs, career advancement, etc.
2. **Increasing Profits and Sales** - Most businesses want to increase their profits and sales. You could target product niches about marketing, copywriting, advertising, cutting costs, publicity tips, etc.
3. **Getting a Raise** - Most employees want to avoid being on a low pay scale at their place of work and losing their job. You could target product niches about communicating at work, such as asking for a raise, promotions at work, etc.
4. **Getting a Promotion** - Most employees want to succeed and offer their employer their best. You could target product niches about moving up the ladder at work, career advancement, over or underachieving at work with the consequences of each, etc.
5. **Working from Home** - Many people would rather work at home. You could target product niches about home business startup, home business opportunities, affiliate programs, network marketing, etc.
6. **Eliminating Debt** - Most people want to control or eliminate their debts. You could target product niches about money management, debt consolidation, stopping debt collectors from calling, etc.
7. **Having Excellent Credit** - Most people want to have excellent credit. You could target product niches about improving their credit reports, financial management, how to increase their credit rating, etc.
8. **Bargain Shopping** - Most people like to find bargains. You could target product niches about being thrifty, negotiating lower prices, where to find good bargains, etc.
9. **Finding a Job** - Many people need to understand their role in employment, such as how to get a position, how to successfully be interviewed. You could target product niches about writing resumes, job listing services, job training, etc.

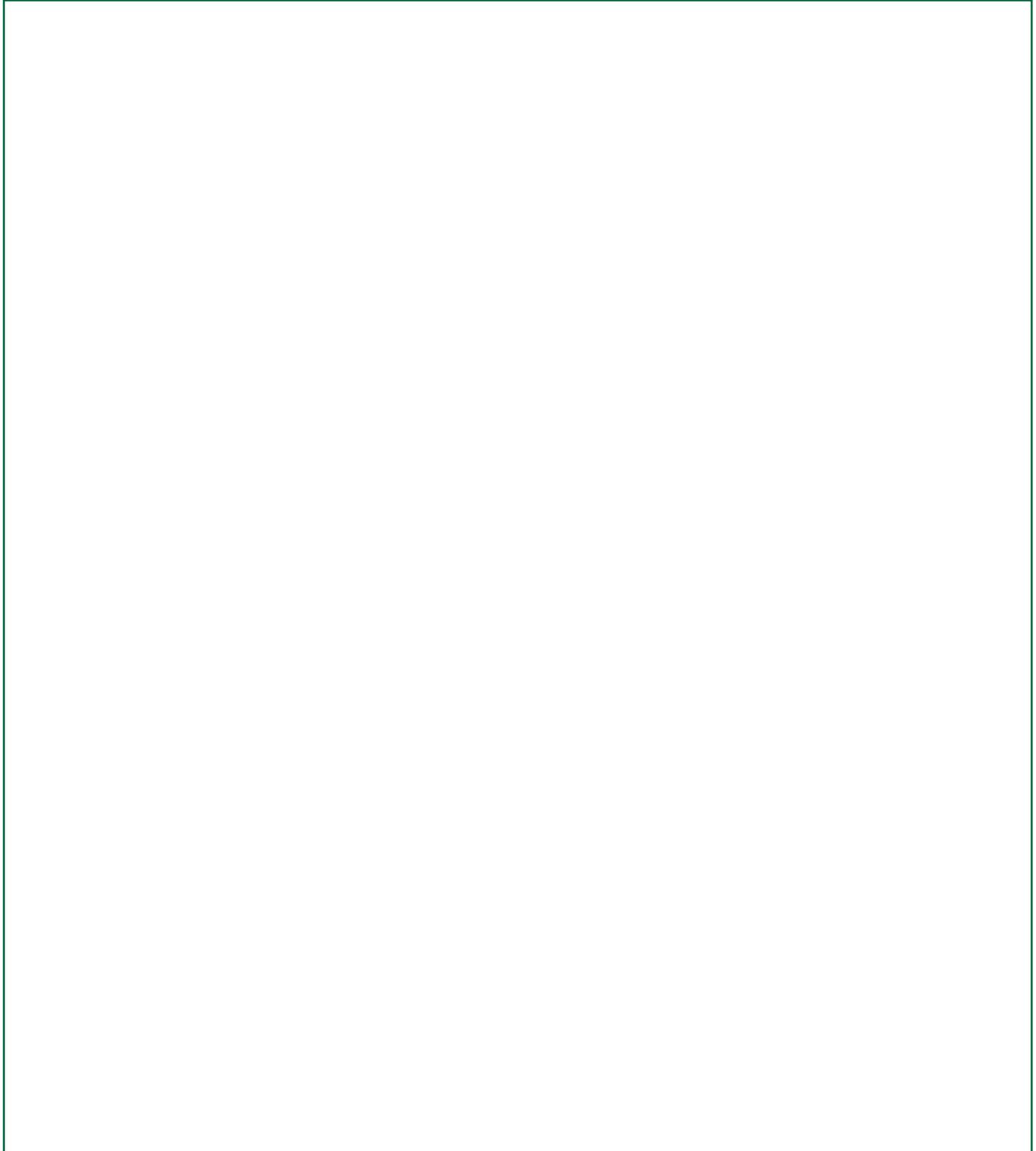
10. **Being in Good Health** - Most people want to be in good health. You could target product niches about nutrition supplements, disease prevention, vitamins, healthy diet plans, etc.
11. **Being Pain Free** - Most people want to be pain free. You could target product niches about pain medications, the latest medical knowledge and cures, exercises that help relieve pain, alternative pain relievers, etc.
12. **Being Fit** - Many people want to be physically in shape. You could target product niches about exercise methods, exercise equipment, video workouts, gym memberships, etc. You could also do joint ventures with firms in the business—offering discounts and such.
13. **Being Full of Energy** - Many people want to be full of energy. You could target product niches about energy drinks, caffeine products, energy-inducing diet plans, sleep theory, etc.
14. **Having a Collection** - Many people collect something. You could target product niches such as trading cards, coins, knickknacks, dolls, plates, old books, glassware, etc.
15. **Being Mentally Healthily** - Most people want to have good mental health. They want to avoid feeling depressed, having anxiety, having limiting beliefs, etc. You could target product niches like self-help information, hypnosis, mental therapy, etc.
16. **Being Intelligent/Smart** - Many people prefer to be recognized as being intelligent or smart. You could target product niches like increasing grade averages, schooling, raising IQ, increasing mind power, vocabulary, etc.
17. **Attracting Men/Women** - Most people want to be attractive to the opposite sex. You could target product niches like flirtatious tips, makeovers, attractive clothing styles, perfumes/colognes, etc.
18. **Being a Good Parent** - Most parents want to be good parents. You could target product niches like parenting guides, parenting classes, anger management, stress management, etc.
19. **Accomplishing a Goal** - Most people want to achieve goals in their life and career. You could target product niches like goal-setting information, motivational products, hypnosis, seminars, etc.

20. **Losing Weight** - Many people want to lose weight. You could target niche products like diet meal bars, low-carb food, exercise equipment, low-fat deserts, hypnosis, diet plans, etc.
21. **Being Organized** - Many people want to be more organized. You could target niche products like schedulers, organizational tips and information, closet organizers, etc.
22. **Overcoming Obstacles** - Most people want to overcome their obstacles. You could target niche products and services such as motivational audios, subliminal goal reminders, removing limiting beliefs, etc.
23. **Having Friends** - Most people want to have friends. You could target niche products like how to make friends, communication tips, how to overcome being shy, friendly-type hangouts, etc.
24. **Looking Younger/Older** - Many people want to look different than their age. You could target niche products like anti-aging products, make-up, clothes, disguises, etc.
25. **Being Environmental** - Many people want environmentally friendly products. You could target niche products and services that are environmentally friendly, such as cleaners, chemicals, air fresheners, vehicles, pesticides, etc.
26. **Not Wasting** - Many people want recyclable products or packaging. You could target niche products and services like recyclable paper, cans, bottles, plastics, metals, etc.
27. **Belonging to Groups** - Many people want to belong to a certain group of people. You could target niche products and services like clubs, associations, get-togethers, niche seminars, sports teams, etc.
28. **Completing a Project/Task** - Most people want to complete a certain project or task. You could target niche products and services like following-through tips, taking action, goal setting, project management etc.
29. **Solving Problems** - Most people want to solve their problems. You could target niche products and services such as problem-solving skills, overcoming obstacles, dealing with (a specific problem), etc.

30. **Breaking a Bad Habit** - Many people want to break their bad habits. You could target niche products and services like quitting smoking, stopping nail biting, quitting overeating, etc.
31. **Thinking Positively** - Many people want to think positively. You could target niche products and services such as how to think positively, etc.
32. **Changing Something** - Most people want to change something in their environment. You could target niche products and services like decorating strategies, home improvement books, landscaping tips, etc.
33. **Having Things Natural** - Many people want their products as natural as possible. You could target niche products and services such as all-natural food, all-natural drinks, all-natural cleaners, all-natural snacks, etc.
34. **Gaining Weight** - Some people want to gain weight. You could target niche products and services like muscle enhancers, workout equipment, protein drinks, etc.
35. **Being Secure** - Most people want to feel secure. They want to avoid being insecure, vulnerable, or exposed, or even feeling unsafe. You could target niche products and services like security systems, locks, safety products, credit card security measures, secure ordering, etc.
36. **Being Generous** - Many people are generous and giving. You could target niche products and services like gift items, charity auctions, donations, nonprofit services, etc.
37. **Being Comfortable** - Most people want to be comfortable. You could target niche products and services like comfortable clothes, seat cushions, velvet sheets, etc.
38. **Having Privacy** - Most people want to lead private lives. You could target niche products and services like identity-theft protection, privacy support, blinds, tinted windows, etc.
39. **Being Adventurous** - Many people are looking for an adventure. You could target niche products and services like extreme sports, adventurous vacations, bungee jumping, parachuting, etc.

40. **Being Relaxed** - Most people want to lead a relaxed lifestyle. They want to avoid feeling worried, stressed, tense, uptight, and nervous. You could target niche products and services like vacations, hypnosis, massage therapy, etc.
41. **Being Confident** - Most people like to be confident. You could target niche products and services like confidence-building tips, developing self-esteem, challenging pursuits, etc.
42. **Smelling Good** - Most people want to smell good. You could target niche products and services like deodorant, perfumes, colognes, air fresheners, breath fresheners, etc.
43. **Being Wired** - Many people want to be connected to the world. They want to avoid missing something or not communicating with people in their life. You could target niche products and services like Internet access, video conferencing, satellites, cable, cell phones, laptop computers, Internet cafes, etc.
44. **Children** - Many people have children they need to support. You could target niche products like children's clothes, toys, games, food types for children, baby supplies, etc. Also, you could target services, such as babysitting, mom's groups, etc.
45. **Being Well Groomed** - Most people want to be well groomed. You could target niche products like nail clippers, hair salons, razors, shaving cream, fingernail polish, hair spray, nose hair clippers, hair wax, electronic groomers, etc. Or target services such as beauty salons, barbers, manicurists, etc.
46. **Being Well Clothed** - Most people want to be well clothed or have specific clothing. You could target niche products and services like clothes, clothing magazines, uniforms, sewing machines, clothes-making patterns, dry cleaners, tailors, etc.

Session Two: iApply



CD3 Step 2: Income Streams

The Primary **Question** of Income Streams: How will I make a profit?

The Primary **Goal** of Income Streams: To monetize all marketing activities and experience the maximum return on all resources.

Means of Getting Income

There are only three ways to make money on the Internet. They are:

Paid Per Click: This is when you put a Google AdSense ad on your website and you get paid each time a prospective customer clicks on the ad. You want to make sure that you're getting at least \$1 CPC, which is cost per click.

Paid Per Click Links

- Enhance <http://www.enhance.com>
- GoClick <http://www.goclick.com>
- Google AdSense <http://adsense.google.com>
- MIVA <http://miva.com>
- MSN AdCenter <https://adcenter.microsoft.com>
- 7Search <http://www.payperranking.co>
- Yahoo! Search Marketing <http://searchmarketing.yahoo.com>

Paid Per Lead: This is when a company pays you when you send a lead to them. It's called CPA, which stands for costs per acquisition.

Paid Per Lead Links

- <http://www.BestFreeTrialProducts.com>
- <http://www.HighPayingAffiliateOffers.com>
- <http://www.HottestAffiliateOffers.com>

Paid Per Sale: This is simple: You sell something; you get paid.

Paid Per Sale Links

- www.Clickbank.com
- <http://www.BestFreeTrialProducts.com>
- <http://www.HighPayingAffiliateOffers.com>
- <http://www.HottestAffiliateOffers.com>

Piercing Wisdom

***Many people are intoxicated with negativity and drunk on doubt.
The liquor of lies is, "I can't!"***

Seven Proven Internet Income Models

1. Affiliate Income:

This is when you receive a percentage of the sale from a company.

The Advantages of an Affiliate Program:

- It allows you to work part-time.
- It gives you the opportunity to build a generous residual income.
- It has ready-to-sell products.
- It offers turnkey marketing tools.
- You can make money sooner rather than later.

What to Look For in an Affiliate Program:

- It sells what people are currently buying.
- It's a program with products that you like and have an interest in.
- It offers real and viable products.
- The program caters to a growing target market.
- It's a program with a compensation plan that pays out a residual income and a payout of 40% or more.
- It has plenty of tools and resources that can help you grow the business in the shortest possible time.
- The program has a proven system that can allow you to check your networks and compensation.

Mistakes to Avoid When Selling Products as an Affiliate:

- Choosing the wrong products
- Joining too many affiliate programs
- Not buying the product or using the service

Exercise: Get Affiliated

Do some research and identify three companies you'd like to become an affiliate of:

1.

