

Treasure Map to Online Riches



*Guiding Principles that show you
exactly where to dig in order to
find wealth and success online.*

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**Guiding Principles that show you
exactly where to dig in order to
find wealth and success online.**

Written By: **Alan Tutt**

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Prosperity From the Inside Out

Keys To Power Persuasion

Choose To Believe: A Practical Guide to Living Your Dreams

And creator of the brand new:

EmBRACES Belief Entrainment System

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About the Author



Alan Tutt has operated his online business since January 10th, 2003. During that time, he has learned from people such as Joseph Sugarman, Jay Abraham, Dan Kennedy, Bob Serling, Mark Joyner, Corey Rudl, Terry Dean, Jimmy D. Brown, Willie Crawford, Jim Edwards, Yanik Silver, Mike Filsaime, Paul Myers, Glenn Livingston, Paul Hartunian, Fred Gleeck, Jeff Walker, Frank Kern, Eben Pagan, Rich Schefren, and many others.

Using the principles revealed in this report, Alan has created marketing events which have brought in as much as \$5,000 a day and \$15,000 a week.

As you will see for yourself, Alan's writing style is direct and to the point. No fluff, and 100% usable content. If you like what you find here, you may also enjoy some of Alan's other products, listed below.

Other Books by Alan Tutt

Prosperity From the Inside Out

Keys To Power Prosperity

Keys To Power Persuasion

Keys To Power — Step by Step course

Choose To Believe: A Practical Guide to Living Your Dreams

Audio Programs

EmBRACES Belief Entrainment System

Choose To Believe Audio Workshop

Keys To Power: The Power of Intention

Awaken Your Power (guided meditation)

Sharpen Your Focus (guided meditation)

All of the above (and MUCH more) may be found on the PowerKeys Publishing website, at www.PowerKeysPub.com.

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Part 1: The Lay of the Land

The Dream

We've all heard it. Anyone can make a fortune on the Internet. You don't have to spend any money to get started — everything you need is available for free. You can make a million dollars in a single day, or even within a matter of minutes. Once you have an online business, you can goof off all the time, do nothing, and get rich.

In some cases, it even seems real. Just look at Frank Kern. He's some sort of “surfer dude”, who always seems to be goofing off and joking around, and yet he made something like \$640,000 in 20 minutes with one of his Serializer workshop events.

And he's not the only one. John Reese was the first Internet Marketer to make a million dollars in a day. Then came Jeff Walker with Product Launch Formula, Mike Filsaime with his Butterfly Marketing system, Andy Jenkins with Stompernet, Buck and Brock with Pipeline Profits, and on and on it goes. There are examples outside the “how to make money” niche, although they're not as well known.

Everywhere you go, you hear stories of folks just like you who make tons of money with their Internet businesses, in very short periods of time, with what seems to be almost no work involved at all.

In fact, some very public Internet Marketing 'gurus' will even tell you flat-out, “Join my system, and I'll do all the work for you. Just sit back and watch the money come rolling in. All you need to do is invest \$97 now.”

If that weren't bad enough, there are other 'gurus' who will tell you that selling low-priced products is the wrong way to go, and they have a \$5 report that will teach you how to sell high-ticket items. One very famous Internet marketer recently made this mistake and lost all trust I previous had in him.

What Can You Realistically Expect?

Despite appearances, the people mentioned above have put a lot of time, energy, and work into building their businesses to the point where they can make millions within a very short period of time. In most cases, the money they make has to be shared with the JV partners who help them make it.

In other words, that kind of money is never made by accident. There are specific (and at times, complex) plans at work behind the scenes.

If you approach the task of building an online business as a hobby, the odds are very good that you will fail, that you will spend hours and hours in wasted activity, getting next to nothing for your efforts.

However, if you approach this activity with the right attitude, and follow the advice provided here in this report, you'll find that success comes to you so much easier than it does to the 'hobbyists' out there.

Yes, it's possible to start an online business with nothing more than an idea. You can start an online business for literally NO out of pocket expenses, and build that business to the point where it makes you rich, never having to work another day in your life.

And yes, it's also possible to start an online business and start making tons of money very quickly.

However, it's NOT possible to do both at the same time. In order to set up an online business that produces a large income quickly, you will need to invest in certain tools and services, and the good ones aren't cheap.

If you're starting out and want to invest less than \$100 in your new venture, don't expect to start making 5-figures a month for a while. In fact, with minimal starting capital, you'll probably do well to see a profit of \$1000 your first month, even working full time on it.

If you're willing to invest a little more — perhaps \$500 to \$1,000 — you can realistically expect your first month return to be similarly larger.

What Can You Expect From This Report?

This report is intended to give you a very “broad strokes” view of how to make money online. You won't find any “cookie-cutter” business plans that tell you exactly what to do and how. I don't believe in cookie-cutter approaches, mainly because I have yet to find one that works for the majority of people who use it.

What works best is to find your own niche, find a need in the marketplace, and serve to fill that need in whatever way makes sense to your customers. That's where you can find the greatest treasure in business.

This report will point you in the right direction, tell you what to look for, and give you some guidance on how to find it. In the grand scheme of things, this is really the MOST IMPORTANT information you will find. Consider this, would you rather drive slowly and carefully in the right direction, or would you prefer to go speeding off a cliff?

This report also isn't an exhaustive encyclopedia of every possible way to make money on the Internet. That would be a much larger, more expensive product. If you like what you find in this report and want more, [let me know](#). Perhaps I'll create a more in-depth version later.

My intention in writing this report is two-fold. First, I have a lot of folks asking me questions about how to make money online. This report contains an answer to many of those questions. Second, if I'm going to do the work of answering questions for folks, I might as well make some money at the same time, so I'm planning to sell this report and use it to as an example of what anyone with some expertise can do in a short period of time.

At the time I'm writing this, I started this project 4 days ago. In those 4 days, I've written about 50 pages of material, added pre-existing articles I wrote months, or even years ago, and now have about 130 pages of pure content. I'll spend another day editing it. Even in the raw form it's in now, I know I can easily sell it for \$20 to \$40 bucks a copy, and will probably sell a few hundred in the next couple of weeks. Not bad for a quickie project, eh? (*Rule 1: It doesn't have to be perfect. It just has to be good.*)

Update: Within 7 days of starting this project, I sold 62 copies of this report, for a special “launch price” of \$10, to a “personal development” list of about 6000 subscribers. 351 (5.85%) clicked an email link to the sales letter, which had a “conversion ratio” of 16.2%, resulting in a per-visitor value of \$1.62. As I roll it out to other lists, especially lists interested in “how to make money” information, I’ll do even better.

The Core of an Online Business

At its core, an online business is about marketing. Sales. Getting people to spend money. Of course, this is true about ANY business, online or offline. The first principle you need to understand is that money is made when something is sold. Until something is sold to someone, there is no profit.

If you don't like the idea of selling things, you can still make money online. However, you'll find that the only avenue open to you is to 'sell' your services to business people who *are* comfortable selling.

Face it, you just can't make money without selling *SOMETHING*. You'll either sell products or services, or you'll sell your time, skills, and abilities to help someone else sell products and services.

The sooner you accept this fact, and get comfortable with it, the sooner you'll be able to start making good money.

Now, I want you to know that there are many ways to sell things. In fact, some of the BEST ways to sell don't really seem like selling at all. It's called the “soft sell” approach, and this is the way I do business online, and the way I'll show you later in this report.

Everything Must Be Sold

The next major principle you need to know is that everything must be sold. Even if you're giving away free money, it must be 'sold'. That's because no-one will believe that you're really giving money away, expecting there's a catch somewhere.

There's an old story of someone who wanted to test this idea. He put an ad in a major metropolitan newspaper which read, "Free \$100 bill. Call 1-800-xxx-xxxx to claim yours." Not one person called.

The same is true about "free advice". You have to sell it. You have to persuade the other person that it's worth paying attention to. You have to sell them on the idea that you know something they don't.

You see, there's ALWAYS a cost to anything. Even if no money exchanges hands, there's usually a time factor involved. If you're giving away a free ebook, for example, the person receiving it has to spend time to read it. And with so many people feeling that they have no time available, you have to 'sell' that free ebook.

Sure, you'll get some people who are so new to the Internet, or so bored, that they'll sign up to get anything that's offered for free. However, these folks are few and far between. And they're really not the type of people who will buy the products and services you promote.

There are other reasons why everything must be sold. Besides the money and time investments, folks may not want to "invest" themselves — their own self-image — into something which may damage their reputation in some way.

Before the incredibly popular smart-phones, there were Pocket PCs, Palm Pilots, and a lot of folks who wouldn't touch them because they were more for geeks than regular people.

There are a lot of folks who refuse to seek any kind of counseling help because "That's for broken people. I'm not broken."

Time is at Least as Valuable as Money

Related to the above point, you need to understand that time is at least as valuable as money. Not just for your potential customers, but for you as well.

From your customer's perspective, making a purchase involves time to read, watch, listen, or otherwise 'consume' the product. There's also time to

take the general information in the product and adapt it for their specific situation. And then there's the time involved in actually taking that information and doing something with it.

Beyond that, there's also time involved if your customer needs to explain their purchase to someone else, like a spouse, or employee.

Whenever you seek to sell something, you need to understand the potential investment your customer is facing when considering whether to purchase the product or not.

From your perspective, your time in building and running your online business will be spent, at the very least, doing marketing and administration tasks. If you decide to create your own products for sale, then there will also be time spent in creating those products. If your product is a personal service, such as coaching, ghostwriting, or graphic design, then your time spent servicing your clients also needs to be accounted for.

In order to get the maximum return on your investment, you need to understand that spending 5 hours setting up a Facebook page, 10 hours browsing for websites where you can post a free ad, and 20 hours chatting in forums to attract customers may not be the best use of your time.

If you spend 40 hours pursuing free advertising, and get only 5 new customers, who spend a total of \$200 (\$40 each), then the value of your time was only \$5 per hour. Far better would it be to spend \$400 on an ezine ad that brings in 20 new customers who spend \$800. Not only do you make a larger profit, you spend far less time doing it.

Treasure Map Point 1

So far, everything we've discussed in this report can be summed up as:

**In order to be successful in business,
the product you offer must be worth MORE than
the total investment required from the customer.**

In other words, every transaction must leave both parties better off than they were before. If this isn't the case, the business will fail.

The value of your product (or an affiliate product you represent for another business), isn't just a matter of what it delivers to the customer, but what it will DO for the customer when they use it.

For example, it's not enough to offer 100 ebooks for \$10. Those ebooks must contain information your customer wants, can use, and will produce a result worth more than the money, time, and other investments made.

At the same time, the value of what you get from your business must exceed the value of the time and money you invest in making it happen. Spending 20 hours to make \$10 doesn't make much sense, especially when it's so easy to invest a few dollars to get much better results.

Treasure Map Point 2

The old saying of “build a better mousetrap, and the world will beat a path to your door” just isn't true. Before anyone will beat a path to your door, they must KNOW that you have a mousetrap, KNOW that it's better, and KNOW that it's so much better than what they can get at their local grocery store that it's worth making the trip.