2.

3.

Now, sign up and get started!

2. Pre-Order Income

When a person clicks the pre-order link through your affiliate link, Amazon.com will take the order. That buyer is now credited toward you, but the buyer is not charged and you're not paid until the product ships. So that buyer is off the market. Are you following me? The buyer is off the market; the buyer belongs to you. The product gets ready to ship; the card is charged. The buyer gets the product; you get the commission. You are getting ahead of the broad market, because most people won't market a product until it's out.

Exercise: That's an Order!

Do some research and identify three items (a video game, software program, or other product) that you can use for pre-order income.

1.

2.

3.

3. Subscription Income

There are a lot of affiliate programs online that will allow you to tap into subscription income, or you can create your own program. That goes beyond the scope of this program. However, you can find yourself a really, really good coaching program that will help you to set up a prescription-based program. And you can set up a subscription-based program on anything.

Exercise: The Subscription Prescription

What are three subscription-based programs you can develop or tap into?

1.

2.

3.

4. Post-Lead Income

This is when you capture leads (name and email address) instead of going for the direct sale. With the lead captured, you then follow by dripping content and offers via email to generate income.

5. Direct Linking Income

This is when you advertise a product and you use a direct link to that product on the seller's website. Direct linking can produce significant income, and it allows you to get started really fast to test different products.

6. CPA Income

This is when you get paid when a person takes an action, such as requesting a quote, installing a toolbar or entering a contest just to name a few.

7. Advertising Income

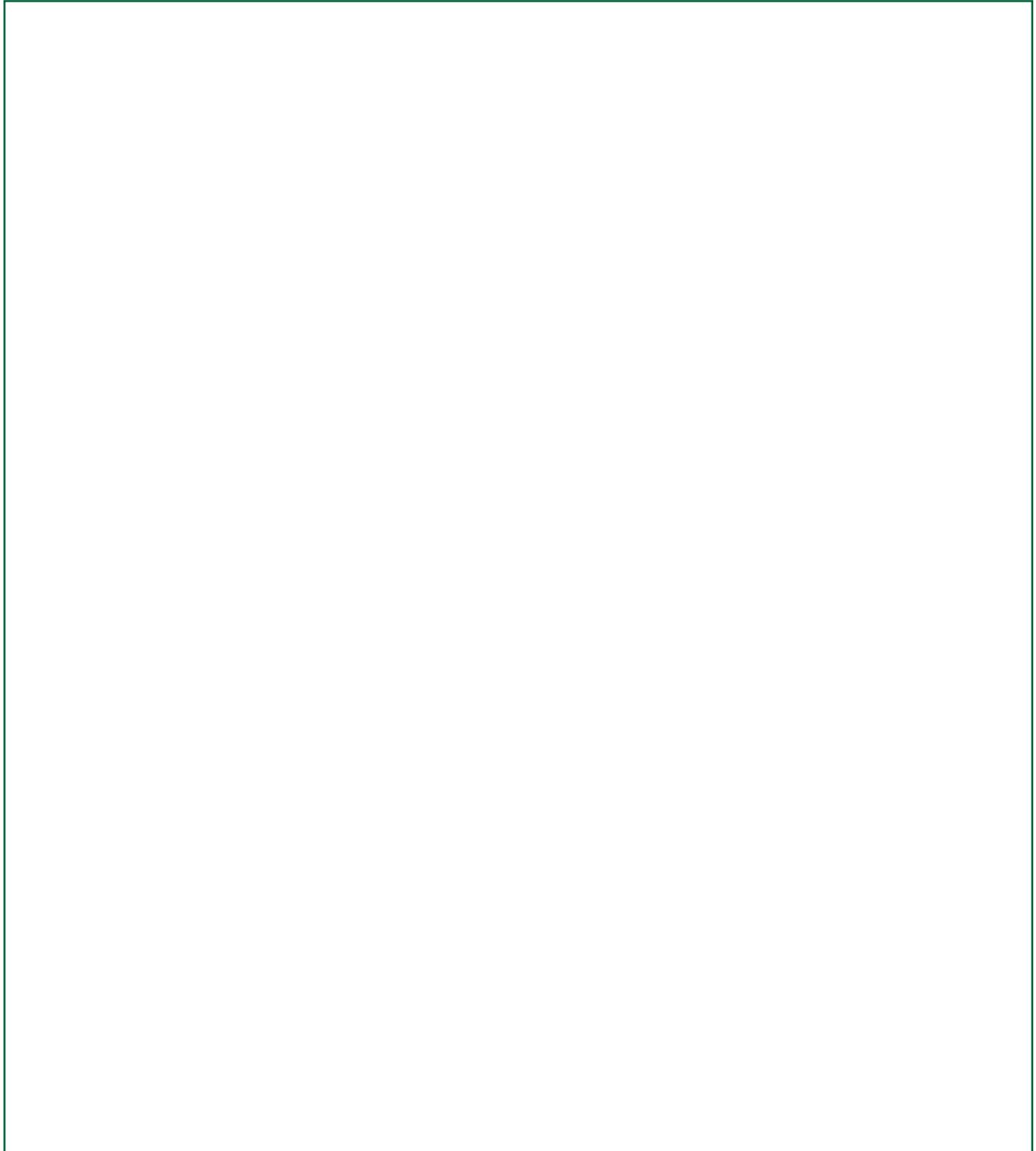
This is when you have a website that is generating a lot of traffic, and you sell banner ad space and text link ads on your website.

- www.BuySellAds.com

Piercing Wisdom

***Remember, life has no speed limits. We are only slowed down
by our self-imposed mental speed bumps.***

Session Three: iApply



CD4 Step 3: Info Products

The Primary **Question** of Info Products: What will I sell to profit?

The Primary **Goal** of Info Products: To identify the vehicle to be used to profit from.

Three Formats for Info Products

Digital: This is anything that you can get in digital format. ebooks, PDF workbooks, and digital videos and audios are all examples of this.

Physical: This is the traditional format for info products. Books, CDs, and DVDs are all examples of physical info products.

Experiential: These are experiences. Things like seminars, teleseminars, conventions, and conferences are all formats for experiential info products.

Piercing Wisdom

There's no evidence that you can't do it ... only evidence that you haven't done it yet.

Development Methods

Here are the ways you can develop info products for sale. Clearly, you can *create them yourself*.

Another way is called PLR, which stands for private label rights. *Private label rights* products are those that you purchase and you own a hundred percent of the rights to and you can change them. You can change the look of them, you can change the content, you can put your name on them, you can put somebody else's name on them. You can make them your own, and when you sell them, you keep a hundred percent of the profits, unless you're having affiliates sell them for you.

Another suggestion is to find products that are in the *public domain*. These are books that have already been written but aren't copyrighted anymore. For some books that are still under copyright, you can buy the *resell rights* to the books and resell them, keeping one hundred percent of the profits.

Of course you can always *outsource a book*, which is having another writer write your book under your name. This is also known as ghostwriting.

If you've come across a book or a product that you really like but aren't too happy with the packaging, you can offer the *exclusive rights* to sell that product.

You can also get what are called *master resale rights*. Master resell rights allow you to sell the resell rights in addition to selling the product. So, let's say there is an ebook. You can sell the ebook and keep the profits. But you can also sell the rights to the ebook to other people, and they can sell the ebook too. Master resell rights give you the ability to sell other people the right to sell the product.

Finally, there are *rebrand rights*, when you take a product and don't really change the content of it, but it's sold under your brand.

36 Info-Product Income Models That Can Create You Some Serious Cash

Place a check mark on the line next to the ones that interest you.

- 1. **Author a Publication** - You could write your own publication about any topic. You should do research first so as to fill a want in an audience or market with money to spend. Otherwise you can waste a lot of time. You can sell it yourself and keep all the profits, or you can deal through other distributors and share the profit.

- 2. **Compile a Publication** - You could allow other authors and experts to write the publication for you in exchange for free publicity or other incentives. You would simply contact the authors and experts you want and ask them to donate some content.

- 3. **Start an Affiliate Program for the Publication** - You could allow other people to sell your publication for a percentage of the profits. You could eventually have literally thousands of people promoting your product with very little work on your part and no out-of-pocket expenses.

- 4. **Sell the Reprint Rights to the Publication** - You could allow others to sell the publication for 100% of the profits. You could include ads for other products that you're selling for a back-end, which means the sale of your other items through the ads.

- 5. **Sell the Master Reprint Rights to the Publication** - You could allow other people to sell the publication and the reprint rights to the publication. You could still include ads of your other products.

- 6. **Give Away the Publication** - You could allow people to give away the publication to their prospects, customers, visitors, subscribers, etc. Of course, ads to your other products would be included in it. This will easily spread your advertising and potential sales all over the place.

- 7. **Give Away a Branded Copy of the Publication** - You could allow other people to give away the publication and allow them to place their own ads in it. This gives them an extra incentive to give it away to their prospects, customers, visitors, subscribers, etc.

- _____ 8. **Start a Multi-Tier Affiliate Program for the Publication** - You could allow other people to sell your publication for a percentage of the profits. They can also make commission from people they recruit. You could eventually have literally thousands of people promoting your product with very little work on your part.

- _____ 9. **Release a Publication of the Month** - You could release a new publication every month for a recurring monthly fee. For example \$19.95 a month per copy sold. This would give you a residual income stream. Plus, you could start an affiliate program for others to make a percentage of your residual income.

- _____ 10. **Turn Other People's Information Formats into a Publication** - You could get permission from a publisher to transcribe an audio or video into a print or electronic publication. You would have nothing to write, and you could just pay them an upfront fee or royalties on your sales.

- _____ 11. **Turn Your Publication into Home Study** - You could add lessons and exercises to your publication and sell it as a home-study course. You could give a certificate of completion and graduation after buyers send in the completed lessons.

- _____ 12. **Turn Your Publication into an eClass** - You could divide your publication into lessons and assignments and send them out once or twice a week via email. You would grade the lessons and send them back. You could run an eclass for weeks at a time then hold another one all over again or an advanced one.

- _____ 13. **Turn Your Publication into a Sample** - You could take an excerpt of your publication and use it to tempt people into buying the whole publication. It could be a free report, ebook, articles, etc. Those types of publications could be made viral and spread all over the Internet.

- _____ 14. **Turn Your Publication into Software** - You could take your information and turn it into a helpful tool. For example: You could turn a book about sales letters into sales letter template software.

- _____ 15. **Turn Your Publication into a Paid Seminar Speech** - You do live speeches that are related to your publication. You could get paid to do the actual speech and promote your publication or business.

- _____ **16. Turn Your Publication into Consulting/Coaching** - You could consult or coach about the topic of your publication. People will pay well for that kind of help and live information. It could be in person, over the phone, via email, etc.

- _____ **17. Turn Your Publication into a Live Workshop/Class** - You could teach a group of people the topic of your publication. You could charge a lower price than consulting because you can have more clients at one time.

- _____ **18. Turn Your Publication into an Online Audio** - You could turn your publication into an online audio file. People could download and listen to it at their convenience while surfing the Net, checking their email, working, etc.

- _____ **19. Turn Your Publication into an Online Video** - You could turn your publication into an online video file. People could download, listen to, and watch it at their convenience while surfing the Net, checking their email, working, etc.

- _____ **20. Give Away Your Publication and Charge for Extras** - Give away your publication and have an offer for extra features of your publication. It could be leather covers, special types of paper, autographs, hard covers, extra uncut chapters, different versions (audio, video, ebook print, etc.).

- _____ **21. Give Away Your Publication and Charge for Advertising** - You could give away your publication after charging others to place ads in it. Then allow others to give it away. If people like your publication and its value, they will pay for the ability to advertise in it.

- _____ **22. Publish a Free Email Newsletter for Selling Products** - You could publish a free email newsletter to promote your products, affiliate products, MLMs, etc. You would want to mix in some quality content that is related to your business and products.

- _____ **23. Free Email Newsletter for Selling Advertising Space** - You could publish a free email newsletter to sell advertisements for other businesses. You would want to mix in some quality content that is related to the theme of your email newsletter. You could also sell your own products.

- _____ **24. Publish a Paid Subscription Email Newsletter** - You could charge a monthly or yearly subscription to your email newsletter. To be successful in selling subscriptions to an email newsletter, you need highly targeted original content.

- _____ 25. **Publish a Free Email Newsletter and Another with More Value** - You could publish a free email newsletter and another with more important and valuable content with a charge for subscriptions offered to the same client.
- _____ 26. **Publish a Free Email Newsletter to Charge for Archives** - You could publish a free email newsletter and charge a one-time fee for the ezine archives. In order for people to pay for the archives, your content would have to be 100% original.
- _____ 27. **Set Up a Free Website to Promote Products** - You could set up a free website to promote your products, affiliate products, MLMs, etc. You would want to mix in some quality content that is related to your business and offerings.
- _____ 28. **Set Up a Free Website to Sell Advertising** - You could set up a free website to sell advertisements to other businesses. You would want to mix in some quality content that is related to the theme of your website. You could also sell your own products.
- _____ 29. **Set Up a Paid Subscription Website** - You could charge a monthly or yearly subscription to your website. You would password protect your content. In order to be successful selling subscriptions to a website, you'd need highly targeted, original content.
- _____ 30. **Set Up an Interview Subscription Website** - You could set up a paid subscription website that interviews experts related to your target audience. You would contact the experts and ask them if you could interview them in exchange for free publicity and allowing them a back-end along with you.
- _____ 31. **Set Up a Product Review Subscription Website** - You could set up a paid membership website where you review other business products and give your honest opinion about them. You would contact other businesses and ask them for their product for free to review in exchange for free publicity. You could also allow people to submit their products for review.
- _____ 32. **Set Up a Product Monthly Subscription Website** - You could set up a paid subscription website where you offer a new product every month. You would create or buy a new product to give to your members every month that related to your target audience.
- _____ 33. **Set Up an Online Community Subscription Website** - You could set up a paid subscription website where you offer an online community for your target audience. It could be a message board, chat room, webcam chat, etc. You could ask experts to chat with your members in exchange for free publicity.