Of course, they must also have a problem with mice. If there's no mouse problem, a better mousetrap has no value.

But the point here is that you must PROVE the value of what you're offering before you'll sell much of it. And the more expensive the product, the more proof you need.

That's why it's usually so much easier to sell low-priced products. You don't need to offer a lot of proof of their value.

Scientific proof is the best kind of proof, but it's not easy to get, and often not needed. This is when an objective laboratory tests the product, tracks the results every time it's used, and collects enough data to make a statistical analysis of what the product can do.

In most markets, “social proof” is almost as good. This is when you have lots of testimonials from people who have used the product and got

good results from using it. If you have 1000 people all saying that your product helped them get the results you promised, that's great proof.

When you're just getting started, and before you have 1000 testimonials from satisfied customers, you may have to use what I call "logical proof". This is when you present a logical reason why your product works, and why it will produce the results you claim for it. For some, this is all they need, while others will wait until they hear others saying good things about it.

I used to say that there is no such thing as too much proof. Now, I'm not so sure. If you present 20 pages of proof for a \$10 item, many people may see it as a trap and scramble to get away as quickly as possible. Kind of like offering a \$100 bill for free. It just doesn't match what folks expect.

And any deviation from customer expectations will reduce sales.

Think about it. If a shabbily-dressed bum comes up to you and says he has the secret to making millions of dollars online, you wouldn't trust him, no matter how much proof he has. You generally expect someone who knows how to make a lot of money has already used that information to make lots of money for themselves, right?

That's why I'm not telling you that I have the secret to making a million dollars a day online. All I'm offering is what you need to make a good start, because while I've made a very good start in my online business, I haven't yet reached the point of making millions. Getting there, though.

Congruence is another key principle you need to be aware of as you build your online business. In other words, don't try to present yourself as someone you're not. Most people can see through the lies.

Treasure Map Point 3

While some people may believe this to be the MOST important principle of business success, I hope you understand why I've placed the previous 2 principles before this one. Without a true win-win offer, and without being able to prove the value of that offer, nothing else matters.

This third most important success principle is 'leverage'.

If you trade time for money, as most people do when working as an employee, you have a fixed limit to how much money you can make. Even if you earned \$1000 per hour for your time, there are only 168 hours in a week. And you have to sleep sometime.

On the other hand, when you sell products which may be mass-produced, it is possible to sell millions of copies of those products in a week, and spend very little time doing it.

While the value of those products may be lower than what you can offer by working personally with a client, the number of products which may be sold makes it a much more valuable use of your time.

Of course, if you REALLY enjoy working with clients directly, you can do both. You can create products to sell to a mass audience while you continue to work directly with clients if you choose to do so.

Creating products doesn't have to take much time. As you'll see later in this report, a product may be created in a single day if you have some expertise and the skill to present it well.

(I know you're curious, so I'll drop a hint here. If you can deliver a 1-hour presentation on a topic that people will pay to learn, you can create a CD product in a single day that can be sold to many thousands of people. If you make just \$5 for each CD sold, you can make significant income from just this one product.)

Those who do business as coaches and consultants have another reason to create products. It can simplify your work and allow you to make a bigger difference in people's lives with less effort. One of the major reasons I've written this report is to assist in my own consulting work.

Consider this. When meeting with a first-time client, rather than spend an hour or more explaining the basics of what you do, and what they need to know, you could send them a CD or report before you meet, and spend your time together working on more valuable issues.

If you have a book, or larger audio package, you can add much more value to what you do with very little effort. And when you consider that

production costs on such items are often under \$5 — \$10 each, it just makes a lot of sense to package what you know into products.

Obviously, those who don't have expertise to sell will find it much easier to sell products created by others.

A second form of leverage is to coordinate the efforts of a group of people to accomplish bigger goals.

Each of us has our own unique skills and talents. Almost no one is an expert at everything. Businesses need people who are good at marketing, people who are good at creating things, people who are good at handling customer service requests, and people who are good at administering.

Although you *COULD* do everything yourself, you'll find it's a lot easier to grow your business when you have a group of people to help you.

John Paul Getty, the richest person in the world at one time, is quoted to have said, "*I'd rather have 1% of the efforts of 1000 people than to have 100% of my own efforts.*" This is a prime example of leverage.

As another example, consider this. Bill Gates didn't write all the software sold by the Microsoft Corporation. He hired many talented programmers to do the work for him, and leveraged their skills to become the richest person in the world today. This is the pathway followed by most traditional businesses.

As a third example, if a group of online business people get together to produce a big event, and all of them promote the event, then all partners make more money than if they tried to do smaller events on their own, even if the big event is focused on selling just ONE partner's product. With a group of 5 partners, the group could stage 5 big events, each promoting a different partner's product, and every one of them will make lots of sales.

This works because the one big event being promoted by 5 marketers gets much more attention than 5 smaller events promoted separately. This is why you see so many major events online with countless partners promoting the same product.

A third form of leverage is to focus on serving a large, responsive market.

You will spend just as much time building a business no matter what market you intend to serve. But when your business is focused on serving a large market, you'll make a lot more money from your efforts.

Which market would you rather serve? A group of 10 people who spend \$10 once a year, or a group of 10,000 people who spend \$1,000 every month?

While it is possible to make a lot of money serving small markets, it's a lot easier when you go after markets where more money is being spent.

Later in this report, I'll give you a set of guidelines for choosing the best market for your business. Before we do that, however, we need to cover a couple of other points first.

Part 2: Prospecting

Choosing Your Business Focus

Now that you know the lay of the land, it's time to start prospecting for gold. At this point, you need to consider, from an overall viewpoint, the *structure* of your business rather than the *topic* your business will focus on. (Will you 'pan' for gold, or would you prefer 'crevicing'?)

You certainly don't want to start a business you hate working in. When you enjoy what you do, you'll put in the time and effort required to be successful. Unless you start here, it's too easy to get lost in the details.

Specifically, there are 4 primary business structures to consider. In actual practice, many businesses tend to combine two or more of these primary structures to create their own unique business model.

Products

The advantage of focusing on products is that once you have your product(s) finished, growing the business is relatively straightforward. It's also the easiest business model for most folks to succeed with, because once you understand the model, it's very easy to expand and replicate.

Whether you focus on selling your own products, or products created by others, the structure for doing so is very much the same. The main differences depend on whether you're selling a single product, or you're trying to compete with Amazon.com and sell millions of products.

Services

If the idea of selling products seems too cold to you, perhaps you would enjoy providing services, such as coaching, speaking, presenting workshops, running a membership site, doing graphic design, or something else where you are more personally involved with your customers.

The key to growing a service-based business to a large enterprise is to delegate much of the work to a large team of people. Once you have clear descriptions of each job function, and how they interact with other job functions, you can hire many people to perform the actual work. This way, you're not limited to the amount of time you can invest in the business.

Leadership

Perhaps the furthest from the traditional model of selling products and services, it's possible to set up your business to be a leader in a marketplace, where you build an audience that follows you, listens to you, and trusts your recommendations. Most common in this category are bloggers and ezine owners.

One of the nice things about this business model is that when you achieve a position of market leadership, and have attracted a large audience, you are not limited in what you can sell to that audience as an affiliate, or the advertising revenues you can collect from others wanting to sell to your audience. In actual fact, this model sells a product called 'advertising'.

The downside is that it's somewhat more difficult to succeed with this model, although there are a few guidelines that guarantee a moderate level of success. In short, if you focus on publishing material from a wide variety of established experts, you'll be able to attract a larger audience than if you focus on publishing your own material exclusively.

Utilities

Utility businesses include services such as web hosting, advertising, payment processing, affiliate management, social networking, or any other service used by others online. Facebook, Twitter, Google, GoDaddy, HostGator, eBay, and PayPal are all examples of utility-based businesses.

Although this business model can be one of the most profitable, it also takes the largest investment to set up. Additionally, there are great risks involved, as evidenced by the many, *many* utility websites that have come and gone over the years.

Picking Your Target Market

Once you've identified your preferred method of prospecting for gold, it's time to start looking around to see where you might strike a large vein of it.

There are 2 ways to determine what will be the “best” target market for you. One is very simple, quick to use, and guarantees you'll be happy doing business in your chosen market niche. The other is more involved, more scientific, and guarantees you'll make a good profit in your chosen niche.

Both methods may be used together to get an ideal mix of profit and passion. When you use the two together, you start out with the simple approach, which consists of asking yourself one question.

This question is, “Where do you spend your money, outside of necessities like food and shelter?” Do you spend a lot of money on clothes? Or does your spare change go into buying every new fishing lure that comes out? Are you a book lover, or are electronic gadgets more your thing?

When you pick a target market this way, you KNOW it's a topic you enjoy, and it's probably a safe bet that you're an expert on the topic, at least to a certain point.

There's also a strong likelihood that if YOU are spending lots of money in that niche, then there are probably a lot of other folks spending money there too. And being someone who spends money in the niche, you'll have a good idea of WHY people spend money on such products, which will give you a strong insight into how to sell them.

Along a similar line, if you think about what you would spend mega-bucks on if you had the money, this could lead you in a good direction. For example, if you've always dreamed of owning a Porsche motorcar, to the point where you've bought posters, calendars, T-shirts, and other Porsche-related merchandise, then this could be a good market for you to get into.

The main point to keep in mind is that you want to pick a target market where people spend money. And the more money they spend, the better.

The more involved, scientific way of picking a target market goes something like this.

You start out researching what people are searching for online. There are a variety of tools for this, such as [Google's Keyword Selector Tool](#) for their AdWords program, or services such as [WordTracker.com](#).

What you're looking for are topics where there are millions of searches each month, or at least a few hundred thousand. Personally, I would suggest you stay away from topics where they are fewer than 50,000 searches per month on the main keyword or keyword phrase.

Once you've identified a few potential topics, you'll want to set up surveys (one per topic) that ask folks what they are hoping to find, how long they've been looking for it, and what they're willing to pay. Here again, there are many options available for setting up surveys. One such option, used by many Internet Marketers, is [SurveyMonkey.com](#).

Once you've set up your surveys, you need to get people there, and one way to do this is with [Google's PPC AdWords program](#). Write the ad as if there is a product available, so you get the same type of folks who would respond to a normal ad. Of course, each survey page should mention that the survey results will be used to create a product, and that if they leave their contact info, you'll send them a copy of the product when it's done.

You want to send at least 500 to 1000 people to the survey page. If you get at least 10% of them to fill it out, you've got a viable market, especially if the results indicate that they're having a hard time finding what they want, and they're willing to spend decent money for it.

With 100 or more (the more, the better) survey results, you should see some kind of pattern emerge. A pattern which shows you where there is a need for a new product, what it should address, and how it should be priced. Your survey results will also give you specific phrases commonly used in that market, phrases you'll want to use in your marketing materials.

By testing several topics at once, you will also find out which potential markets are likely to be more profitable than others.

Testing Your Target Market

Although surveys are a great way to collect information and gain insight into a market, the only way to really know for sure what people will spend their money on is to actually sell them a product.

You really don't want to dig up a big pile of “fool's gold”, do you? Better test that nugget you found before hauling in the heavy equipment.

Some of the worst marketing disasters in history happened as a result of creating a product based on nothing more than survey results. However, you should also know that surveys have also been instrumental in creating some of the greatest successes as well.

In the end, you really want to test the market before you spend a lot of time creating a new product for it. The benefit of doing surveys is to pick good markets to test.

One of the best ways to test a market is to become an affiliate for an established product within that market. By promoting someone else's product, most of the work has already been done, and the only thing you need to do is marketing, often with materials provided by the product creator.

Ideally, you should find a product that offers commissions of 40% or more, or a fixed sum for each referral, such as 50 cents or more. I'll give you more details on picking a good affiliate program later in this report, in a section dedicated to affiliate marketing.

By testing a market as an affiliate, you can quickly find out how well products sell, and how well your potential competitors are doing. If you send 1000 referrals to a website, and only 5 of them make a purchase, you know that particular website isn't doing so well, unless it's selling a very expensive product.

Of course, the “conversion ratio” is only 1 number to consider, and not the most important one. More important is the “average visitor value”. If you know that for every 1000 referrals you send a website, you'll make an

average of \$500 in commissions, then that website has an average visitor value of 50 cents each.

Now, I really should mention that HOW you refer people to a website has a tremendous impact on how profitable those referrals will be. As someone who runs my own affiliate program, I can tell you that some affiliates do better than others at referring traffic to a website. I have some affiliates who earn close to \$1 per referral (on average), while there are other affiliates who don't even make 5 cents per referral. These numbers also change depending on whether I'm having a special event or not. (Special events usually produce higher-than-average conversions and profits.)

All of this means that you may have to test a variety of promotional methods before you find out what works best. If your early promotions seem promising, but on the low side, it's worthwhile to test other strategies before dropping that particular program and moving on to another.

In terms of testing a market, you'll want to promote at least 3 to 5 affiliate products and see how well they do as a group. Unless you test a group of products, you won't really know how profitable the market niche is as a whole.

I realize that all this may seem daunting. Yes, it's going to take more than a few days to reliably test a market to determine if it's profitable enough to pursue or not. The benefit is that when you're done, you'll KNOW that you're in a profitable market in which you can make money.

Consider this. The top people in any market never rush in without doing this type of research. In many cases, these folks have teams of people all working together to determine how best to enter a marketplace. This usually involves an investment of many weeks (even months) and many thousands of dollars.

Online, it's possible to do basic research as I've outlined here within a matter of days, and for less than \$500.

Part 3: Staking Your Claim

This is the part that intimidates most people. In gold mining, it's all the paperwork and heavy equipment involved. Online, it's the technology. Luckily, this has gotten much easier than it used to be, and continues to get easier every year. In fact, these days, you can register a domain name, open a hosting account for your new website, and have a completely interactive content management system (CMS) installed at the click of a mouse.

The 'trick' is to get a hosting account that offers a CPanel control panel interface, and a feature called Fantastico.

When you shop for a hosting account, you'll want to make sure it offers a few other things as well. This may seem like alphabet soup to you, and may not mean anything at first glance, but that's okay. Just make sure your new hosting account also includes MySQL, PHP, and cron jobs.

Although I normally don't recommend specific hosting companies, I've heard a number of good things about places like BlueHost.com, HostMonster.com, and HostGator.com. I know you can get a domain name and hosting all at once when you go to places like these, so they may be a good choice when you're first starting out.

Choosing a domain name for your new website is a little like choosing a title for a new book. You want something that's catchy, easy to remember, and communicates what the website is about. According to many experts, you also want to use specific 'keywords' that people would be using to search for the type of content you will be offering.

And if you do any reading on this, you may also find that you should use a “.com” domain, avoid hyphens, and avoid any words that are difficult to spell. Most of these suggestions are to make it easy to give out a website address in normal speech, such as when you're a guest on a talk show.

I haven't always followed all of these recommendations, and I've done okay. If you can come up with the “perfect” domain name, great. Otherwise, don't sweat it.

Designing Your First Website

Because there are so many different types of websites, and this is intended to be a short report to give you basic guidance, I cannot give you complete details on how to set up every possible website. That would take an entire shelf of books and videos.

Luckily, many different types of website all use the same basic infrastructure, and once I show you how to set this up, you can do practically anything you want with it.

Specifically, what I'm talking about is installing a piece of software called a “content management system” (CMS), and it's going to be REAL easy to do as long as you have CPanel and Fantastico.

With a content management system, you can build anything from a 1-page mini-site to a website that rivals Amazon.com in it's complexity.

Before we get into the specifics, you should have a clear idea of exactly what your new website needs to do for you. It's time to make a few decisions.

First of all, will you be focusing on selling a single product or service, or will you be selling a variety of products and services? Will you sell these products and services directly, or will your primary focus be on taking a leadership role in your marketplace, where a wide variety of products and services may be sold to your audience?

In truth, there are ways to make money online where you really don't need to set up a website at all. If your primary goal is to take a leadership position, and you like the idea of becoming a talk show host, you may do this by signing up for an account at [BlogTalkRadio](http://www.blogtalkradio.com) or some other online radio network, and do all your business from there.

There are quite a few folks making a good living as resellers, using [eBay](http://www.ebay.com) as their home on the Internet. Others offer their services through websites such as [eLance](http://www.upwork.com), where freelancers of all kinds may bid on projects and get work. It's also possible to write reports like this one that get passed all over the Internet, making you money everywhere they go.

If any of these options appeal to you, you'll find all the information you need to get started right on the referenced websites.

For now, I'm going to assume that you've decided that you need (or want) to have your own website. It's a good way to go, and certainly gives your new business a more professional image.

Every website should have a few basics.

1. A homepage, which is the first thing many people will see when they get to your website. This page should give visitors a good reason to sign up for your mailing list, where you can build a solid relationship with them, and sell many products and services over time.
2. A "Contact Us" page, where folks can send you a message without having to rely on email, which can get lost in transit.
3. An "About Us" page, where folks can find out more about the people behind the website.
4. A "Privacy Policy" page, explaining what information you collect, and how you use it.
5. A "Terms & Conditions" page, providing any legal implications of using your website, products, or services.
6. A FAQs page, which answers the common questions many visitors may have, such as how to use your website, how to best benefit from your products and/or services, and pre-purchase questions which may not be clearly answered elsewhere.

If your website will focus on selling a single product (or service), your homepage will also serve as a "sales page", on which you will explain to the visitor why they should buy your product.

This type of website doesn't require a content management system (CMS), and can be put together with basic HTML editing software, such as [Dreamweaver](#), [CoffeeCup](#), or [KompoZer](#). If you can use a word processor, you can learn how to use any of these tools. (*Just read their help files.*)

The main difficulty would be in setting up the mailing list, the subscription form, and adding an order system. For these reasons, I still recommend going with a CMS. It just makes everything a lot easier.

Building Your First Website

An ezine (E-lectronic maga-ZINE) is a perfect “first website” for many people to build, as it positions you as a leader in the market even before you produce your own material. Many of the most profitable websites are ezines, with the majority of their revenue coming from the sale of affiliate products.

The downside to building an ezine website is that it generally takes a while before you start making good money. If you need to generate some quick cash, see the plans listed in the back of this report.

An ezine may be run as a full-time business, or as a part-time venture. It's also an easy business to delegate to someone else when you're ready to move on to another business model.

There's nothing stopping you from running multiple businesses and hiring employees to run the ones you don't want to do yourself. Many of the big name Internet marketers do exactly this, and some even have hundreds of online businesses running under a corporate banner.

By publishing articles and other content by recognized experts in your field, you can attract a large audience even as a complete unknown. Over time, your reputation grows as people start to associate you with the group of experts who regularly appear on your website. This makes it easier to sell your own products when you produce them. Until then, you have the option to promote affiliate products, which can be quite lucrative in itself, and eventually sell advertising space.

Again, the same infrastructure that's used for an ezine website can also be used for most other types of websites as well. For example, to set up a shopping cart site where many products are sold, simply focus more on adding product pages, and limit articles to only those which will help sell your products.

I will now outline the steps you will take to get an ezine website set up and running. By following these steps, you can set up an ezine website on any topic you desire and have it running within a very short period of time.

Phase 1: Prepare Yourself

By now, you should have already chosen a niche, picked a domain name, and signed up for a hosting account (with CPanel and Fantastico). If not, review the earlier sections of this report and take those steps.

Now, it's time to get into "tech mode". You'll need to be patient, follow instructions, and do things one step at a time, especially if you're new to Internet technologies, installing website software, and all that.

I'll guide you on WHAT to do, and direct you to specific websites and other resources to learn the HOW. This is because the specifics change often, and I really don't want to give you outdated information. It also makes this report shorter, more valuable, and less expensive for you.

Phase 2: Install the Infrastructure

The next step I'm recommending is to install a CMS (Content Management System) to manage the content of your website. Again, lots of choices here, although I have to say that there are many wonderful benefits to using the Drupal CMS, not the least of which is that it's free. A lot of high-level organizations use it, and for good reason. It's stable, secure, and highly flexible to meet whatever needs you may have.

There are add-on modules for features such as newsletters, on-site advertising, on-site sales of physical products, downloadable products, and memberships, as well as just about anything else you can think of.

Learning any non-trivial software package takes time, and there are many resources available to help you learn the Drupal system. The developer's website (drupal.org) has an extensive array of documentation, and several books have been published to help newbies get up and running quickly. One you may want to check out is called, "[*Drupal 6 Social*](#)."

Networking." This book walks you through every process you'll need to build and run your new website.

Installing the core Drupal software can be an easy "point and click" affair, if you have a web hosting account which offers Fantastico, a nifty service available on most CPanel web hosting accounts. Adding additional modules is not possible through Fantastico, and therefore you may need to learn to use what is known as "FTP software", which is used to upload files to a web hosting account. ([FileZilla](#) is a free, yet good, option.)

While this can be a bit technical, anyone willing to follow directions one step at a time (and look up things they don't already know) can do it. The Drupal website has a [complete installation guide for beginners](#), and it's also something that can be hired out to a techie for very little money. Again, the details of this are beyond the scope of this report, and I recommend you go to your favorite search engine for more information.

An experienced web developer can set everything up in a matter of hours. If you're doing this yourself for the first time, most of your time will be spent reading documentation and getting familiar with the CMS software.

At this time, I am planning to record a set of videos to help folks understand the process in more depth. If you register for the free gifts offered with this report (*see the link at the bottom of the page*), you'll be notified when these videos are available.

Here is a list of add-on modules you'll want to include in your Drupal installation to run a professional ezine: (sorted alphabetically)

1. **404 Blocks** (Makes sure your informational blocks, such as navigational menus, show up on "page not found" error pages.)
2. **Ad Views** (Give you great flexibility in showing ads on your site.)
3. **Advertisement** (Core module for serving ads on your site pages.)
4. **Apply for role** (Allows people to apply for roles, such as contributing author, advertiser, affiliate, etc.)