- _____ **34. Set Up a Resource Directory Subscription Website** - You could set up a paid subscription website where you offer a regularly updated directory of resources for your target audience. It could be website links, free stuff, ebooks, ezines, etc.

- _____ **35. Set Up a Step-by-Step Plans Subscription Website** - You could set up a paid subscription website where you would ask experts, related to your target audience, for a step-by-step plan. It could be for money, increasing traffic, gardening, etc. You would contact the experts and ask them if you could interview them in exchange for free publicity.

- _____ **36. Set up a Templates Subscription Website** - You could set up a paid subscription website where you offer a template to make something easier or faster. It could be sale's letter templates, website templates, ezine templates, love letter templates, etc.

Use the space below to record any additional websites that you are aware of.

Product Creation Opportunities That Can Pile Up Profits

- Action Guides
- Audio Products (MP3s and CDs)
- Checklists
- Databases
- Directories
- eBooks
- Newsletters
- Special Reports
- Teleseminars (Live and Prerecorded)
- Templates
- Tip Booklets
- Video Products (Streaming Video and DVDs)
- Webinars (Live and Prerecorded)
- Workbooks
- Workshops

39 Ideas to Turn Info into Income

Place a check mark in the box next to the ones that interest you.

- _____ 1. **Fieldbooks** – You could create complimentary “Fieldbooks” for hot-selling products. Call each “The [subject] Fieldbook.”

- _____ 2. **Professional Interview** - You could ask an expert for an interview in exchange for free publicity. The interview would be about his or her professional life. You want the interview to be long enough to fill up your information product.

- _____ 3. **Group Interview** - You could ask a number of experts for an interview in exchange for free publicity. You want all the interviews to be about the same subject so it coincides with your information product. The interviews can be shorter, since you would have many experts. They can also be done at different times and then combined.

- _____ 4. **One-Question Interview** - You could ask many experts one single question that would require a long answer, in exchange for free publicity. When you ask one question, it tightly focuses on the subject of your information product. Very good for a bonus to your main offer.

- _____ 5. **Tips, Strategies, Secrets, Etc.** - You could ask a number of experts about their tips, strategies, secrets, etc. on a particular subject, in exchange for free publicity. They could be very small pieces of information, so you will need to have many contributors.

- _____ 6. **Step-by-Step Plans** - You could ask one or more experts for a step-by-step plan about a particular subject, in exchange for free publicity. People like such plans because they are easy to follow and don't require much thinking. Successfully proven too. Better directed to new people in the field.

- _____ 7. **Discussions/Conversations** - You could ask two or more experts to have a discussion, and record it, on the subject of your information product, in exchange for free publicity. It could be in-person, over the phone, through a chat room, etc. You could convert it into audio, video, transcripts, etc. Maybe you've heard of people having or selling recordings of round table discussions. The same idea.

- _____ 8. **Original, Exclusive Articles** - You could ask a number of experts for an original, exclusive article about a subject of your information product, in exchange for free publicity. You would then compile all the articles you get into your information product. If they need extra incentive to write the article, you would allow them the first chance to sell it. A danger in that, with others involved, you need to get general approval from all first!

- _____ 9. **Recommended Resources** - You could get many experts to tell of recommended resources for subjects of your business and technical information product, in exchange for free publicity. For example, websites that accept marketing article submissions. You could ask the website's owners if you could have permission to list their website in your information. See if they would write a description of their website. Your product would be full of links with descriptions to lead people to the resources.

- _____ 10. **Templates** - You could ask a number of experts to provide content that could be used as tools, templates, or models for others, in exchange for free publicity. For example, you could ask for sales letters that other people could use as templates. You would turn them into fill-in-the-blank templates. Other ideas would be business letters, drawings, classified ads, headlines, romantic letters, etc.

- _____ 11. **Surveys and Polls** - You could ask many people to take a survey and use the results in your information product in exchange for a freebie. It could be a "fill in the blank" or "multiple choice" survey. Your information product would be of survey results your target audience would be interested in.

- _____ 12. **Retargeting of Someone Else's Information** - You could ask an author or publisher to retarget his or her information product to create a new one in exchange for free publicity and a percentage of the profits or an upfront fee. For example: changing a book about offline marketing into one about Internet marketing.

- _____ 13. **Co-Author** - You could ask another writer to co-author an information product with you, in exchange for free publicity and a percentage of the profits or an upfront fee. You would be able to write or create an information product quicker.

- _____ 14. **Multi-Co-Author** - You could ask a number of writers to co-author an information product with you, in exchange for free publicity, a percentage of the profits, or upfront fees. You would be able to write or create an information product even quicker than with just one co-author. If you get enough people, you might only have to write a title, a table of contents, and an introduction.

- _____ 15. **Unpublished Manuscripts/Information** - You could ask authors for unpublished information products and finish them for them in exchange for free publicity and a percentage of the products or an upfront fee. Tell them you will also list their name as a co-author.

- _____ 16. **Reprint or Master Reprint Rights** - You could buy the reprint or master reprint rights to someone else's information product for 100% profit.

- _____ 17. **Affiliate Program for Someone Else** - You could find an information product being sold with no affiliate program and offer to sell it for the person for a percentage of the sales. You could create an affiliate program for them where you're the sole affiliate.

- _____ 18. **Q-and-A Session** - You could ask a number of experts to answer questions from your target audience, in exchange for free publicity. You would invite your list of customers, leads, subscribers, etc. to the question-and-answer session, and they could ask the question or you could ask them to provide their questions ahead of time. The question-and-answer session could be held via teleseminar, webinar, chatroom, etc. You could charge for it or do it for free and turn it into an information product to sell.

- _____ 19. **How-to Reality Information** - You could film another expert (or yourself even) doing something, in exchange for free publicity. For example, you could tape an expert doing a craft project. It could be named "How to Build a Bird House." You or the expert could narrate it. It could be a taped video, live webcam, online video, etc.

- _____ 20. **User-Generated Information** - You could allow a number of experts giving advice and aid free access to your private online community, in exchange for free publicity. It could be a message board, chat room, email discussion list, etc. People will want access to it to see what the experts are writing and posting. Plus, your target audience's questions and the answers will create content as well.

- _____ 21. **Lessons/Assignments** - You could ask experts to allow you to use their content in exchange for free publicity in your information product. You would create a lesson assignment, with an exercise at the end of the content. You could use it to create an eclass, teleclass, live class, workbook, etc.

- _____ 22. **Summary/Highlights Information** - You could ask a number of authors and writers to write summaries of their information, in exchange for free publicity. You could group all the summaries together in your own information product. This would be a handy digest, saving them time and money.

- _____ 23. **Discounts/Coupons** - You could ask a number of information sellers to give you an exclusive and lower price to be in your discount/coupon information product. It would give them free publicity, and you would have an information product using their products. It could also be any product or service, not just information products.
- _____ 24. **Reviews** - You could ask a number of other businesses to allow your review of their product in exchange for free publicity. You could do several different businesses and compile all the reviews in one information product. You could rate in categories such as quality, price, and performance. The rating would be based upon usability rather than general quality. If it is a poor product, have nothing to do with it!
- _____ 25. **Affiliate Managing** - You could ask an information product seller to allow you to manage his or her affiliate program and sales tracking for a percentage of the profits.
- _____ 26. **Public Domain Information** - You could create an information product using public domain information. You want to make sure the information you are using is really public domain so you don't into any legal trouble. Public domain means property rights that belong to the community at large, are unprotected by copyright, and are available to anyone. You would repackage them; perhaps give a new title also.
- _____ 27. **Top Lists** - You could ask people or experts their opinion of important topics to your audience in exchange for free publicity. For example: "10 Ways to ...," "The Top 20 Gardening Tips," "The Top 5 Easiest Ways to ...," etc.
- _____ 28. **Personal Rolodex** - You could reveal your personal Rolodex of websites, bookmarks, contacts, etc. that are related to your target audience. For example: a Rolodex of good or bad ezines for a particular purpose, for instance, for advertising.
- _____ 29. **Forms** - You could create simple or complex forms or have others offer those they typically use in business, in exchange for free publicity. The forms would relate to your target audience. They could be organizational forms, results forms, legal forms, etc. You could also make them printer ready.
- _____ 30. **Event Calendar/Dates** - You could compile or ask others to contribute event dates, in exchange for free publicity. You want the forms to be related to your target audience. It could be seminar events, concert dates, sports events, etc.

- _____ **31. Checklist** - You could create a simple checklist or ask experts to contribute one for your information product, in exchange for free publicity. A checklist would be used as a guide to ensure that things are done right and in proper order. To promote organization and success.
- _____ **32. Announce Lists** - You could start an announce list to which people subscribe so as to get important announcements related to their preferences. The subscribers would set the content for their particular list. For example: an announce list about new free ezines. Other ideas would be news alerts, safe lists, product announcements, etc.
- _____ **33. Best-of Information** - You could ask authors and publishers to contribute the best of their information in exchange for free publicity. For example, you could use the best bits and pieces of ezines. There are so many ezines, people don't have time to read them all. They want a quick way to get all the information.
- _____ **34. Biographies** - You could write a biography of someone important to your audience. An expert, a writer, a publisher, or someone famous. This could be a compilation by many or just you.
- _____ **35. Information Contest** - You could hold a best ideas contest and convert the ideas into an information product. It could be ideas for marketing, gardening, new products, etc. Participants could include your website visitors, current customers, and ezine subscribers. The prizes could be cash, your product, or other items. You could make it an ongoing contest and award prizes every month. This will give you a cheap, steady supply of current information of interest.
- _____ **36. Free-Stuff Bundling** - You could find tons of free information products and bundle them together into one big package deal. Get permission from the owner. It could be reports, ebooks, ecourses, ezines, software, freeware, shareware, articles, informative websites, web directories, etc.
- _____ **37. Fan Club** - You could ask experts, celebrities, performers, athletes, film stars, etc. to allow you to manage an information-based fan club for them. They could provide all the information about themselves that you need, and you would just send out the fan information.

- _____ **38. Be a Publisher** - You could publish and sell other people's manuscripts and information products. You would take on all the expenses, promotions, orders, etc. You would pay the authors an upfront fee or pay a royalty on every sale. Many authors want a publisher because all they want to do it write.
- _____ **39. Consultations** - You could answer people's questions and give them advice on the subject you have knowledge in. You won't have any information product to create. You could consult with people by phone, in person, via email, by webcast, etc.

Piercing Wisdom

***Remember! Cowards get crushed, only the courageous conquer ...
and there is no middle ground. So pick a side.***

A Clear Checklist & Process for Creating & Marketing Information Products

Place a check mark when you've completed each step.

1. Pick your target market.

___ **Market #1**

___ **Market #2**

___ **Market #3**

2. Resolve the GAP you can fill profitably.

___ **Market #1 GOAL**

_____ **Market #1 ACTIVITY**

_____ **Market #1 PRIORITIES**

_____ **Market #2 GOAL**

_____ **Market #2 ACTIVITY**

_____ **Market #2 PRIORITIES**

_____ **Market #3 GOAL**

_____ **Market #3 ACTIVITY**

_____ **Market #3 PRIORITIES**

3. Identify the top three companies serving the market and their offerings.

Company #1: _____

Offers: _____

Format: _____

Delivery Method: _____

Price: _____

Company #2: _____

Offers: _____

Format: _____

Delivery Method: _____

Price: _____

Company #3: _____

Offers: _____

Format: _____

Delivery Method: _____

Price: _____

4. Pick a position.

Place a check mark when you've completed each step.

Company: _____

_____ **Complement: How?**

_____ **Enhance: How?**

_____ **Enable: How?**

5. Qualify the idea.

6. Decide on format.

Digital

- Amazon Kindle: <https://dtp.amazon.com>
- eReader Books: <http://www.ereader.com/ereader/software/ebookstudio.htm>
- MP3: <http://www.sonycreativesoftware.com/products/soundforgefamily.asp>
- PDF: <http://www.adobe.com/products/digitaleditions/index.html>
- Streaming Video: <http://www.easyflv.com>
- Tutorial Videos: <http://www.techsmith.com/camtasia.asp>

Physical

- Books: <http://www.lightningsource.com> (Print and Distribution)
- CDs: <http://www.kunaki.com>, <http://www.natlcass.com>
- DVDs: <http://www.kunaki.com>, <http://www.natlcass.com>

7. Decide on the creation method.

DIY

- Audio Acrobat: <http://www.audioacrobat.com>
- iDictate: <http://www.idictate.com>
- MindManager: <http://www.mindjet.com>

Outsource

- All Freelance Work: <http://www.allfreelancework.com>
- Craigslist: <http://www.craigslist.org>
- eLance: <http://www.elance.com>
- Freelance Success: <http://www.freelancesuccess.com>
- Guru.com: <http://www.guru.com>

TeleSeminar

- Free Conference Call: <http://www.freeconferencecall.com>
- Hi Def Conference: <http://www.hidefconferencing.com>

Webinars & Web Conferencing

- GoToMeeting: <http://www.gotomeeting.com>
- GoToWebinar: <http://www.onlinewebinarservice.com>
- WebEx: <http://www.webex.com>

Public Domain

- Addall Out of Print: <http://www.addall.com/used/>
- Alibris: <http://www.alibris.com>
- Gutenberg: <http://www.gutenberg.org>

Public Domain Facts:

- ✓ Anything published in the US before 1923
- ✓ Published in the US from 1923-1963 and no renewed copyright by 28th year
- ✓ Foreign works published before 1909
- ✓ Check copyrights: <http://www.copyright.gov/records/>

8. Do discovery on the subject.

- Do your research on the topic.
- Note your insights and conclusions.
- Synthesize your ideas into an article for your book.