5. **Browscap** (Improves statistics collected by removing search engines from your visitor counts.)
6. **CAPTCHA** (Helps to prevent spambots from taking over your site.)
7. **CKeditor** (WYSIWYG HTML editor)
8. **Fivestar** (Allows readers to rate individual articles and other content. A great guide to improve the popularity of your site.)
9. **Go - url redirects** (Helps to track the popularity of links going to other websites, or links included in marketing emails. Other uses too.)
10. **Insert View** (Further improves the flexibility of showing ads on content pages.)
11. **LoginToboggan** (Improves the basic login system in several ways.)
12. **Mime Mail** (Allows you to send both HTML and plain text emails.)
13. **Pathauto** (Creates nice-looking URLs for content automatically.)
14. **Permalink** (Provides a permanent link to individual articles that will not change. Great for including short links in emails.)
15. **Profile Category Weight** (Helps to organize information you collect in user profiles.)
16. **Profile role** (Allows you to collect different information for each type of user. For instance, affiliate payment info for your affiliates.)
17. **Read More Link** (Adds a customized "read more" link to the end of content teasers.)
18. **Scheduler** (Allows you to post articles to appear at a later date.)
19. **Simplenews** (Core module for your ezine.)
20. **Simplenews on register** (Allows people to sign up for your various ezines when they register a user account.)

21. **Simplenews Scheduler** (Allows you to schedule an ezine issue to go out at a later date.)
22. **Statistics Advanced Settings** (Improves your site statistics by removing selected users from the page view counts.)
23. **Taxonomy Treemenu** (Provides a great way for readers to browse your content.)
24. **Token** (Used in other modules.)
25. **Ubercart** (To sell products, services, and memberships directly.)
26. **Views** (Used for other modules, and gives you incredible flexibility in displaying content.)
27. **Voting API** (Used for the FiveStar voting module.)

Yes, this is a LONG list of add-on modules. However, installing them is a relatively easy process, although configuring all the available options will take you some time.

As with most software, there is a tradeoff between having something that is easy to use, and something that has a lot of flexibility and power. Drupal is a very flexible and powerful CMS (Content Management System), and the price of this flexibility is a large number of configuration options.

If you get the book I mentioned earlier (*[Drupal 6 Social Networking](#)*), or spend time studying the documentation on the Drupal website itself (drupal.org), most of this will be explained in great detail.

In addition to the add-on modules, you'll probably also want to use a different set of templates to change the look of your website. In Drupal, these sets of templates are called "themes", and there are hundreds of [free themes](#) available on the Drupal website.

Themes originally designed for other systems may be converted to work with Drupal. Also, custom themes are as easy to create in Drupal as they are for any CMS, and a competent web designer can handle the task.

Whether you use a CMS or not, you'll need a way to collect money from the folks who want to buy your products or services. The best option for someone just starting out is to set up a free account at [PayPal](#). Just register an account with them, and then look for the option to upgrade to a business account. You'll need to enter your bank account details, and they'll make 2 small deposits into your account as part of a verification process. Creating the account takes just a few minutes, and you can be off and running quickly.

With PayPal, you also have the option to use their shopping cart system, instead of Drupal's Ubercart shopping cart system. Both of them allow you to sell multiple items in a single transaction, add taxes where appropriate, add shipping fees if necessary, and track where your sales come from. Personally, I recommend using Drupal's Ubercart system, but the PayPal shopping cart can also be a good choice when you have just a few products to sell, and don't need the extra features Ubercart provides.

If you really don't want to set up your own website, and want to automate the delivery of digital products, you can also set up an account with PayLoadz, which is a website that works directly with PayPal to do this.

Both the [PayPal](#) and [PayLoadz](#) websites have plenty of documentation to show you how to use their systems. You'll learn everything you need to know simply by reading what they have already set up for you.

Phase 3: Enter Content

When you have the software installed and running, the next step is to get content for your site, and that's very easy to find. Just do a search for your topic areas, and include the keywords "article directory". For example, a search for "Porsche article directory" will pull up a list of sites that offer articles talking about Porsche automobiles.

This will pull up mostly articles on directory sites, which are generally offered with reprint rights allowing you to post them to your new website. Just check any legal statements posted to verify this first. Many other websites offer articles with free reprint rights, while others require that you get written permission before using their articles.

You'll also want to create all the standard pages, such as the contact page, "About Us" page, "Terms and Conditions", "Privacy Policy" and so on.

You'll also want to set up a free gift to encourage folks to sign up for your mailing list. This requires 2 pages — a "squeeze page", which describes the gift and 'squeezes' the visitor's email address out of them, and a download page, where they can get the free gift after they subscribe. You'll need to read the documentation for the newsletter module of your chosen CMS to find out exactly how these pages should be created.

With software, content, and a theme, the last step in setting up your new business is to find good affiliate programs and add advertising to your site to monetize the traffic you drive to it. Again, lots of good information about this, however, the best information may be found in Rosalind Gardner's "*Super Affiliate Handbook*", which is also a great guide to setting up the mundane aspects of your business.

With affiliate programs, you can start making money with your new ezine site right from the beginning. When I started my first ezine way back in 2003, it started generating an income within the first couple of weeks, even though I had less than 50 subscribers at the time.

Eventually, when you've attracted a large subscriber base (10,000 or more) and have several thousand readers visiting your site every month, you'll be able to sell advertising space. However, you may make more money through the affiliate programs you work with than you can get from the sale of ad space, so you may decide not to pursue direct ad sales.

Phase 4: Make Money

From there, the only thing left to do is to run your new business. Drive traffic to the site using any means of marketing you want to use, and continue to update content and affiliate promotions as needed.

While you can do a lot with SEO (Search Engine Optimization), having good content is the best 'secret' to getting lots of traffic to your site. When you have lots of great content, especially when your content is unique and

valuable, people will tell others about your site, other website owners will link to your site, and traffic will "just happen".

You can support this by writing good articles, including a "resource box" at the end. This is where you tell readers who you are, and what they'll get when they visit your ezine site, with a link to get there. With several good articles, submit them to other ezine sites and watch your subscriber base grow.

With the tools offered by Drupal and the add-on modules listed earlier, you can track which articles, topics, and ads are most popular with your audience, and use this information to choose future content to publish. Doing this will ensure your ezine will become even more popular as time goes on.

And by tracking the profitability of the affiliate programs you promote on your site, you can use this information in a similar way to decide which programs to promote most often, and whether a particular program needs to be dropped.

The experience you get from tracking article readership and affiliate promotions will point you in a good direction for adding products to sell directly from your website. When you know what people like, and what they buy, your success is virtually guaranteed.

Part 4: Mining For Gold

Operating an ezine website is a little like running a saloon in a mining community. Sooner or later, you start to hear rumors of untapped veins of gold, and if you're smart, you'll quickly go to work and mine those veins before anyone else can get to them.

With an ezine site, you'll start to hear comments like “Product X is great, but I wish it didn't _____,” or “I wish there was a product that did _____.”

When enough people express the same desire, it's time to create a product that solves the problem. “Information products” (books, reports, audio programs, etc.) are some of the easiest products to create, and can be the most profitable.

For the purpose of this report, know that an “information product” may be something that is given away for free in order to promote other aspects of your business. For instance, a viral ebook or YouTube video, which has your name and website URL, can bring new visitors to your website. These may also be called 'products', and are created using the same basic strategy as regular products.

Research

The first step in creating any kind of information product is to do your research. There are 2 main things you want to determine:

- 1. What questions are folks in your market asking?**
- 2. What are the answers to their questions?**

You can find the questions by doing a survey like we discussed earlier in this report. Specifically, your survey needs to ask “What is your biggest question about _____?” and “How much would you pay to get the answer?” This will help clear away any doubt or confusion about the validity of the rumors you heard earlier.

Finding the answers may or may not be as easy. For starters, you can do a general search online for information that is freely available on other websites. Although this information is freely available, your customers may not know how to find it themselves, and may not want to spend the time to do so. One of the reasons they will pay you for this information is because you've taken the time to find it for them.

Of course, you'll want to continue your research by buying books, audio programs, and other materials produced by other experts in the field. If necessary, you may even want to schedule time to speak directly with the experts and ask them the questions you've collected. Many experts will be happy to help you as long as you include a reference back to them within your product. Not only does this help build their credibility as an expert, it also helps with their marketing.

Only in rare cases will you find a question that does not have a ready answer. Depending on how far you want to go with this, you may decide to set up more intensive research to find the answers. For example, you may set up a scientific study to determine how large a wave a particular type of surfboard can handle. If those asking the question indicate that it's worth a lot of money to find out, it could be worthwhile for you to go to this extreme.

As you do your research, keep in mind that specific information that addresses specific problems is more valuable than general information.

Clarifying Your Product's Core Message

When you've collected enough information to answer the majority of questions asked by your target market, the next step is to start organizing your content into a form that will be easy to communicate.

The process that I've found to work very well is to start off by summarizing the core message of the material. For instance if your product will be a book, answer the question of, "What is your book about?" Try to nail it down to 1 or 2 sentences. It's worth taking a day or two on just this one thing. This will become your core message.

Personally, I also use this time to determine a title for the product. While the actual title may change, having a “working title” gives me a clear idea of what the product is about, what material should be included, what should be left out, and how the material within it should be organized.

For instance, the core message for this report is “to help those wanting to set up their first successful online business get started in the best way possible, with a minimum of time and effort.”

When you have a core message, it will be much easier to focus the rest of the material around this core message, and the final product will be easier to sell. If you have a hard time determining a single core message, then consider breaking up your material into multiple products, each with their own core message.

Remember, you don't have to write a 300-page book to have a viable product. As long as you have enough material to do a 45-minute audio recording, or a 30-page report, that's plenty for a single product.

Outlining Your Material

Having done your research, and having defined a core message for your product, the next step is to create an outline of the material going into it.

Again, here is the process that has worked very well for me.

Start out by asking yourself, “What are the 3 to 5 main topics involved here?” As an example, the main topics for this report are:

1. Fundamentals
2. Defining Your Business
3. Setting Up a Website
4. Product Creation
5. Marketing

For my Choose To Believe book, they were:

1. Supporting Information
2. Discovering Current Beliefs
3. Changing Beliefs
4. What to do next

These 3 to 5 main topics will become the top level of your outline. Continue breaking down the main topics into sub-topics, digging deeper into the outline as far as you can. This will give you a VERY clear picture of how your information should be presented for maximum value. It will also reveal where you need to do more research.

This is how I create all of my products, including short articles. There's nothing like having a well-organized product with valuable content to win respect and admiration in the marketplace.

At this point, you can add specific facts, quotes, stories, or other information to your outline. If you do this, then your product is practically finished, with minimal work to convert it to its final form.

For a first product, I recommend keeping it simple. Either record yourself talking about your topic, using your outline to keep you on track, or write a report or ebook, using your outline as a guide. In fact, if you use speech recognition software, you could do both at the same time.

If you feel that you can't just talk about your topic from your outline, and want to produce an audio product, just write out a script and record yourself reading the script. Be careful, though. It's not easy to read a script and have it sound like you're speaking normally. It takes practice. One good trick is to record yourself speaking normally, and then compare your recorded script to the 'natural' recording to see how close you get.

Producing A Winning Ebook or Audio Script

From here, just start writing. Take one point from your outline and write what you know about it. It doesn't have to be perfect. Just get it down. You'll edit later. The main thing is to get your information down. Presentation style will be developed during editing.

Here's another lesson I learned the hard way. I spent nearly a year writing *Choose To Believe*, trying my best to get the presentation style as perfect as I could as I was writing it. Didn't matter. Once I recruited editing help, we found there were a LOT of improvements which could be made on each and every page — and practically every paragraph. I don't think about editing any more when writing a first draft.

Write about each of your outline points, and save the introduction for last. In your introduction, you want to be able to tell the reader what they can expect in the rest of the piece. You won't really know what that is until you've written the rest of the ebook (or script), so you need to save this for last. However, I will admit that sometimes writing an introduction can help define HOW you want the rest of the book to come together. Just keep in mind that you'll probably re-write this when the rest of the piece has been finished.

Once you have all your points written, put it aside for at least a day. Get some distance from it, so when you come back to it, you can see it with fresh eyes. When you come back to it, read through and make notes about things like missing details, topics out of order, and other block-level things. When you're done reading, go back and correct the problems you noticed. Now, read through it again and see if it works better this time. If it seems good, put it aside for another day.

When you come back to it this time, read through and notice the style changes you want to make. Can you make improvements to the way ideas are presented? Can you remove any chance the reader could misunderstand the message you're communicating? Don't worry about whether your writing is entertaining or not. Just make sure the message is clear. You can go back through another time later for finer-level style changes. Trust me, it's quicker this way, and the final product will be better.

At some point, you're going to feel you have perfected your piece. Now, let someone else read it and give you feedback on how it works for them. Get a professional editor if you can, one who won't try to change your style, but will focus on clarity and meaning. You really want to put your best foot forward and make a great first impression.

At this point, hire a graphic artist to create a cover graphic for your ebook or audio program. Cover graphics will motivate many more people to download your product, so it's highly productive to spend \$50 or even \$100 to get quality graphics.

While you're getting feedback from others, this is also a good time to create your author page (for an ebook) and the marketing message that will be included (ebook or audio). We'll cover how to write a compelling marketing message later, but for now, knowing what to do is good enough.

Publishing Your Work

With content written and edited, an attractive and informative author page, and a compelling marketing message, it's time to compile it all into a PDF ebook. For this, you can use a variety of tools, but my favorite is [OpenOffice software](#), which is a free alternative to Microsoft's office suite. The OpenOffice word processor has some wonderful features that make compiling an ebook very easy, including built-in PDF export.

The main thing to keep in mind is that you usually want the final product to look professional. Most ebooks use a standard letter sized paper format, although some use a more traditional book-sized layout. Personally, I started off using letter-sized layouts, but now use book-sized layouts. It makes it look more like a book, and if I decide to create an actual book, all I have to do is upload it to [CreateSpace.com](#) (or other Print On Demand printer) and order printed copies.

Going into the details of how to do a professional layout is just too much detail for this book. There are plenty of good examples on any bookshelf, and there are scores of books on how to do book layouts.

One final point on the production stage. Keep in mind your target audience and the message you want the product to deliver. You'll get a much better response when your product 'matches' the market it is meant to serve. If you're dealing with people who are trying to save money everywhere they can, you'll probably get a better response if the product looks (or sounds) like you saved money in creating it.

The Ideal First Product: Viral Ebooks

Creating a viral ebook does not need to be a complex or difficult project. In fact, if you already have written material, it can be a very quick and easy task to do.

Let's start out defining what a viral ebook is and what needs to be included. A viral ebook is usually a PDF file containing enough valuable content that people want to pass it on to others. Most of the time, it also contains a marketing message to inspire people to come to your website and take some action, such as signing up for your mailing list, or buying one or more of your products. This marketing message isn't as important when your only goal is to get your message out there, or build a reputation for yourself, but when you want to accomplish more, then this marketing message becomes more important.

In short, a viral ebook is a package that includes both content and marketing, and is presented in a way that people want to pass it on to others.

What Viral Ebooks Can Do For You

Viral ebooks accomplish several things for you. First, they introduce you and your product(s) to a larger audience. Many times, your name and your message will reach far across the Internet in places you never could have found on your own. When you consider the cost of advertising, this is an incredible result, sometimes worth millions.

The second thing viral ebooks do for you is they help to establish your credibility and expertise. When people have a chance to try out some of

your material, and get a feel for your style and the quality of your ideas, they are much more likely to trust you and respect your suggestions.

Of course, this depends on the quality of your information and the way you present it. If people can't understand you, or if your ideas don't work, then viral ebooks will just make it easier for people to find this out. Luckily, if this were the case, the viral ebook wouldn't be passed around as much, and the damage would be limited to just a few who actually read it. In effect, there is a tremendous upside, and not much downside to this.

Another thing viral ebooks do for you is that they can be a great way to promote partners without cluttering up your website. You've most likely seen websites with banners all over the place, making it very hard to find what you're looking for. Other websites have so many articles that you can spend all day reading without ever discovering what the website sells. (Guess what this does to the sales on that site?)

In my own experience, having too much general content on a website can completely kill sales on that site. After several rounds of tests, I eventually concluded that a sales site cannot have any content which does not persuade a potential customer to make a purchase.

Content sites are great for attracting lots of visitors, at which point you can sell advertising. Otherwise, it's not a good idea to put a lot of general content on a website where you want to sell products (or services). The only exception to this rule is when the content naturally leads the reader to purchase the products being sold, such as product reviews, comparisons with other products, and information which educates the reader on the value of owning the products you sell.

In fact, viral ebooks can help you make money without ever having a website of your own. You just need to know where to upload them and get the process started.

What to put in a viral ebook

Okay, so now we know some of what viral ebooks can do for you. Let's take a look at what needs to be included.

Obviously, you need to include enough valuable content so people will pass it on to others. How much content do you need? Not much, actually. 10-15 pages can be enough if the information is well presented and demonstrates an idea which can be put to immediate use. One of the basic principles here is that a successful viral ebook has enough valuable content that people would be willing to pay money to get it.

You don't need to be the one who writes the content either. There are articles all over the Internet which may be 'reprinted' for free, as long as you include the author's "resource box" at the end. Collect a mix of these articles to communicate a clear and complete message, and you're good. Just verify the "reprint rights" before using any article you find.

How much is too much content?

This depends a great deal on what you intend to accomplish with your viral ebook. If all you care about is getting your message out there or establishing your reputation as an expert, then include everything as long as the reader will not be confused by the sheer quantity of material or the way it's presented.

Finding the dividing line between enough content and too much content can be as much an art as it is a science. If your intention is to have readers of your viral ebook come back to your website and either join your mailing list or buy your products, then the reader must finish the ebook with the feeling that you have more to offer them. In short, you give them enough to whet their appetite, but not enough to satiate their hunger. There are several ways to do this.

One way is aptly described as, "tell them WHAT to do, but not HOW to do it". With this approach, you may tell your readers that they need to make sure there are enough of the right kinds of nutrients in the soil before they can grow amazing rose gardens. However, the book never tells HOW to get the right mix, which is reserved for those who purchase the paid product promoted within the ebook.

The other major formula is to give them both the WHAT and the HOW for one small task, but direct them to your paid products for solutions to the

other pieces of the puzzle. With this approach, you may explain how to take beautiful pictures of a bride in her wedding gown, but direct the reader to your paid product to learn how to build a full wedding photography business.

There's a 3rd approach too, used by many successful information marketers. You can give away an overview of everything, and sell the details. This is the approach I tend to use most often, not only in my viral ebooks, but also in my low-cost products, such as this one.

As you know, I've given you information on picking a target market, setting up a website, and creating your own products. Later, you'll also find information on marketing and writing effective sales copy. It's a lot of information, but in reality it's just an overview for a series of higher-priced products, which I'll create later. In the meantime, I am available on a consulting basis. (*[Contact me](#) for details.*)

A 4th approach is to offer a complete package of information on a topic related to, but different from, your higher-priced products.

Any way you do it, you present some good information, and you hold something back for those who buy your better stuff. If you do it right, you can serve many segments of your market, from those who cannot afford to buy anything, all the way up to those who will spend \$1,000 for just one good idea.

How do you determine what content to include?

A number of Internet Marketers teach that you want to give away your BEST material, and there are some logical reasons for doing this. First, your perception of what your best stuff is and what your audience sees as your best stuff doesn't always match. For a long time, I considered the idea of "Master Beliefs" to be my best stuff, since I understood the power they represent. However, many of my readers couldn't fathom how to make use of this concept, and while they understood it had power, they were more interested in the practical processes for changing beliefs.

Along a similar line, if you give away your high-level content, most of your readers won't be ready to use it, and will be more interested in your

beginner's guides. In this, it's kind of like a young boy who watches a master martial artist doing extremely complex kicks and flips. He's not ready to learn those moves, but he becomes motivated to start learning the basics. You may know people who were motivated to learn yoga the same way, by seeing a master doing complex postures.

Another reason for giving away your best material is because your readers will see it and think, "WOW! If they're giving this stuff away for free (or at low-cost), the other stuff they sell must be FANTASTIC!"

For a long time, I wondered how I could give away my best stuff and still impress those who purchased my paid products. Eben Pagan finally explained the concept to me when he pointed out that the paid content should go into more depth on all of your material, and what will impress your customers will be the depth in which you cover the ideas, not just the ideas themselves.

Again, if you're creating a viral ebook, and feel that you cannot write well yourself, it's possible to use articles written by others, as long as you have permission to do so. Just gather articles on the topic you've chosen for your viral ebook, add them to an OpenOffice word processing document, and format them so they look good.

Okay, now that you have an idea of what content to include, what else goes into a viral ebook? Remember the basic formula — content + marketing. You want to include a marketing message that will get readers back to your website, or to an affiliate website. This can be an offer for a special bonus, more free content, or a product description.

Including a resource section in your viral ebook (for websites and products related to the topic of the ebook) can be a great way to promote multiple things in a single ebook. You have to make sure that each resource is described persuasively so people want to go check them out.

Some authors include full sales letters in viral ebooks. This can be good when the sales letter is written in a non-pushy style, like the rest of your content, or like a news story. This is how I like to write my sales letters anyways, and this style can be quite effective. The more your sales piece is seen as content, the more of a response you'll get when using it in a viral

ebook. Of course, magazines and newspapers continue to sell ad space, so even blatant advertising in a viral ebook can produce some results.