9. Decide on the title.

- Describe the main benefit in the title or subtitle of your product.
- Keep it simple, specific, and short.
- Make it exciting!
- Use a product description to describe additional benefits.
- Use your primary keyword in your title.

10. Draft the subtopic chapter/section titles.

- Detail (How)
- Explanation (Why/How)
- Key Point (Why/What)
- Subtopic (Call to action)

11. Set up your binder with title tabs.

12. Assemble research materials into the section titles of binder.

13. Write/record the first draft.

14. Edit content and fill in the gaps on the second draft.

15. Confirm the facts, stats, and stories used.

16. Send to a professional editor to clean up grammar, punctuation, and formatting.
<http://www.guru.com>

17. Get your ISBN number. <http://www.bowker.com>

18. Get a barcode graphic for your product. <http://www.createbarcodes.com>

19. Send out drafts for review and feedback from relevant experts.

- Howcast: <http://www.howcast.com>
- LearnHub: <http://www.learnhub.com>
- Online Coaching Network: <http://coaching.bitwine.com>
- Rogomo: <http://www.rogomo.com>
- Skill Tip TV: <http://www.skilltip.tv>

20. Request and collect testimonials and feedback for marketing materials.

21. Design the visual packaging for both digital and physical appeal. <http://www.elance.com>

22. Decide what to make available as the lead generation offer.

- Free Audio
- Free CD
- Free Chapter
- Free DVD
- Free Membership
- Free Preview
- Free Report
- Free Sample
- Free Software
- Free Video

23. Send the product draft to a copywriter to begin writing sales copy for the direct response website.

24. Decide on the fulfillment process for physical and/or digital products.

- Amazon Kindle: <https://dtp.amazon.com/mn/signin>
- Amazon: <http://www.amazon.com>
- Barnes & Noble: <http://www.barnesandnoble.com>
- BookLocker: <http://publishing.booklocker.com/submit.php>
- Disk.com: <http://www.disk.com>
- eBay: <http://www.ebay.com>
- iTunes Podcast: <http://www.apple.com/itunes/whatson/podcasts/specs.html>
- Kunaki: <http://www.kunaki.com>

25. Decide on the payment processor.

- ClickBank.com: <http://www.clickbank.com>
- PayPal: <http://www.paypal.com>
- PowerPay: kparlin@pwerpay.biz

26. Set up the website with sales copy, ecommerce, and optin form.

27. Set up a Shopping Cart: <http://www.automatedinternetshoppingcart.com>

28. Test the purchase and lead generation process to confirm they're working.

29. Select marketing channels and begin marketing relentlessly.

Foundation Traffic

- Article Writing & Submissions
- Blog Reviews & Postings
- Directory Submissions
- Search Engine Submissions
- Social Bookmarking

Supporting Traffic

- Banner Ads
- Blog Posting
- Classified Ads
- Ezine Ads
- Forum Posting
- Pay Per Click
- Text Links

Accelerating Traffic

- Affiliates
- Endorsements
- Joint Ventures

Offline Traffic

- Card Deck Mailings
- Classified Ads
- Fax Broadcast
- Magazine Ads
- Mobile “Text” Broadcast
- Newspaper Ads
- Postcard Mailings
- Radio Ads
- TV Ads
- Voice Broadcast

30. Set up an affiliate program with affiliate tools, and find marketing partners.

Direct Response Websites

Location

- Affiliate Sign-Up Page
- Affiliate Tool Kit
- Autoresponder Series
- Google-Indexed Domain
- Graphics
- Hosting
- Landing Page

- Optin Form
- Order Form
- Refer-a-Friend Script
- Registered Domain
- Salesletter
- Thank-You Page

Delivery

- Headlines & Sub-Headlines
- Stories
- Bullet Points
- Clear Benefits
- Testimonials
- Offers
- Bonuses
- Guarantee
- Price
- Call to Action
- Upsells
- Downsells
- Cross-sells

Enhancers

- Audio
- Video

Testing & Tracking

- 1Shopping Cart: <http://www.automatedinternetshoppingcart.com>
- Google Analytics: <http://www.google.com/analytics/>

Exercise: Pulling Out the Info Product in You

Answer the questions in the following spaces.

Power POD (Point of Difference)

What's Your "Point of Difference"?

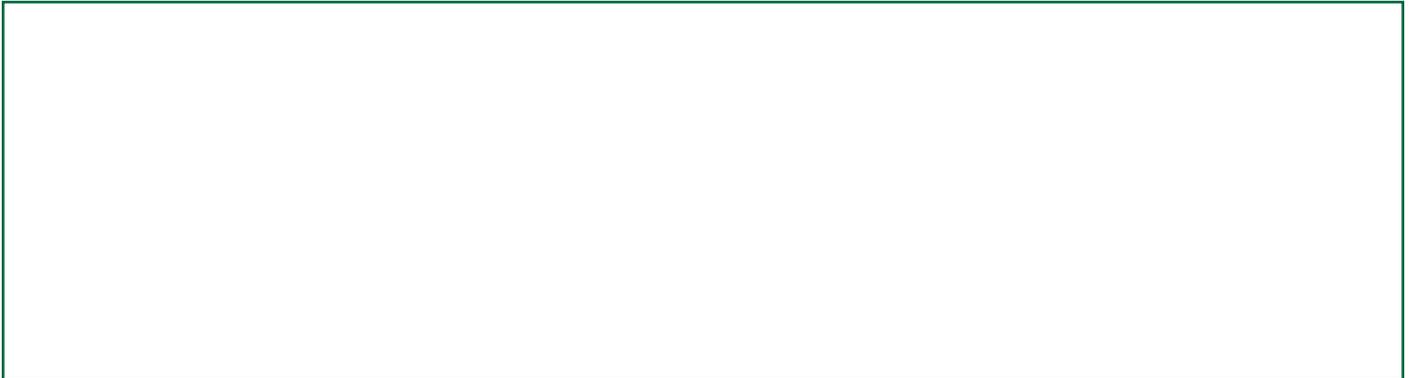
Your CORE

Core Competencies

"What do I know?"

Core Processes

“What do I do, and how do I do it?”



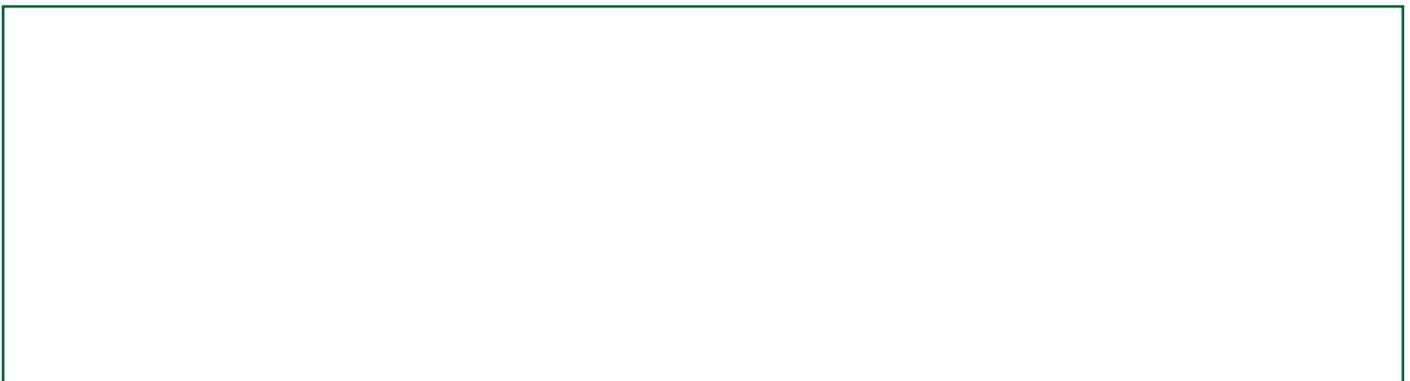
Core Assets

“What do I own?”



Your Knowledge Map

I know something about ...



What do I know about ...?

What else do I know about ...?

Who could benefit from what I know about ...?

Who else could benefit from what I know about ...?

What are the benefits to people if they knew about...?

PERSONALITY

- Safety & security
- Relationships
- Self-esteem and self-worth
- Goals and achievement
- Unique expression

FINANCIAL

- More money
- More savings
- More customers
- More sales
- More leads

SPIRITUAL

- Find meaning/purpose in all things and events
- Act in alignment with values/higher guidance
- Be in the now
- Meditate/Contemplate for soul/spirit connection
- Express purpose

PHYSICAL

- Maintain health with oxygen, fluids, nutrition, elimination, exercise, sunlight, rest
- Ideal body weight
- Respect rhythms of the body and nature
- More energy
- Attraction

EMOTIONAL

- Express or release what we feel
- Build self-esteem
- Care, share, and love
- Release attachments, illusions, unconscious reactions
- Experience balance & harmony

MENTAL

- Clarity
- Memory
- Concentration, focused attention
- Discrimination, making decisions and choices
- Obedience and willpower

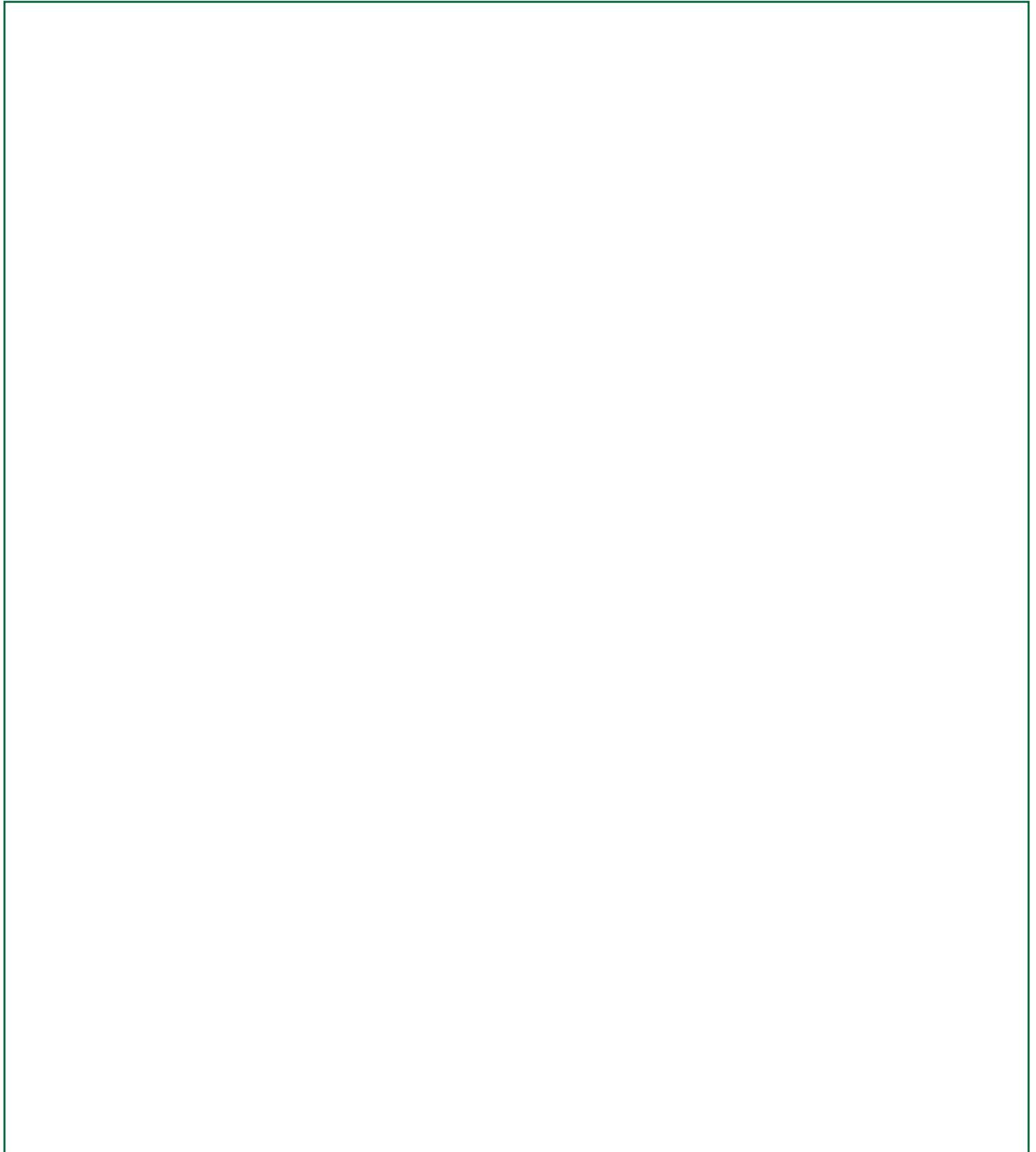
16-Point Info Product Creation Outline

1. Introduction
2. Attention Getter
3. Central Idea
4. Specific-Purpose Statement
5. Opposing Views
6. Main Points
7. Body
8. Main Points Fully Developed
9. Step-by-Step Task
10. Specific “How-To” Sequences
11. Case Studies, Examples, Before & Afters
12. Conclusion
13. Main Points Briefly Stated
14. Appeal
15. Closing Comments
16. Bibliography/Biography (if necessary)

Piercing Wisdom

*For better or worse, you will be thinking, feeling, and doing.
So you might as well choose to do it all for the better.*

Session Four: iApply

A large, empty rectangular box with a thin black border, occupying most of the page. It is intended for the user to apply the concepts discussed in the session.