Many authors will include an “About the Author” page in their viral ebooks. This accomplishes a few things. First, it makes sure that everyone reading the ebook sees your name, photo, and a list of credentials. This builds your reputation in the public eye.

Second, this page can serve as a resource for more information. Readers know that if they like the viral ebook, they’ll probably like the author’s other material, and will use this page to find more. Even without marketing materials in the ebook, the author page can lead people to buy more of your stuff if they like the content in the ebook.

A third thing you can do with an “About the Author” page is to give some of your background story, and build a relationship with your readers. Many people want to know personal details about their favorite authors, and while this may not help sell your products directly, it can help to attract loyal readers.

So far, we have covered what content to put in a viral ebook, the marketing message, and the author page. One more thing needs to be included. Some motivation for the reader to pass it on to others. Good content by itself will encourage some readers to pass on your ebook, but there needs to be greater incentives to get more people passing it around.

LOTS of people are motivated by money, and if passing out your ebook can earn money for your readers, many of them will jump on the opportunity. There are 2 basic ways to help your readers earn money from distributing your ebook.

The first way is to put a price on the ebook and let those who buy it become resellers. This way, a reader of the book knows that they can sell the ebook for the same price they paid for it and not only make back the money they spent for it, but can make a lot more.

The 2nd way to allow your readers to earn money by distributing your viral ebook is to have an affiliate program where you pay commissions to

people who refer sales to you. (If you don't know what this is, there's plenty of information online to explain it to you.)

When you have a 2-tier affiliate program, you can attract even more people who will help you distribute your ebook, even if they don't understand the value of what you have to offer.

The reason why having an affiliate program motivates people to distribute your viral ebook is because your ebook can be "branded" with affiliate tracking codes, and sales can be tracked back to which version of the ebook (and which affiliate distributed it) so you can pay a commission (a portion of the sale) to the responsible affiliate.

Obviously, there are some technical details related to setting up an affiliate program and branding a viral ebook for your affiliates. This is beyond the scope of this report, and there's plenty of information online on how to do it. (*Take a look at [ViralPDF](#) for details on branding ebooks.*)

Money isn't the only reason people will distribute your viral ebook. Some will do it simply because they like you, or like your message. To encourage more of these people to pass along your viral ebook, you'll want to mention it. At the end of your content, just tell the reader that you depend on people passing around the ebook and they can do their part to improve the world by giving the ebook away to at least 3 other people. By asking folks to pass it on, you'll get a wider distribution than if you just leave it up to their own inclinations.

Some people like the "chain letter" concept, where your ebook tells people that their wish will be granted if they pass it on to 10 others. Personally, I don't like this concept, but I felt I should mention it for completeness.

Distributing Viral Ebooks

By their very nature, viral ebooks encourage distribution by others. Once you get it in the hands of interested readers, they will take care of the rest as long as you've done a good job creating it.

You can post a viral ebook to forums that allow such uploads. You can email it to your friends and family. You can send it to your affiliates and partners. There are “free downloads” sites where you can submit your viral ebook. You could set up a peer-to-peer “torrent” to appeal to those using such networks to share files. You can create a page on your website offering the ebook to anyone wanting to download it. You can use it as a subscriber gift to encourage people to sign up for your mailing list. You can offer it as a bonus for your other products. You can let others offer it as a bonus to their products. You can submit it for use in a wide variety of free giveaway events. There are a HUGE number of possibilities for getting your viral ebook out there and to your readers.

If you want to ensure that your viral ebook is perceived as valuable, then you'll want to actually sell it, perhaps even to the point of requiring others to charge something for it. I did this with my first viral ebook, “*Keys To Power Prosperity*.” At the time of this writing, there are over 14,000 websites offering this ebook.

Part 5: Refining Raw Ore Into Currency

When you've mined a bunch of raw gold ore, there is still more work to do. That gold ore has to be refined into currency, the shiny stuff we all know and love. On the Internet, you refine your products into currency by marketing and selling them. Luckily, it's a lot easier than refining gold ore, and you don't have to go digging again unless you want to.

There are many, many marketing experts teaching many different types of marketing. In recent years, I've seen some high-level people selling \$2,000+ courses describing their preferred form of marketing. I've even purchased a few of these high-level marketing courses, and have learned a great deal from them.

I've learned from Joseph Sugarman, Jay Abraham, Dan Kennedy, Bob Serling, Mark Joyner, Corey Rudl, Terry Dean, Jimmy D. Brown, Willie Crawford, Jim Edwards, Yanik Silver, Mike Filsaime, Paul Myers, Glenn Livingston, Paul Hartunian, Fred Gleeck, Jeff Walker, Frank Kern, Eben Pagan, Rich Schefren, as well as many, many others. All of them have good things to teach.

In my own business, I've blended all of them together into a system I call "Karmic Marketing". The core essence behind all the \$2000 marketing courses (Butterfly Marketing, Product Launch Formula, Mass Control, etc.) is this: Give away good stuff that gets people into a buying mood, and then make them an incredible offer to buy your product. Everything else is just minor details.

Marketing Overview

In any marketing, your first goal is to get attention from those who have never heard about you. Once you have their attention, you want to make a small offer to get them to invest a little more time, and maybe a few dollars with you. This is usually part of a list-building process. Once you have them on your mailing list, then you have an opportunity to do more long-term marketing.

The best way to think of all this is that it's like dating. A man doesn't usually want to walk up to a woman and ask her to bed. You say, "hi" first, spend a little time in innocent conversation, give her a chance to get to know you, and THEN ask her to take the next step with you, such as going out on a date. Of course, you also want to make sure she knows that you're interested in taking the relationship further (to eventually "make the sale"), while you acknowledge that she is an individual who may have other plans.

My marketing tends to go like this:

I post articles everywhere I can so folks can read something of mine for free. This is the "innocent conversation" part of dating. Many of the posts on my websites also fall into this category. They offer good information, and help to acquaint the visitor with me and my materials, but won't satisfy the deep, burning desire they may have. If they want more, I show them where they can get it — my products.

I offer a free gift for joining my list. This could be considered as asking for a phone number and making a date. Again, the gift offers good content, and helps to further the relationship, but doesn't "put out" for free. At best, the visitor gets to "first base" with me.

I give my subscribers good content (more articles and an occasional ebook) on a regular basis, while also making it known that I have something they may want (my products). This is like going out on a series of dates.

When they visit a sales page, I give them the most persuasive message I can. This could be considered the final seduction process, in which I make it very clear what I'd like to happen, and why they will enjoy it too.

And when a customer purchases a product, I do whatever I can to keep them happy. Honestly, I really should be doing more here than I am. I really should have an email sequence that checks in from time to time to make sure they have found what they wanted, that they were able to understand the material, and that they are using it. Luckily, the products themselves tend to be good, and people tend to hang around to see what else I have.

When you approach marketing with this mindset, you can evaluate what's a good use of your time and what isn't. Think of yourself as the young maiden who wants to save herself for her wedding night. Tease, but don't give away the "good stuff" for free.

There are several ways to do this.

One way is to give the what, but not the how. Another is to give an overview, but not the details. A 3rd way is to give background information which leads the reader to decide they want to consider your product (or the affiliate product you represent). And a 4th is to give great information on a related, but different, topic.

Exactly how you give this content is variable. PDF reports (like this one) is one way. YouTube videos is another. Facebook posts, blogging, or Twitter posts are other ways. The 'medium' isn't important, except in how it gets your message in front of the right audience.

If your prime audience are Twitter users, then that's the best approach. If they are Facebook users, then that's the best medium. If they don't use the Internet, then radio, TV, or magazines may be the best way to get in front of them.

All business marketing is fundamentally the same. The only difference in using the Internet is that you have an option to make your communication with your market interactive. You can find out what folks like, what they don't, and what they respond to a lot quicker online than you ever could offline.

Another difference is this — no matter how great you build your website, there's no "drive by traffic" to see it. You have to get folks there before they'll see what you've created. And this is what "driving traffic" is all about.

And that's why you absolutely must do whatever you can to get your marketing message in front of as many of the right people as possible. You can't post your marketing message to your own website only and expect to make any sales.

Marketing Strategies

Now that you know the basic principles of marketing, let's take a look at some of the different strategies you may use when seeking to grow your new online business.

Branding

The first marketing strategy is one rarely recommended. That's because to “build a brand” takes time and can be expensive. In this, think Coca-Cola, Pepsi, McDonalds, Old Navy, or any of the hundreds of major offline marketers who run commercials simply to get you to think of their business in “a particular way.”

That “particular way” is their branding message.

In online businesses, branding should happen as a by-product of everything else you do. In other words, every marketing message has a primary goal which is NOT branding. Branding is established in how your website looks, the character and tone of your emails, whether you focus on price or value, and the style of your marketing.

As you build your online business, you want to keep in mind the personality, the character, you want to portray to your customers. Consider how each element in your business reflects this chosen brand image, because it goes a long way to establishing you in the marketplace.

Direct Response Marketing

The exact opposite of branding is a style of marketing called “direct response.” What this means is that every marketing message is focused on moving your potential customers closer to being an actual customer.

This doesn't mean that every marketing message tries to sell a product. They may be focused on getting someone to take a look at your website, or sign up for your mailing list. Your marketing messages may focus on getting someone to read a report which explains why you are a leader in

your field, which will give them good reason to purchase one of your products in the future.

Paid Advertising

One of the quickest and easiest ways to make sales online is to use paid advertising. Yes, there are lots of ways to get free advertising online, but they take time to set up, and may or may not be worth the time spent on pursuing them.

The absolutely QUICKEST way to start driving traffic (either to your own website, or to an affiliate website) is to sign up with Google for their AdWords program.

AdWords is a “pay-per-click” (PPC) advertising system. What this means is that you sign up for an account, submit an ad to be displayed on Google's search results pages, configure a few options such as what types of searches to display the ad for, and how much you're willing to pay for a click, and anyone who clicks on your ad is taken to the website you want them to visit.

You could literally be getting traffic to your website in a matter of minutes. However, if you're new to all this, it may take you an hour or so to create an account, select a group of keywords and keyword phrases to target, and compose your first ad.

Google has extensive instructions for all this. Just go to their website at adwords.Google.com and read all about it there.

PPC advertising is available on many other websites as well. Just do an online search for “ppc ads” (without the quotes), and you'll find many places to buy advertising.

Another form of paid advertising is “ezine ads”. An ezine is an “Electronic magaZINE”, and is simply a form of media found online. And just as offline magazines accept advertising to generate revenue, online ezines often do the same.

There used to be lots of online directories where you could find ezines that accept advertising. Many of the old directories have gone out of business, and many of the surviving ones are full of outdated information, including the venerable “[Directory of Ezines](#)”, which was one of the best.

At this time, the best way to find ezines in which to advertise is simple to do a search for ezines within your target market. For instance, if you're in the “play guitar” market, then do a search for “play guitar ezine” (without the quotes) and you'll get a list of websites that have ezines on this topic.

One thing to watch out for are ezines that exist for no other purpose than to run ads. Frankly, no one reads these, and your money would be wasted.

There are many other forms of paid advertising online, with new forms being created all the time. The primary thing you must know before spending any money on ads is this: Are the people who see your ad potential customers? Getting an ad in front of millions of people does you no good if those people have no interest in your product.

Publicity

In the offline world, the “holy grail” of free advertising is generally known as publicity. What this means is that an independent reporter or writer puts together a feature story around you and/or your product. It's also when a talk show host invites you to be a part of their show.

Online, there are plenty of opportunities for publicity, especially when you have your own product or service. Those acting as affiliates promoting other people's products and services have a harder time getting publicity, and need to have a unique personality or perspective on the marketplace in order to win at publicity.

In order to succeed with publicity, you need to understand what the reporter or talk show host needs from the experience. When you can give them what they want, they will be more willing to give you what you want.

Both reporters and talk show hosts are concerned with keeping the attention of a large audience. The bigger their audience, the more money

they make from advertising or promoting affiliate products. That's where they make their money.

In order to get and maintain a large audience, they need to provide quality information and entertainment on a regular basis.

You must be able to supply them with what they need (and be able to prove it, just as any other marketing) before they will even consider giving you access to their audience.

A great place to pursue publicity is a website called [BlogTalkRadio](#). There, you will find hundreds of talk show hosts in need of regular guests to inform and entertain their audience.

Syndicated Content

Another form of free advertising is providing syndicated content for other websites and ezines to use. Not all ezines and website owners will create new content to grow and maintain their audiences. Many will use articles and other content provided to them via syndication.

Syndicated content is where you provide articles, reports, audios, or videos for other website owners to use on their websites.

If you've created this content correctly, it's a win-win for everyone. You get your marketing message in front of a large audience, those reading, listening, or watching your content are informed or entertained, and the other website owner looks like a hero to their audience.

Affiliates

If you have your own product or service, you are in a great position to recruit affiliates to help get your marketing message in front of a much larger audience.

No matter how much advertising you do on your own, there will always be people you cannot reach on your own. With millions of websites in

practically every topic you can imagine, you would need to spend 24 hours a day, 7 days a week, for HUNDREDS of years to reach all of them.

However, by recruiting affiliates, you can reach all of them much quicker, and make a lot more money in the process.

An affiliate is a person who earns money by promoting a product or service offered by someone else. In most cases, affiliates are paid a commission whenever someone they refer to your website makes a purchase. In some cases, affiliates are paid a flat amount for each person they refer. There are many compensation plans being used online, and many different ways for affiliates to earn money.

Grassroots Marketing

Paying commissions is not the only way to motivate other people to promote your website. If your business has a higher purpose, one that could be considered a “cause”, such as empowering people to rise above oppression, or putting an end to world hunger, you may find there are many folks who will promote your site simply to support your mission.

Manual Labor

Although it has been pretty obvious I'm not a fan of marketing with manual labor, I feel this report needs to address ALL of your options. Besides, you'll be doing some of these things anyways as a normal part of being online, so you might as well know how to get some kind of marketing results from it.

Included in this category are things like forum marketing, social networking, Twitter, commenting on other people's blogs, and anything else that doesn't fit into any of the other categories.

In most cases, it is considered extremely rude to use these options to post a pure marketing message. A more accepted approach is to “enter the conversation” which is already happening on the targeted website, and when it is appropriate, casually mention that you have a resource that may be helpful.

For instance: “I really agree with you on that. I had a similar thing happen to me a while back, and that's when I discovered that {doing _____} really helps. In fact, that was the reason I created my product _____, which is available at _____.”

Inside the \$2000 Marketing Courses

There has been a LOT of buzz around some of the major marketing courses that have come out in the last few years. Frank Kern's *Mass Control*, Jeff Walker's *Product Launch Formula*, Mike Filsaime's *Butterfly Marketing*, and many others have created a mystique around what could otherwise be described as basic marketing principles.

Of course, the fact that they have created their own mythology around these courses is a testament to their marketing abilities.

Truth be told, there is a bit more than just basic marketing involved with these courses. They describe specific implementations which produce great results when used correctly.

However, when broken down into their basic components, they can all be described as:

1. Give away good stuff that excites people and makes them want more.
2. Make them a great offer.
3. Limit the offer (time and/or quantities) in some way that gives them a reason to act quickly.

Anyone who has followed these marketing wizards has heard about using concepts such as storylines, sequences, pre-launch, social proof, scarcity, one-time offers, upsells, downsells, and the list goes on and on.

While I cannot cover these concepts in depth in this report, I will explain what you really need to know in order to put them into use in your business.

\$2000 Secret #1: Storylines

While not a part of all \$2000 courses, the use of storylines is a common theme in several. When I first heard of this concept in Jeff Walker's "*Product Launch Formula*", I thought he was suggesting we write a script for a Hollywood movie and somehow tie that in with the rest of the process.

When I went through Frank Kern's "*Mass Control*" course, the concept made more sense. Eventually, I realized that the use of storylines doesn't need to be complicated, and is merely a way of communicating the process we take to bring our product to the marketplace in a way that tends to get folks on our side.

There are 3 typical storylines used by the 'guru' marketers. They are:

1. Reluctant Hero
2. Loss and Redemption
3. Us versus Them

The "Reluctant Hero" storyline tends to be based on the idea that you didn't WANT to be a 'hero' or a celebrity in the marketplace. It just happened because you discovered something great, people found out about it and asked you for help, and since you're such a nice person you decided to put something together to help folks out.

The "Loss and Redemption" storyline can be briefly described as: you started with nothing, tried doing what others do, saw some success, failed, and then made a new discovery which led you to a much bigger success.

"Us versus Them" tends to focus on ideas like "secrets THEY don't want you to know," "what THEY aren't telling you," or "THEY are just in it for the money." This type of storyline focuses on how you found a secret, tested it, found that it works, encountered some resistance from "THEM", and are now on a crusade to "spread the word."

The benefit of using these storylines is that most people are conditioned to the formats, and tend to bond with the 'hero' of the story. And good things come when your customers bond with you.

Here's an example, using the storyline most often talked about — the reluctant hero.

1. You discover something (a new type of grass seed, a way of tuning a guitar, a magic formula, whatever).
2. You try it and find it produces great results.
3. You tell a few people you know, they try it and it works for them.
4. News gets out and now everyone wants to know what you have discovered.
5. Although you'd rather be doing something else, you will go ahead and do the work to record your discovery so others can learn about it.
6. Because you want to be doing something else, this product won't be around forever, and people need to buy it quickly while they can.

\$2000 Secret #2: Sequences

Again, not a part of all the \$2000 marketing courses, sequences are used to spread your sales message out over time, and increases the overall success of a sales campaign.

Jeff Walker describes the use of sequences as a “sideways sales letter.” Instead of giving people a big long sales letter that gives them all the information they need to make a purchase decision, you break it up and give them smaller pieces over time.

This has several benefits, both for you and for your customers.

The main benefit for your customers is that they don't have to take a lot of time out of their day to sit and read a long sales letter or watch a long video presentation. They can read over a 10-page report or watch a 20-minute video that describes a key element of what you have to say, rather than read a 30-page sales letter or watch a 60-minute video presentation.

And this means they are most likely to actually READ that report or watch the whole video, and get more of your sales message, which is the major benefit for you.

One thing that many people miss in the use of sequences is that it's not limited to sales events like product launches. The use of sequences has been a common element of “direct marketing” for decades, and can be automated online with software called an “autoresponder”.

For those of us who have studied online marketing for any length of time, this is basic stuff. So why all the hoopla around the use of sequences in product launches?

It comes down to a key premise of good marketing. In order to maximize your sales, you want to describe your product (or process) as new and exciting, even if it's just basic stuff.

Any time you can give what you do a new name, and even create a sense of mystique around it, you'll get attention and create curiosity in your potential customers, which leads to more sales.

\$2000 Secret #3: Pre-Launch

Closely related to sequences, a “pre-launch” is a specific type of sequence which happens before a major sales event, such as when a new product is launched.

The primary difference here is that a pre-launch focuses on giving away good content to attract attention and get people excited about what you have to offer.

The key points here are that the content you give away GETS PEOPLE EXCITED, and lead them to want to buy your product. It's not enough to give away good content that gets people excited. It also must lead them to want to buy your product.

It wasn't until I studied Rich Schrefren's material that I finally understood how to do this well. Rich talks about creating a “core concept” which educates the potential customer (prospect) on the facts they need to

know in order to understand the value of owning your product (or using your service).

Of course, good marketing gets people emotionally involved, even when presenting logical, factual information.

I think Frank Kern best defines the key functions of your “pre-launch content.” They are:

1. Interest and Desire
2. Proof
3. Bonding
4. Sample

Frank calls these pieces of pre-launch content your “money magnets.” In more recent times, many of the big name people are using 3 pieces of pre-launch content for their major events. In this scenario, the bonding element is built-in to the other pieces rather than being a separate piece.

In the end, a pre-launch is a sequence in which you give away these pieces of content while also delivering your sales message, so that when you release your product, or make your special offer, people are ready to buy it without needing anything else, like a formal sales letter.

\$2000 Secret #4: Social Proof

In this report, we've discussed the necessity of proving the value of what you have to offer, and even described 3 types of proof — scientific proof, social proof, and logical proof. Many of the \$2000 marketing courses focus on social proof, which comes from the awareness that there are many other people who have benefited from your product, or at least want to buy your product.

This is why you see the big guys using blogs, and encouraging you to post comments about what they give away during their pre-launches. It's also why some folks even go so far as to promise rewards for posting such comments. They want to prove that there are a lot of folks who are

interested in what they have to offer, and that many of them want to buy the product when it becomes available.

Offline marketers use social proof too. Apple uses it every time they release a new product. They make sure there is a lot of “buzz” in the marketplace, with people anxiously waiting for the new iPod, iPad, iPhone, or whatever the flavor of the week happens to be.

It's why they continue to sell products which are technically less than perfect, and yet have a fanatical fan base. (Side note: while I find many of Apple's products to be technologically inferior to competing products, I do have to admit they have a “cool factor” that others cannot touch. Personally, I'm more interested in how a product works than how it looks.)

There are many ways to include social proof into your marketing, and new ways appear constantly. What works best depends on what is popular at the time, with extra points for being “ahead of the curve.”

\$2000 Secret #5: Scarcity

Social proof and scarcity are 2 “mental triggers” discussed by Robert Cialdini in his often-quoted book, “*Influence: Science and Practice*.” They are also 2 of many mental triggers described in depth in my course, “*Keys To Power Persuasion*.”

The principle here is that many people feel that when something is limited, it is more desirable. Also, when something is limited, they will spend less time *THINKING* about buying it, and will take action quicker.

In actual practice, the use of scarcity in marketing tends to look like nothing more than a special sale event, like your local grocery store does on a weekly basis, or car dealers do every holiday.

There are many ways to include scarcity in your sales events. In most cases, it's a lower price for the next 100 customers, or until next Tuesday. In other cases, it's a special bonus that will be added. And in extreme cases, it's that the product itself will only be available in limited quantities, or for a limited time.