CD5 Step 4: Lead Generation

The Primary **Question** of Lead Generation: How do I build a responsive list of buyers in my target market?

The Primary **Goal** of Lead Generation: To build a large, responsive list of buyers that I can send permission-based email offers out to and create cash on demand.

The Learning Relationship

One of the most effective ways to prove your expertise, showcase your skills, toot your own horn, and prove that you're not just good ... you're the best (and you're not only deserving of their paid business, but at a premium price) is to invite your market into a "learning relationship."

A learning relationship is designed to scratch an immediate itch without providing total relief. You do this by providing meaningful information and content that they can use immediately to experience some level of satisfaction.

The Five Critical Keys of Content for the Learning Relationship

1. Excite

Make your information compelling and interesting. This will keep people's attention and give you the opportunity to capture that "mental real estate."

2. Educate

Make your information informative and educational. Make them say "*Wow, I didn't know that!*"

3. Encourage

Your information should provide actionable steps that you can encourage them to take to experience a measurable difference.

4. Endear

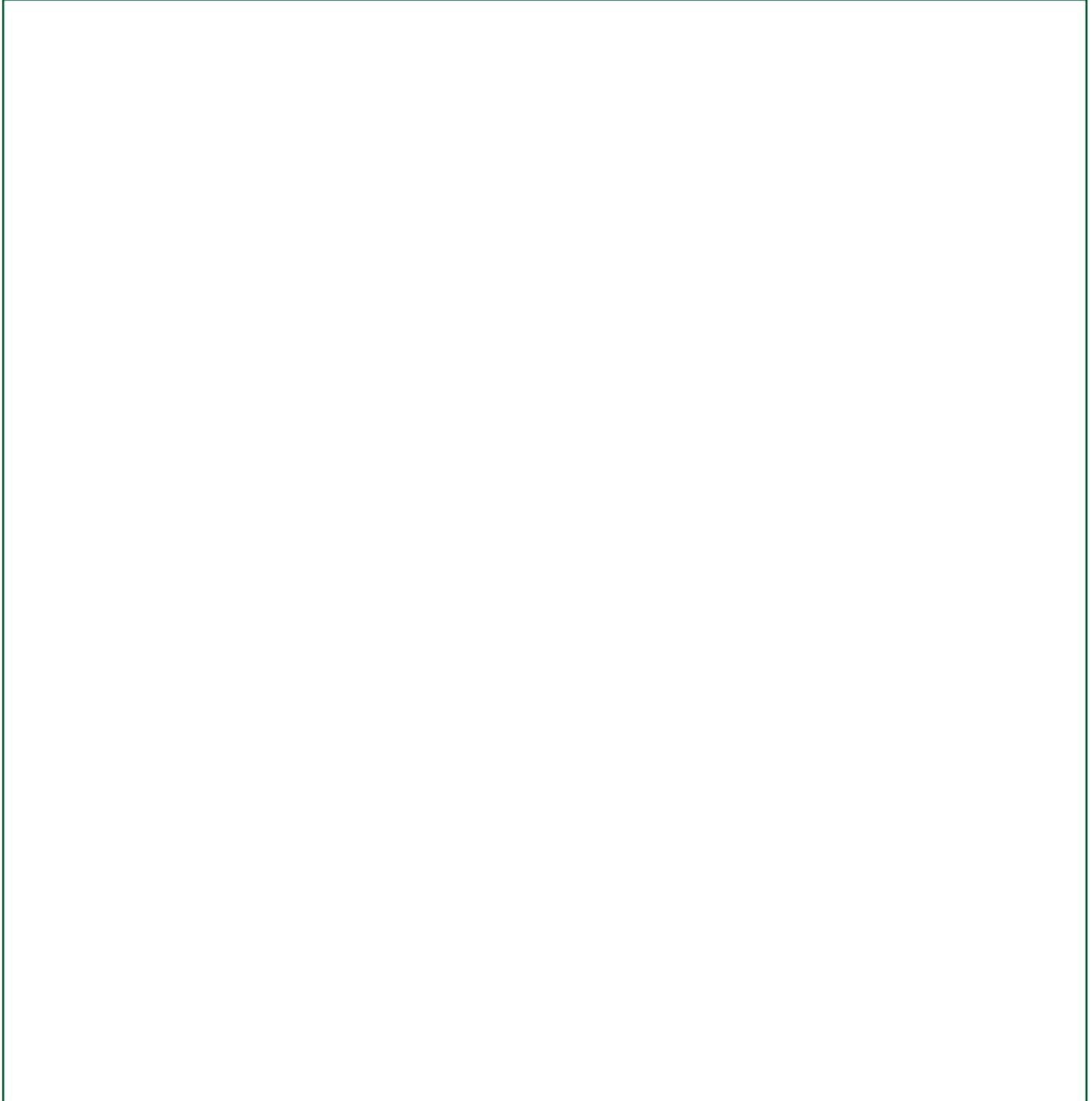
Your information should close gaps, build bridges, and bring attunement between you and your market.

5. Entice

Your information should entice them to want more from you. This will make scaling them up from free information into premium paid products and services much easier.

Exercise: Awards and Citations

Did your product receive any awards that you can mention? Was it mentioned in an article? Write about any awards, citations, or articles about you in the following space:

A large, empty rectangular box with a thin black border, intended for the user to write their response to the exercise question.

Piercing Wisdom

The difference between what you had yesterday and what you'll have tomorrow is hidden in what you do today.

Leave your market wanting an encore ... wanting another appearance from you. Leave them chanting your name, standing in their chairs, pumping their fists in the air in celebration of you and what you have given to them. Like 50,000 raving fans at a rock concert that don't want the show to end ... have your readers begging for more. So much so that they decide to purchase your products and services ... bright-eyed and smiling.

Capture the Names and Addresses of All Prospects, Customers, and Visitors

The most valuable asset in your business is your list of people who have purchased from you before, or who may have shown any interest, whatsoever, in your business or the products or services you offer. How can you effectively capture their contact information?

THE PROCESS

BAIT

Capture their attention by hitting emotional hot buttons.

LURE

Engage their attention with big promises that lead to a landing page.

HOOK

How can you make it enjoyable for your customers to do business with you?

REEL IN

Make a low-risk offer to create "action momentum."

Domain Name

- Keywords
- Description

“Standard” Landing Pages

- Free Offer
- Comparisons
- Reviews

“Story” Landing Pages

- Presell
- Testimonial
- Press Release

Landing Page Elements

- Text
- Graphics
- Audio
- Video
- Call to Action/Optin

“Offer” Value Types

- Good Value
- Better Value
- Best Value

Special Offers

- Free Report
- Free Audio
- Free Video

- Free Software
- Free Membership
- Free Preview
- Free Sample
- Free Chapter
- Free CD
- Free DVD

Piercing Wisdom
Priorities don't create pressure on performance; the lack of priorities does.

Ways to Draw in More Leads & Build a Bigger List

Make sure you show your readers that they are getting a bargain. Tell them the usual price you sell your product for is \$97. Then tell them they can get access to it today for free.

Direct your ad headline to your target audience. Your readers will feel important and enjoy belonging to a select group of people who buy your product. For example, “Attention! Accountants, Discover a New Way to Increase Your Client Base!” Another example, “Warning! Ebook Publishers ...”

Use bullets to highlight the benefits of your products or services. Benefits are the key to selling anything, so make them stand out in your ads and on your page. You can use dots, dashes, or circles to highlight them. You could also convert your product’s features and bonuses into bullet format.

Give your readers a couple of tips in your ad or on your website that will help them with their problem. This will give your business credibility and gain your readers’ trust to optin to your list and even to buy your products or services. Plus, that will get them more interested in reading the rest of your ad copy and more likely persuade them to buy.

Increase the perceived value of your product by making your offer scarce. You could use limited-time bonuses for those who optin. One of the best ways is to make your product collectible. You could offer one limited edition of your product.

Make sure your site looks good in all browsers. You could be losing optins and sales because your site looks distorted in some web browsers. For example, would you buy a product from a website that had the text all chopped up, had images out of place, or had distorted colors? I doubt it.

Test your headlines and offers. You'll save time, money, and big headaches promoting the right offer to the right group of people.

Analyze all your promotional efforts. Concentrate on the ones that work and drop the ones that don't. Don't waste your valuable time.

Create backlinks to your optin page. That can improve your search engine ranking.

Tell your visitors what they can avoid by opting in to your list. This will motivate them to optin. They may want to avoid pain, fear, danger, etc. For example, you could say, "Just imagine never having to be alone without a date on a Friday night again."

Organize your marketing and advertising into a plan. Create a list of daily, weekly, monthly, and all other future promotional plans. Try to follow your plan step-by-step every day. This will free up your time by being more systematic and organized. If the plan isn't working, don't be afraid to tweak it some.

Supply news stories related to your site. People want current news on the topics they are interested in. You could also include new how-to articles. For example, if there is a hot or popular news story going on, you could somehow relate it to your website's theme.

Offer free samples or trials of your product. This will let people experience your product and attract people to your website. You could also allow other people to give away your sample products. It would be like "viral pre-sell marketing."

Let people know anything about your business history. They'll feel more comfortable if they know who they are really buying from. You could tell them when you started your business, why you started your business, what kind of training you've had, how many employees you have, etc.

Use reverse psychology on your sites. You could tell people not to click on your banner ad. For example, "Don't Click Here if You Are Comfortable with Your Looks." Another example, "Stop! Don't Click Here Unless You Want to Be Wealthy!"

Tell people the major benefit of your offer. It could be benefits like making money, losing weight, increasing energy, saving money, saving time, etc. For example, you could say, “Lose 20 Pounds in One Month!” Another example, “Make \$200 in One Day!”

Give your prospects extra confidence so they will order. Use endorsements, testimonials, a strong guarantee or warranty, etc. For example, you could say, “I’m going to allow you to try out our product for a full 60 days without billing your card!”

Express the same views as your target audience. Bring up common likes and dislikes. This will create instant rapport with your audience. For example, you could say, “You, like me, know it’s very important to find a good bargain.” Another example, “Both of us know that money doesn’t grow on trees.”

Use headlines and subheadlines that are aimed directly at your audience. If you’re selling things to dentists, use a headline like, “Attention All Dentists!” You could also use the products your target audience normally buy to get their attention. For example, “Warning! Don’t buy another cup of coffee till you read this!”

You could end your ad copy by telling people what will happen if they use your free offer. Use your most powerful benefit as the example. For example, you could say, “Just think, you could be on your way to a flatter stomach in just 5 minutes a day!” Another example, “Picture what your friends will say if you could <benefit>!”

You could end your ad copy by telling people what will happen if they don’t use your free offer. Use a problem that they won’t be able to solve without it. For example, you could say, “Imagine staying in debt, filing for bankruptcy, and losing your credit.” Another example, “See yourself 5 years from now still without the love of your life. How will you feel?”

You could end your ad copy with a question that they will always say yes to. Then they will be used to saying yes when you ask them to order. For example, you could say, “You want to be able to afford the best things life has to offer, don’t you?” Another example, “You want to meet the woman/man of your dreams, don’t you?”

Magnify the size of your prospect’s problem in your ad; show how your product can solve it. The bigger the problem, the more options you’ll have. For example, you could say, “Imagine if you never get out of debt. Imagine falling further and further behind paying your bills. Well now you won’t have to experience any of these problems again if you use my free ...”

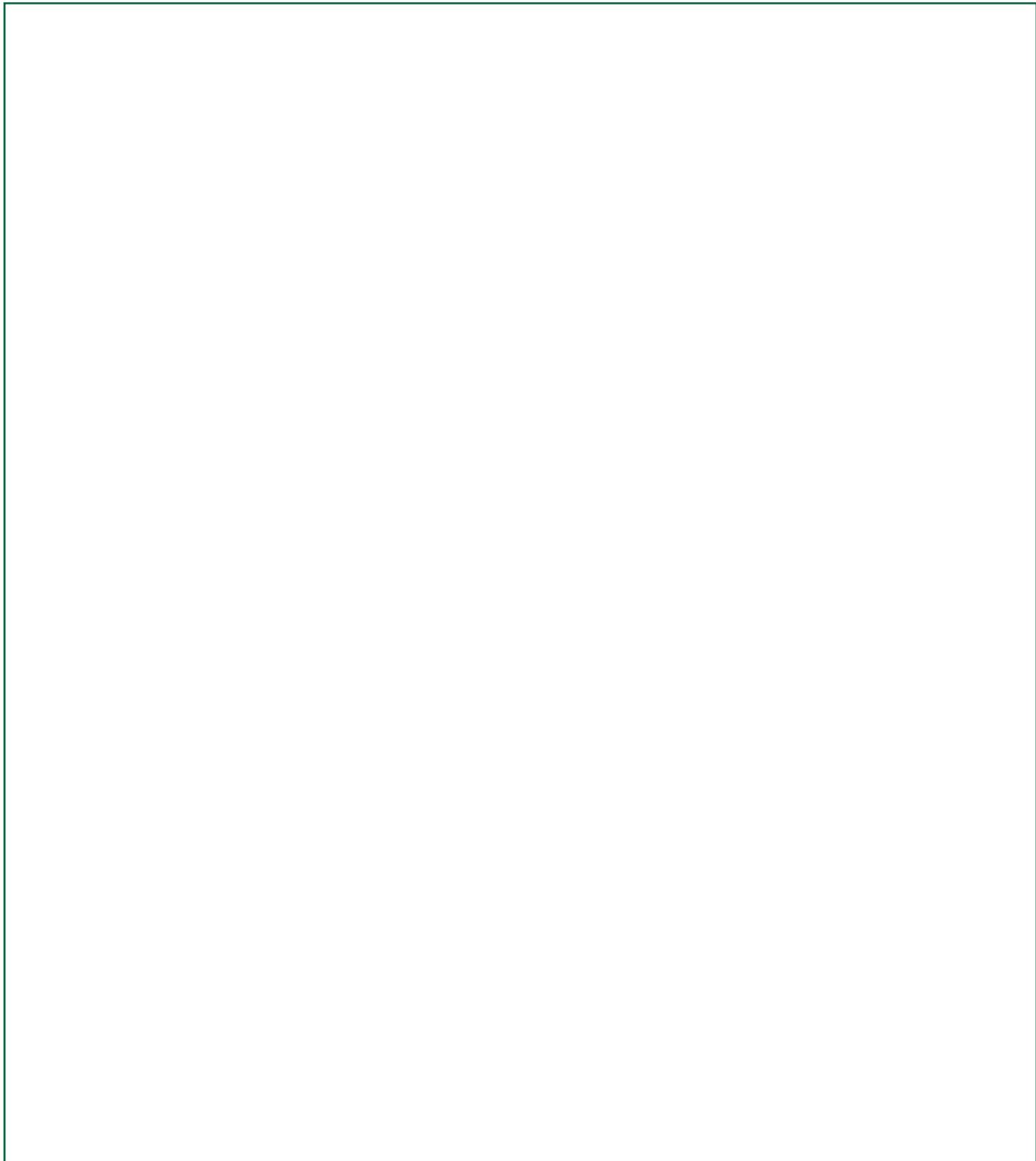
You could end your ad copy with a testimonial. Use one or two of your customers' testimonials that are believable and include specific results. For example, "P.S. Read this testimonial: I was able to change my oil 7 minutes faster without all the mess! I would highly recommend this product to anyone! (the person's name) (the person's title or occupation)."

Remind your visitors that you're human, not just a website. You could publish information on your family life, show a picture of yourself, publish your profile, etc. For example, show a picture of your family on vacation. Another example, show a picture of yourself doing one of your favorite hobbies.

Piercing Wisdom

Don't let what's most important be a slave to what's least important.

Session Five iApply

A large, empty rectangular box with a thin black border, occupying most of the page. It is intended for the user to apply the concepts discussed in the session.

CD6 Step 5: Traffic Generation

The Primary **Question** of Traffic Generation: How do I get the right people to see my offers?

The Primary **Goal** of Traffic Generation: To target the right people in the right place with the right message to get them to take action right now so I can deliver value and make money.

The essence of traffic generation is really link building.

People move around the Internet by clicking on links on websites, on search engine results, in their email, etc.

So what we are really doing to generate traffic is getting links with compelling offers in front of the right people online to get them to click on our links and come to our site, where we want them to take some form of action that we make money from.

Piercing Wisdom

***What you call stress, problems, and challenges, life calls strength training.
So don't get down — get strong!***

Internet Traffic Terrain

Data Sites

- Google.com
- Bing.com
- Yahoo.com

Social Bookmarking Sites

- Digg.com
- StumbleUpon.com
- Technorati.com

Video Sites

- Youtube.com
- Video.Google.com
- Viddler.com
- uStream.com

Picture Sites

- Flickr.com
- PhotoBucket.com

Podcast Sites

- iTunes.com
- PodcastAlley.com

Reference Sites

- Wiki.com
- Wikipedia.org
- Answers.com

Comparison Shopping

- PriceGrabber.com

Social Shopping Sites

- ThisNext.com
- Kaboodle.com

Two Principles of Traffic Generation

1. Less money, more effort
2. More money, less effort

Three Ways to Generate Traffic

1. Manual: You're doing everything yourself.
2. Semi-Automated: A software program helps you to do part of the work.
3. Fully Automated: You get a software program to do everything for you, or you outsource it to a team.

Foundation Traffic

1. Directory Submissions

These are very specific directories that people go to when they're looking for something. One of the very important elements of your directory submissions are the backlinks that you get from those sites over to your sites. And when you submit your site to directories, that is creating more backlinks over to your site, and that helps you with what we call PR. PR is page ranking. Directory submissions are not really going to give you immediate traffic but are absolutely essential for the long-term stability of any website.

Exercise: Submit to Some Directories

In the following space, identify some directories that are specific to your business or product.

Now, submit your website to them!

2. Article Writing & Submissions

With article writing, you focus on one very specific thing. That very specific thing is some topic that you want to write about that's related to what you sell and offer. And you give readers maybe 500 words of very valuable information. When we're writing our articles, we are focusing on a very specific keyword. And one of the best ways to make sure your keyword is optimized as to whatever the keyword it is you're using, make sure for every 200 words you write, your keyword appears at least one time. So, let's just say you have a 500-word article. Your primary keyword should appear at least two to three times in that article. One is early in the very first paragraph or sentence. Whatever your opening paragraph and sentence is to that article, put the keyword there. And near the very end, in that last paragraph, in that last sentence, put that keyword. And then sprinkle that third keyword somewhere in between. You also want to use other related keywords. That's going to give you the maximum impact for optimization of your article.

Exercise: Article Ideas

In the following space, quickly brainstorm 10 article ideas you can write 500 words on. Be sure to identify a relevant keyword first.

Keyword _____ **Article Topic** _____

Now, what you want to do is you want to take that article and submit it to article directories. One of the key article directories is Ezinearticles.com.

3. Social Bookmarking

Social bookmark every single thing that you develop. If you put a video on YouTube, social bookmark it. One of the great sites that you can use is a manual site called socialmarker.com.

4. Pinging

In essence, pinging is announcing to all of these valuable sites, from bookmarking sites to search engine sites, and even directories, that your site has updated content. One of the best free places to go ping is pingler.com. When you do a directory submission, the moment you get notified that your submission is now live in the directory, go to that directory listing, pull it up, take it to pingler, and ping it. When you write an article and submit it and it becomes live in the article directories, you go to pingler and you ping your article. When you do social bookmarking, especially when you do it manually, they are going to give you the URL to your social bookmark. Ping it.

If you want to move to semiautomated or to almost fully automated social bookmarking, go to nlyWire.com. With OnlyWire you go in, you do it one time, you hit social bookmark, and OnlyWire sends to all of those sites, over 40 sites instantly. So you do it one time, but it's done multiple times.

5. Blog Reviews & Posting

This is where you can go and have other blogs review your blog. Now a lot of people will charge you for this, but you can find some blogs where they'll give you a free review and they will talk about your content, especially if you have affiliate partners selling your stuff. They'll do reviews on their own on their blog to get you traffic so they can make money and you can make money. It's an extremely powerful way to get traffic, especially if the blog review is a positive review ending with an endorsement.

6. Search Engine Submissions

Your website will perform much better in Google if you don't directly submit it but instead just allow Google to find your site either through pinging or through what's called an XML site map

Supporting Traffic

These are the things that you want to do on a regular basis that will actually keep the traffic coming in every single day.

- **Forum Posting:** To find a forum that relates to your business, take your keyword and put it in quotes, and do a phrase match search in Google. You'll see a dropdown menu called "More" and you can click on a link that's called "Discussions." Those are forums that are talking about your keyword. When you post on the forum, make sure your offer or website is in your signature line.
- **Blog Posting:** This is commenting on people's blogs, and you leave a link for readers to go to your website. You can find some at blog.google.com.
- **PPC:** Pay per click advertising can get you traffic in a matter of minutes if not seconds. You can drive the right traffic with the right keywords to whatever sites you want them to go to.
- **Ezine Ads:** This is a very fast way to generate traffic. It'll cost you a little bit of money, but it's a very fast way to generate traffic because a lot of people have huge lists, and they will allow you to pay them money to send emails out to their list.
- **Classified Ads:** Classified ads still work. They still work offline and they still work online. You can place small classified ads for free in many places and start generating traffic quickly. Look at Craigslist.com, backpage.com, usfreeads.com.
- **Banner Ads:** Google has a way to use banner ads across its network, which is an extremely powerful way to do banner advertising. You can go to individual websites and offer them money to run your banners on their sites, which, if done correctly, could give you a real edge because you don't have any other competing banners on that website. But one of the fastest ways to get banners up is to go to Adbrite.com. Buysellads.com is another place where you can run various-size banner ads. Now, you can also run banner ads on MySpace. You can run ads, they're kind of like classified ads, but you can add an image that can almost make it look like a banner ad, on Facebook.

- **Text Links:** Go to Google, put your keyword in quotes, put a space, put a plus sign, put a space, and then just type in advertising, also in quotes. What will happen is Google will bring back every website that has your keyword phrase on it that also has the word *advertising*. And many of those sites will have a place on their blog or on their website where you can go and get their advertising rates. And in addition to using the word *advertising*, use the word *advertise*. Also use the phrase *text links*. And also use the phrase *banner ad* or *banner ads*. We're using these different phrases because it'll bring back different results. Sites that allow for text links will come up. Sites that allow for banner ads will come up.

Acceleration Traffic

- **Joint Ventures:** These are people who are willing to go out there and do a cross promotion with you or something. You'll promote something for them, and they'll promote something for you. And a way to develop joint ventures is to network. You can network with people offline at different events or online in different communities, like different forums and different user groups, different communities. You can find different people whom you can befriend and start doing joint ventures with.
- **Endorsements:** An endorsement from someone with high credibility can do a lot to build traffic. One way to get endorsements is to offer a complimentary version of your product or service.
- **Affiliates:** If you have your own products and services and you build a nice affiliate network, you won't even have to do a lot of the marketing we're talking about because all of your affiliates will be doing it. They're doing blogging, forum commenting, social media, social bookmarking, creating videos, running banner ads, and doing paid advertising with Google ad words. You want to make sure you have a large number of affiliates, but also a high quality as well.

Using Social Media to Make Money & Grow Your Business

Web 2.0 is a broad term describing many different kinds of websites, websites that provide a platform where end-users have control over the content of sites. Web 2.0 includes social networking sites, wikis, sites like Squidoo.com and MySpace.com, folksonomies, blogs, RSS feeds, and other sites that emphasize collaboration and sharing among users.

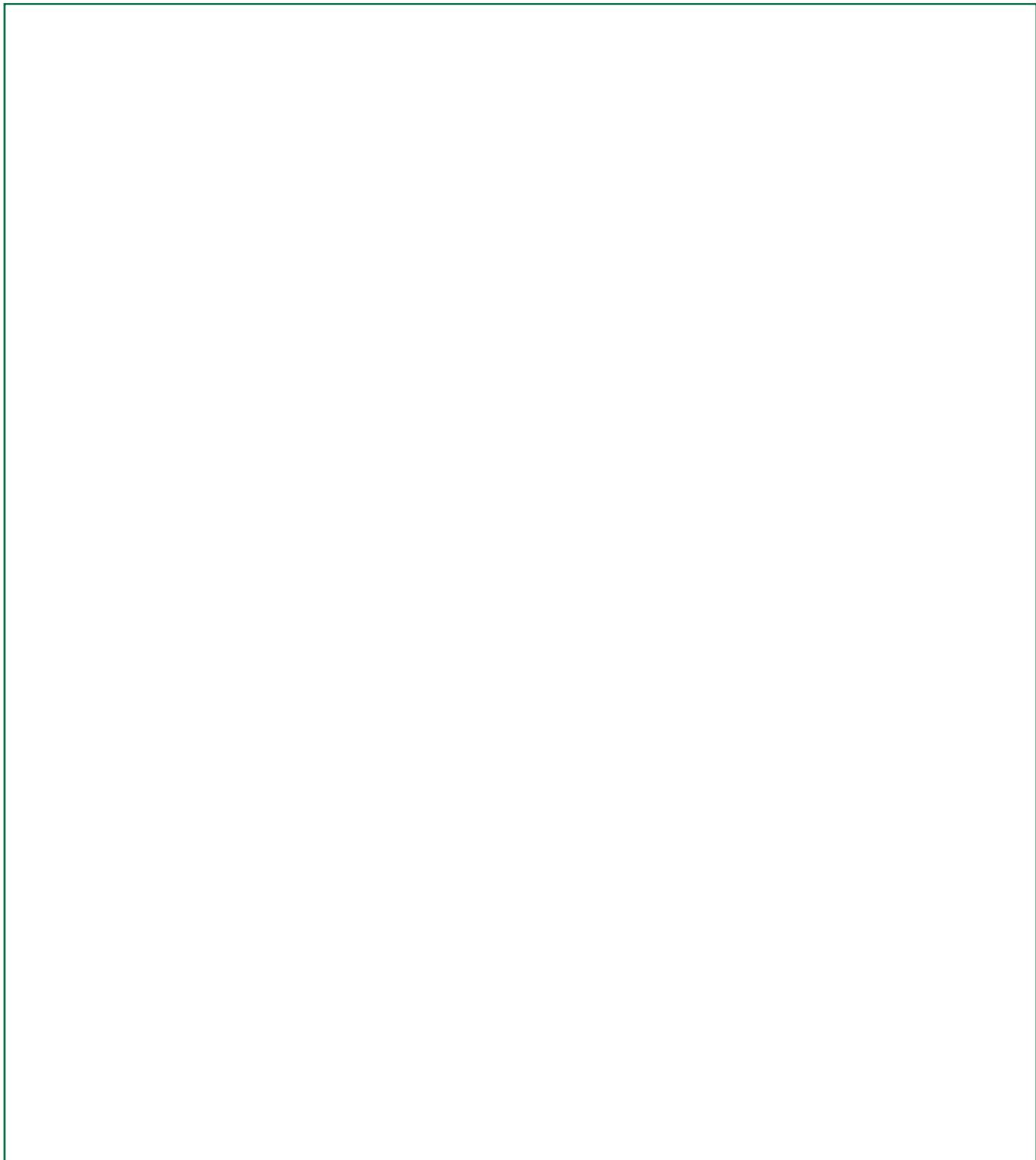
Web 2.0 isn't a NEW Internet but a new way of communicating using the World Wide Web. It focuses on building communities where people come together to share their ideas, passions, and interests. Some people have used collaborative and community-based sites since the dawn of the Web. Only recently have people other than consumers begun realizing the true potential of collaborative networking.

The “old” way of doing things focused on individual users creating applications from which they presented visitors information. For example, a person sat at his or her computer, created a website and provided information to visitors. The person sold product to visitors. He or she allowed feedback, usually in the form of a one-way email communication, web form, or other application. Web 2.0 encourages an approach to the Web in which people form communities and collaborate to provide information on the Web. Instead of one person sitting at the end of a computer terminal, there are multiple people at many terminals all capable of accessing the same information, like a list of your favorites that you bookmark on the Web.

Piercing Wisdom

Never surrender your soul to the bogeyman in your brain.

Session Six iApply

A large, empty rectangular box with a thin black border, occupying most of the page. It is intended for the user to apply the concepts discussed in the session.

CD7 Step 5: Traffic Generation (cont'd)

Piercing Wisdom

*Thought by thought, feeling by feeling, action by action,
we author, script, and live out our lives by our own design.*

Social Media Key Features

Most sites, regardless of their platform, share key features if they are 2.0 sites. Here are some of the key features and benefits associated with this new wave in technology.

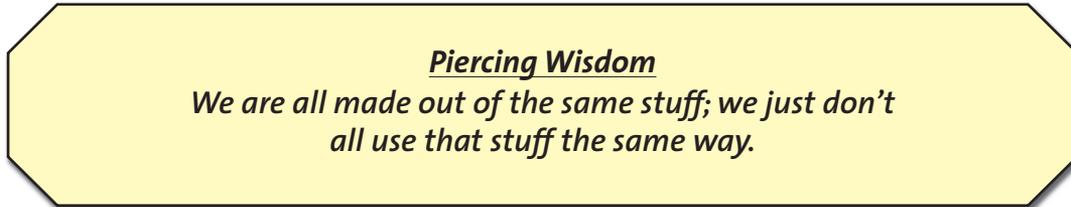
1. Encourages greater collaboration among webmasters and visitors, so that interactive communities are created on the Web.
2. Approaches the Web as a platform for building conversation and communities.
3. The “new” Web focuses more on social networking and sharing, through various means, including through blogs, wikis, and more.
4. The philosophy behind Web 2.0 is one that promotes an “architecture of participation,” where all visitors and users have the opportunity to contribute to a site’s development and progress.
5. The Web no longer serves as an entity in itself, but rather as a platform that individuals can use to connect with others.

Three Drivers of Social Media + One Key Component

1. Communities
 2. Conversations
 3. Content
- ✚ (You!) Contributor

Your Two Objectives as a Contributor

1. Fitting in (relevance, connection, engagement)
2. Standing out (cutting through the noise and clutter)



Three-Step Social Selling Process

1. Share (resources, knowledge, experiences to build your base of influence)

Show (demonstrating and showcasing your expertise to build social equity)

Sell (converting interest into income by having people pay to get more value from you)

Exercise: Do the Three-Step

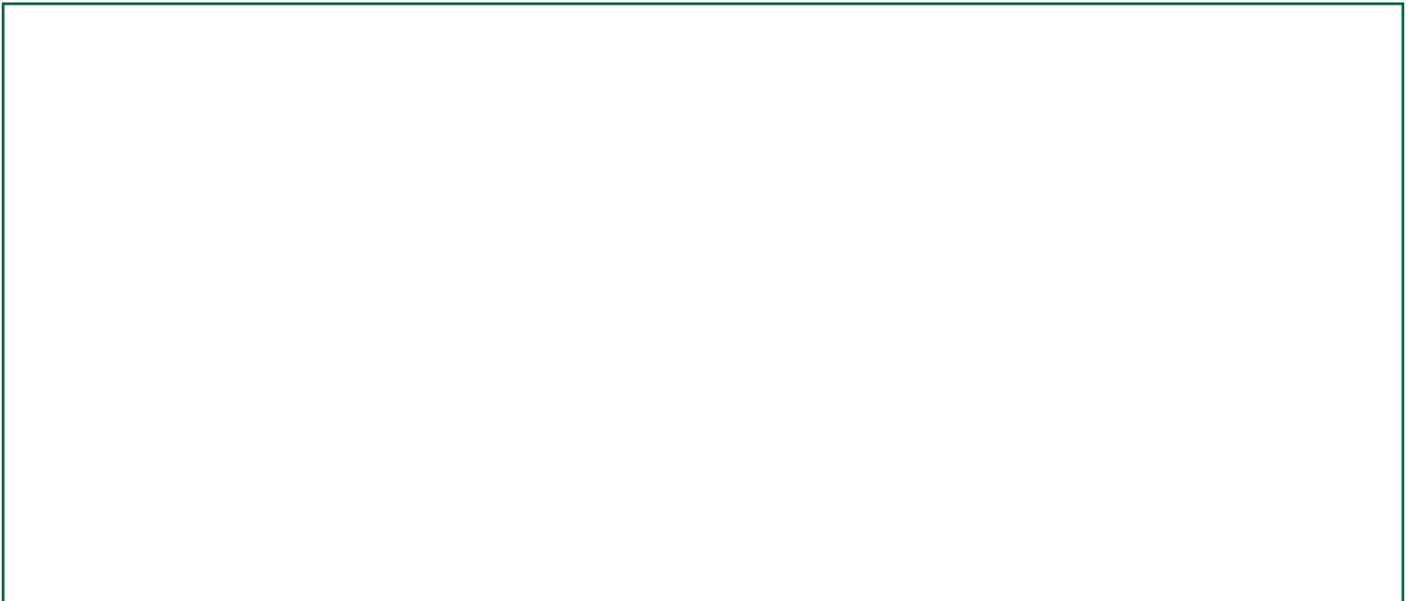
In the following spaces, personalize the Three-Step Social Selling Process.

1. What resources, knowledge, or experiences can you share to build your base of influence?

2. What can you show to demonstrate and showcase your expertise?



3. How can you convert that interest to income by getting others to pay to get more value from you?



Piercing Wisdom

*Some people are so hypnotized by who they are,
they have become blinded to who they can become.*

Blogging for Internet Income

Blogging Software

- Blogger.com
- TypePad.com
- WordPress.com
- getgatorhostingnow.com

Blog Angles

- answers.yahoo.com (for content ideas)
- Answer questions from blog readers/answers.yahoo.com
- Best places to visit as related to topic
- Guest articles from experts
- Hot button issues of the day
- New book and magazines
- Reviews
- What other blogs and media are saying
- Use Google Alerts for content triggers

Types of Blog Posts

- Book reviews
- Case studies
- Informational and news-oriented
- Instructional and tutorial
- Interviews

- Link post to other interesting places
- Product reviews
- Profiles
- Questions and answers
- Rants about stuff to let off steam and let it rip
- “Top” Lists

The Blog Plan

1. Write a primary post every month.
2. Write supporting post once per day (or three times per week).
3. Comment on other blogs.
4. Link to other blogs from your blog.
5. Ask for comments and feedback.
6. Link to old content.
7. Add artwork and images.
8. Create and use your RSS or Atom feed.
9. Optimize your blog with keyword tags.
10. Use Feedburner to watch audience and subscriber growth.
11. Submit your blog and RSS feed to directories.
12. Use a ping list inside your blog for auto pinging with each post.
13. Use social bookmarking (technorati.com, StumbleUpon.com, etc.).

Exercise: The Seven Levels of Marketing Momentum Management

Place a check mark on the line next to the ones you're going to do immediately. Be sure to check at least one in each area to get started.

One-Time Marketing

- Affiliate Program Submissions
- Blog Directory Submissions
- Google Knol Site Creation
- Hub Page Creation
- Paid Directory Submissions
- Podcast Directory Submissions
- RSS Directory Submissions
- SEO Niche Blog Creation
- Social Media Profiles (Twitter, Facebook, etc)
- Squidoo Lens Creation

Ongoing Content Creation

- Keyword Research
- Broadcast Email Creation
- Article Creation
- Video Creation
- Podcast Creation
- Special Report Creation
- Press Release Creation
- New Product Creation
- Shareware Software Creation
- Teleseminar Creation
- Webinar Creation

Monthly Marketing

- Affiliate Contest
- Card Deck Ads
- Direct Response Postcards
- Magazine Ads
- Software Submissions

Biweekly Marketing

- Ebook/Free Report Submissions
- Deep Linking
- Press Release Submissions

Weekly Marketing

- Banner Advertising
- Blog Carnival Submissions
- Blog Reviews
- Ezine Advertising
- Offline Classified Advertising
- Online Classified Advertising
- StumbleUpon Submissions
- Text Messaging
- Video Bookmarking
- Video Submissions

Daily Marketing

- Affiliate Recruiting
- Article Submissions
- Backpage Posting
- Blog Commenting

- _____ CPA Network Marketing
- _____ CraigsList Posting
- _____ Email List Broadcasting
- _____ Forum Posting
- _____ JC/Cross Promo Deal Making
- _____ Link Baiting
- _____ Pay per Click Advertising
- _____ Social Bookmarking
- _____ USFreeAds Posting

Hourly Marketing

- _____ Checking Stats
- _____ Evaluating Results
- _____ Modifying Ads

Step 6: Automation

The Primary **Question** of Automation: How can I automate what's working?

The Primary **Goal** of Automation: To leverage technology, outsource tasks, and delegate priorities so I can work on my business instead of in the business.

LOD2

1. List, Organize, Decide
2. Leverage, Outsource, Delegate

Credit Card Processing

- ClickBank.com
- PayPal.com

Product Delivery

- Digital (ClickBank & PayPal)
- Physical (Disk.com)

Newsletter Delivery

- Aweber.com
- 1ShoppingCart.com

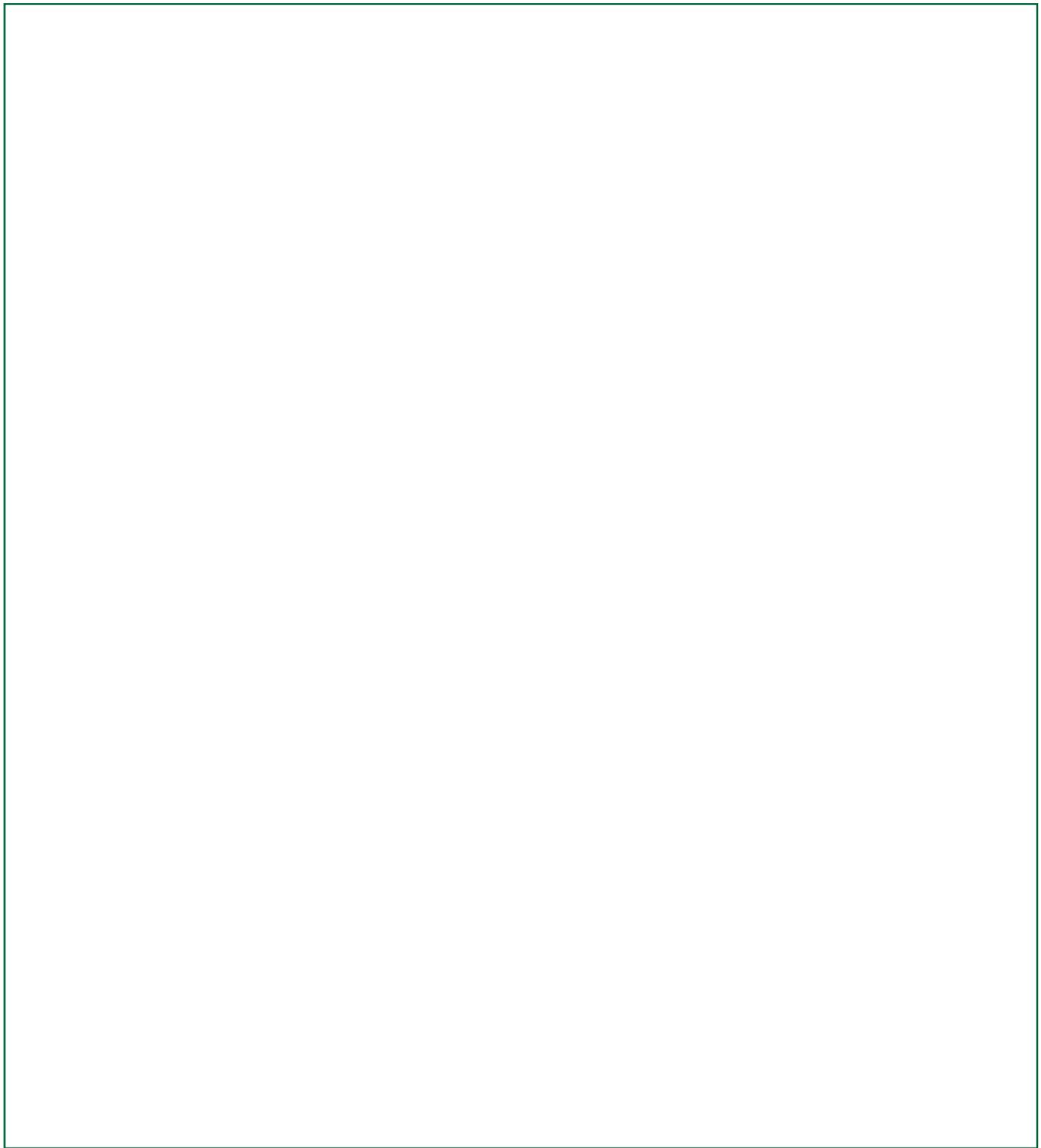
Customer & Lead Follow-Up

- Aweber.com
- 1ShoppingCart.com

Piercing Wisdom

What's interesting tends to distract us from what's important.

Session Seven iApply



CD8 Step 7: Acceleration

The Primary **Question** of Acceleration: How can I optimize my success to produce bigger results faster?

The Primary **Goal** of Acceleration: To list, organize, and decide on the best ways to leverage my success to boost my results.

Piercing Wisdom
Personal extinction begins with “I can’t” and is finalized with “I won’t.”

Three Principles of Acceleration

1. Complement
2. Enable
3. Enhance

Exercise: Accelerate Your Success

How are you a complementor, enhancer, or enabler of something that already exists? What does your product or service complement, enhance, or enable?

10 Offers That Can Accelerate Your Income

1. Bonus Offers
2. Bundled Offers
3. Last-Chance Offers
4. Limited-Time Offers
5. One-Time Offers
6. Pre-Release Offers
7. Scratch & Dent Offers
8. Second-Chance Offers
9. Special Offers
10. Thank-You Offers

Exercise: Make Me an Offer

In the following space, develop several offers. Is there a bonus you can create? Some kind of special offer? Brainstorm some ideas here:

24 Quick Ideas to Boost Your Internet Income

1. Add a \$19.95 monthly program to your product.
2. Add links to bonuses with higher-level bonuses listed but not linked.
3. Cross-sell.
4. Downsell.
5. Offer a backup version of your software on CD as an upsell.
6. Offer a coupon on the thank-you page.
7. Offer a physical version of your ebook as an upsell.
8. Offer an upsell on a bridge page; offer a different upsell on the order form.
9. Offer clubhouse access.
10. Offer partial purchases.
11. Offer priority rush delivery at twice your cost.
12. Sell a backup CD of a software/audio/video product.
13. Sell an upgrade to a second copy: “Receive a second copy of XXXXX for just \$\$\$\$\$ more — have an extra copy for a friend or as a backup.”
14. Sell license/password insurance.
15. Sell physical copy of a digital product.
16. Sell premium/priority support.
17. Sell the bonuses only after multiple tries to sell the product.
18. Sell total solutions.
19. Sell trade-up programs.
20. Sell upgrade/update protection.
21. Sell upgrades.
22. Send a free CD of the product with only 20% of content unlocked.
23. Upsell on the thank-you page.
24. Use an order trapper “Order within the next 7 minutes and you’ll receive ...”

10 Ideas to Get More Upfront Sales

1. 30-day in-home free trial, with no money upfront
2. 30-day in-home free trial, with a charge for shipping
3. 10% down, pay balance in 3 easy payments
4. 90-day split-pay, pay first installment now, next in 90 days
5. 45-day split-pay, pay first installment now, next in 45 days
6. 3-pay plan, pay first installment now and the next two in 30 and 60 days
7. \$1 test drive, balance billed in full in 30 days
8. 1st module free, pay for each additional module monthly
9. Free 7-day access
10. Free 30-day access

11 Ideas That Can Accelerate Your Internet Income

1. **Set Up Joint Ventures with Other, Complementary, but Noncompeting Companies**
Which other companies have products or services that would naturally complement what you offer but don't carry, that would provide additional benefits or enhancements to your customers?
2. **Program Your Clients for Repeat Purchases**
What can you do to encourage your customers to buy from you again (frequent purchase programs)?
3. **Communicate Regularly with Your Current Customers**
How can you best keep in touch with your customers and let them know of special events, sales, promotions, etc.?
4. **Contact Inactive Customers**
What can you do to encourage those customers who haven't purchased recently, to buy from you again?
5. **Promise a Lot ... Deliver Even More**
How can you increase your service and the attention you give to your customers so this becomes one of your major competitive advantages?

6. Increase the Price

Sometimes it is as simple as increasing your prices. Many business owners are concerned that an increase in price will have an adverse effect on their sales. This may or may not be true. The only way to find out is to do a “Price/Feasibility” study.

7. Sell to the Affluent

Find a way to position your business as the one that provides superior quality to those who want it and can afford it.

8. Upsell

Upselling means offering more of the same item, typically at a discounted price. A huge chunk of your business expense has to do with getting prospects to contact your business and buy from you the first time. Other than the actual cost of the product, when selling more of the same product to the same customer, the increased revenue you generate is pure profit. Hence, you can provide an incentive for your customer to buy more.

9. Cross-Sell and Offer Add-Ons

What additional items can you logically add on to your customers’ purchases that will enhance the benefits they gain from their original purchase?

10. Offer Bundles and Packages

What complementary products can you bundle together that will increase the total value of the sale but cost your customers less than if purchased separately? Examples: “Combos” or “meals” that you buy at fast-food restaurants. You “bundle” several items together and offer them at a small discount compared with what it would cost if they paid the full price for each item. Your customer gets more value, and you get more business.

11. Develop your USP and Be a Specialist

Specialists *always* get paid more than generalists. USP stands for Unique Sales Proposition. Here is a simple way to develop a USP for your product:

Exercise: Get Your USP

Use this two-sentence paragraph as a template:

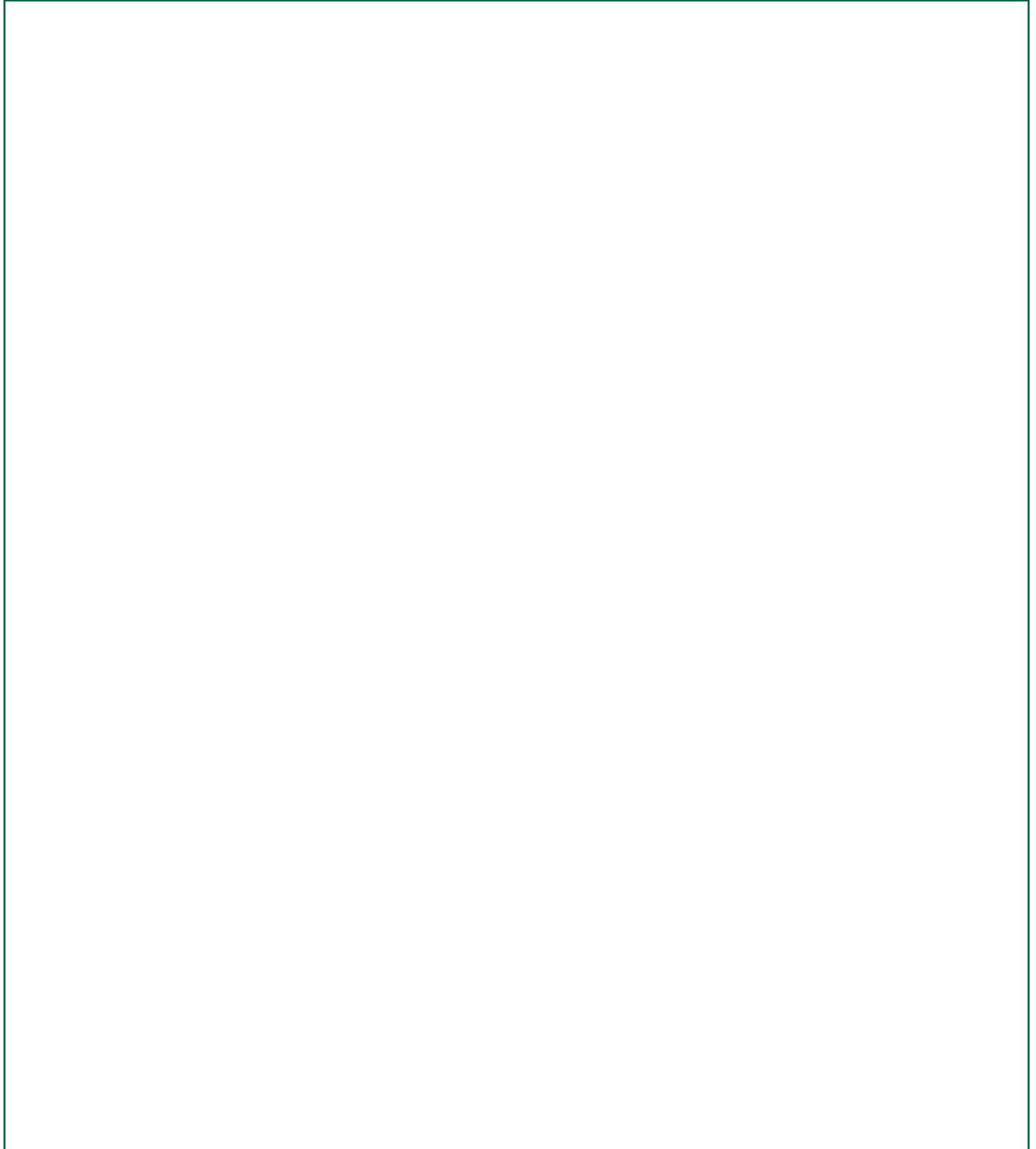
“You know how most (similar companies/products/services) (do this) and leave you with (a negative)? Well, this (company/product/service) does _____, which means _____, to you.”

Use this space below if you would like to write it in your own words:

Piercing Wisdom

Procrastination is a narcotic ... it's addictive and habit forming.

Session Eight iApply

A large, empty rectangular box with a thin black border, occupying most of the page. It is intended for the user to apply the concepts discussed in the session.

Closing Thoughts

Millionaires' Advantage

Meaning — The fuel of success.

Mind — Money is an effect; mind is cause. You can't make money and excuses at the same time. Change the idea of who you are, and your whole life changes because how you think is how you feel, how you feel is how you act, and how you act is how you are. You can never be, do, have, or experience beyond what your own identify will allow.

Marketing — Everyone is a marketer. Client Compass (N = Needs, E = Experiences, S = Solutions, W = Wants)

Mentors — Mentors can help us see what we are blinded to because of where we are sitting or standing.

Momentum — Where was I? Where am I? What's next?

Unleashing the Power to ACT on What You Know

A = Assessing, Awareness, Acknowledging

C = Creating, Choosing

T = Trusting, Taking Action

Piercing Wisdom

***Make your emotions & feelings a slave to your commitment ...
NOT the other way around.***

YOU KNOW THE SECRETS BUT WHAT WILL YOU DO NEXT?



TAKE MORE MONEY MORE LIFE TO THE NEXT LEVEL!

My guess is that you've been reading self-help books, going to seminars, and doing all the "right things" but you're still not exactly where you want to be, and that's not your fault. In this audio series, I've shared many of the secrets with you, but **you may need something extra to get started**—to get you on the path to your ideal life.

I want you to avoid the struggles I faced in getting where I am today. In fact, I insist on helping you—and that's why I am giving you an invaluable gift. Throughout this audio series I have mentioned that I wanted to share a special offer with you. **For a limited time**, I am going to let you experience the **powerful resource** that my *most exclusive members* use to make leaps and bounds ahead of the competition.

I am going to give you a **FREE INTRODUCTORY SESSION** with one of my **expert coaches**—just to help you jumpstart your success. You'll get to know what it's like to have a coach:

- HELP YOU **FOCUS!**
- HELP YOU **AVOID THE PITFALLS!**
- HELP YOU **PROGRESS FASTER THAN YOU EVER COULD ON YOUR OWN!**

My coaching staff and I have met thousands of Internet entrepreneurs—many of them reaching **pinnacles of success**; others were scraping the bottom when they started. And my team and I helped them **turn their failures into massive homeruns**.

All the commitment in the world isn't as helpful as having someone there...at your side...showing you the ropes. Better yet, having an expert with whom you can share your own circumstances who provides answers to your unique questions makes all the difference.

And best of all, this is my gift to you. It's free. What could be better? You can be on your way to unstoppable confidence and achievement in an hour—and you have nothing to lose.

The only catch is that I can't keep the offer open forever. So, I **strongly urge you to call now** because my expert coaches are busy and their schedules fill up quickly. These are people who have experienced success with these same strategies and secrets that I've shared in this series. They have helped my most exclusive members get on the fast track and avoid devastating mistakes.

I challenge you to take More Money More Life to the next level. You owe it to yourself, to your family, to your friends and associates to be that person who generates abundance—who emanates generosity and fulfillment.

Get on the fast track to More Money More Life. Do it now. Don't expect fame and fortune to drop down out of the sky. It won't. Don't expect checks to magically appear without any effort. They won't. You have to take the steps. You have to apply what you now know.

IF YOU HAVE AN OVERWHELMING DESIRE TO ENJOY SUCCESS AT A SCREAMING FAST PACE, CALL MY COACHES TODAY.

Call 1-800-211-5781 code SPMML

Add These Inspiring Nightingale-Conant Titles to Your Skill-Building Library

Channels of Profit:

12 Easy Ways to Make Millions for Yourself and Your Business

By MaryEllen Tribby

26320CD

Mind Mapping:

How to Liberate Your Natural Genius

By Michael Gelb

10400CD

I Know What to Do, So Why Don't I Do It?

By Nick Hall, Ph.D.

25331CDD

The Living Faith Series:

Life-Changing Tools for the Growing Christian

By Bill Hybels, Haddon Robinson and Luis Palau

20401CD

***Lessons from the Richest Man Who Ever Lived:
Incomparable Insights and Breakthrough Strategies
for Success, Happiness, and Wealth***

By Steven Scott

23201CD

All available from Nightingale-Conant —

Phone: 1-800-525-9000 • or visit our website at www.nightingale.com
or for our UK clients • Phone: 01803 666100 • nightingaleconant.co.uk.