To be effective, scarcity must have a valid reason behind it. Saying that you can only sell 100 copies of an ebook makes no sense whatsoever, unless there is some good reason for it, such as you signed a contract that limits you to selling that many copies.

Here are a few ideas about using scarcity in your marketing.

- Only 400 copies of this will ever be produced because the agreement I signed with _____ limits me to this number.
- Only 1 copy will be sold in any one city to limit the competition you'll have with other customers.
- I made enough for our list, but now I found out that _____, who has 200,000 people on his/her list will be promoting this, and I don't think there will be enough for everyone. Better get yours quick!
- If I sell this for any less, _____ will be very upset with me. (similar to the "my accountant is out of town this week" kind of sale)

The basic idea is that you want the scarcity to be seen as a good thing, or at least something imposed by someone other than yourself.

\$2000 Secret #6: High-Value Offer

If you strip away all the fancy terms and sophisticated strategies and tactics, what you find at the core of all good marketing is a simple, high-value offer.

With so many of the \$2000 marketing courses touting one formula or another, it might be good to describe what a high-value offer is in terms of a formula.

Big Promise + Proof = \$\$\$

Put simply, you offer your customers something that will make a major positive difference in their lives, you prove that it will work for them, and you can rest assured that you'll make lots of money.

The bigger the promise, and the more you can prove it will work for your customers, the more money you'll make.

Simple, isn't it?

If possible, you really want to be able to prove that even the most brain-dead person in the world can produce miraculous results using your product. Obviously, this isn't possible in most cases, but that's the goal.

If you can do that, you don't need anything else to be a success, other than millions of people who want the results your product produces (and are willing to pay a reasonable price for it), and a way of getting your message in front of them.

Which leads us to ...

\$2000 Secret #7: Knowing Your Market

In relating to your market, you need to fully understand the fears and desires which motivate your 'typical' customer. The more you understand your market, the easier it will be to provide them with what they want, and the more profitable your business will be. Sounds logical, right?

You'd be amazed how many people charge into a market with a product THEY think is good without ever considering if anyone else even wants it. Although Frank doesn't talk about doing surveys in his Mass Control material, he mentions them from time to time, and it's clear that using them is important. Luckily, the material I have from Glenn Livingston provides extensive information on using surveys to gather market intelligence. You learned some of this in an earlier section of this report.

Once you understand your prospects' fears and desires, you can note down the parts of your own life that relate to them. There's a saying that people will buy from those they know, like, and trust. People tend to like others with whom they have things in common. When you can show your

market that you are like them, or at least you used to be, then it's easier to win them over and get them to trust you.

Getting to know your market starts with the basic research described earlier in this report. It also comes from asking for feedback from folks who have subscribed to your mailing list or have purchased other products from you in the past. Many high-level marketers use surveys on a regular basis to stay in touch with what their market wants, and how these wants change over time.

When you are personally involved in your market, you gain a level of understanding that goes beyond basic surveys and other feedback. That's why I suggest that most folks start their business in a field where they have personal experience, where they tend to spend their own money. When you do this, you have a deep, intimate understanding of at least one type of customer — yourself.

How I Built A Mailing List of 1800 In Less Than 2 Weeks

Everywhere you look, there are Internet Marketing experts telling you that "the money is in the list," and that in order to have a SUCCESSFUL online business, you need to build a large mailing list. Many of these top players claim to have lists of over 200,000 subscribers, and sometimes even over a million. And yet, there are many who have lists of less than 1000 subscribers when there is absolutely no reason for it.

Keep reading, and I'll show you an easy way to quickly build a good-sized mailing list. In fact, by using this simple process, I was able to build a list of 1800 subscribers in less than 2 weeks. The principles are easy to understand, and may be adapted to any niche, and may be put into action by anyone with a few dollars to invest. Although it's possible to do this without spending any money, the truth is that you'll get a lot better results when you can invest in building your list.

Why a large list is important

Before we get into the actual mechanics of how this process is set up, let's take a quick look at the value of having a large mailing list, and what it will be worth to you. After all, before you make a decision to invest any money to build a list, you probably want to know what kind of return you'll get from your investment, right?

The best way to demonstrate the value of a large list is to report the results of a few promotional events. Being someone who runs an affiliate program, I know firsthand exactly what types of results were obtained by a number of affiliates across several promotions.

The first example I'll share with you is a sale I ran right after reading Willie Crawford's report, "*Really Fast Money*." In his report, Willie describes a process of creating windfalls of cash by running a special sale event. The simplest execution of the principle is to simply reduce the price of an established product for a short period of time, and so I decided to run a sale on my *KTP Mastery System* product. This was in July, 2007.

Those in my affiliate program know that I pay commissions of 40% plus bonuses. At that particular time, bonuses were awarded on monthly sales, and could actually double the commission percentage.

At the end of the July 2007 promotion, my top affiliate walked away with over \$1000 in commissions from the sale of a \$27 item. Considering that he had a mailing list of 90,000 subscribers, this came as no surprise. The number 2 affiliate had a mailing list of 25,000 subscribers, and earned over \$600 in commissions from that one event. Other top affiliates also had large mailing lists, although none as large as these had. With very few exceptions, the larger the mailing list, the more they made.

With such successful results from that promotion, I ran a similar promotion the next month with a different product. This time, I reduced the price on my *KTP Persuasion* course from \$97 to \$39 for a week, and that's when the excitement really began! (Incidentally, we did \$5000 in sales the first 24 hours of that event, and over \$15,000 for the week.)

For this event, my affiliate with the 90,000 subscriber list didn't participate as he had prior commitments, and the affiliate who came in at number 2 for the first promotion came in first for this one, which was no surprise. What WAS surprising, is that he was responsible for over half our sales that week, and earned a commission check of over \$5700. And all that for just sending out a couple of emails to his list.

On the other side of this business, as a product creator, whenever I create a new product, I can announce it to my own list for quick sales. And obviously, the larger my list, the more sales I make.

Are you sold on the idea of having a large mailing list?

Basic principles behind building a list

Now that you understand WHY you want a large mailing list, let's get into the HOW. Rather than just give you the step by step process, I want to give you an UNDERSTANDING of what you're doing, so you can modify the process and still make it work.

Core principle: Most people are busy, and simply want a solution to whatever problem they may be facing.

Although a lot of people surf the Internet as entertainment, we generally make our money from people who are looking for a solution to a problem. And when they start looking, they find that there are THOUSANDS or even MILLIONS of websites claiming to offer a solution. With time being in short supply, they don't want to waste any trying to figure out what any particular webpage may be offering. The offer must be clear, direct, and seem to be exactly what they're looking for.

Secondary principle: Most people assume the answer they seek may be found for free.

Although enough people understand the value of their time and eventually realize that it's better to just buy a solution to their particular problem, there are many others who think their time is worthless and are willing to spend hours looking for a free solution, even if a \$7 solution is

presented to them. Even if someone only searches for a short time, they will pass over paid solutions if found early enough in their quest. And rarely do they ever bookmark such a site to go back to it when they've given up searching.

It's for this reason that we must offer SOME kind of solution for free, even if we know it's not nearly as good as the solution we sell. Think of it as a sampler to your paid product, or at least an introduction to you as a person.

Third principle: People don't want spam, and won't give out their email address without a good reason.

In the early days of the Internet, all you had to do was put up a subscription form and people would join your list just to get the emails. Then, email was new and exciting, and something to look forward to. Not so any more. These days, you have to give them a very good reason before most people will consider giving you their email address.

With these 3 principles, you can set up a process to collect thousands of email addresses with relatively little effort.

The process, step by step

Here again, I'm going to describe the process in general terms before describing the specific steps I took. I want you to UNDERSTAND what to do for your own situation.

First step: Decide what type of people you want as a subscriber.

This may come as a surprise, but it's the key secret behind making money online. Do you want a bunch of freebie seekers as subscribers, or do you want people who value good information and simply want a source of guidance to make good purchase decisions? It's easy to get freebie seekers. Less easy to get quality subscribers.

Also, this is where you decide on the subject you will focus your mailings on. Will you focus on theory and general principles, or would you

prefer to focus on concrete action steps? Will you focus on "how to make money", or does "mindset matters" appeal more to you? Do you want to focus on YOUR materials, or would you prefer to open your list up to a wider variety of viewpoints? There are advantages and disadvantages to all of these, and you have to decide for yourself how you want to proceed.

I think it's probably clear what my recommendation is here. Try to avoid the freebie seekers and go after those who are more interested in saving time and effort to solve their problems.

Second step: Choose a format for your mailing list.

Do you want to create a private list, where the only people who get to read your messages are those who are subscribed, or do you want to set up a more public ezine / newsletter? If you want a private list, will you make archives available so subscribers may access them online, in case they want to read something they deleted, or missed because their ISP filtered it out as spam?

This question addresses the technical infrastructure of how your list will be run. I run both private mailing lists and a public one, and there are advantages to both in different situations. My recommendation here is to run a public list as a "front end" to your sales system, and a series of private lists to sell individual products.

Although the subject of setting up the technical side of all this is important, it's beyond the scope of this report, and will be something I'll cover later. For now, I will suggest that you use either [WordPress](#) or [Drupal](#) to run a public ezine. Private mailing lists may be run with practically ANY mailing list system. Services such as [AWeber](#), [1ShoppingCart](#), or [PremiumWebCart](#) are excellent when you want someone else to handle the technical side of things.

Third step: Choose a gift to offer new subscribers.

Although this is where most people start, they often give it too little consideration. It's not enough to offer something in exchange for a person's name and email address. You want to offer something that will attract the

right kind of subscribers, who will be interested in the subject you plan to cover in your mailings.

The best gift to offer your subscribers would be a buyers guide, which offers to simplify the process of finding a solution to their particular problem. This is usually a collection of product reviews, with comparison charts, and enough educational material to help them understand how the information applies to them. A buyers guide is also great when you represent many (if not all) of the products included, since anyone who uses the guide will tend to click on your affiliate links inside to look for more information and to make their purchase.

The downside is that creating a buyers guide takes a significant amount of time to produce, and product creators won't always make review copies available until you can demonstrate that you are serious about your business, or that you have already published reviews of other products.

Because of this, a buyers guide is best offered as a website, where you can offer a small collection of reviews to start with, and add to them over time.

Other than a buyers guide, the next best subscriber gift would be a sample from a paid product you either sell or represent as an affiliate. If you look at the signup page for one of my mailing lists, at <http://www.PowerKeysPub.com/WhyBeliefsMatter>, you'll see an example of this. *(Actually, that page is a great example of how to structure your signup page. Notice how it is set up as a sales page, with a benefit-laden headline, bullet points, and a call to action. You want your subscribers to be people who respond to sales material, and one of the best ways to do this is to structure your signup page as a sales page.)*

If you don't have a sample available, you can make do with a similar product, such as an ebook, MP3, or video which addresses the same topic as the product(s) you plan to sell later. With so many products available with resale rights (and even giveaway rights), it's fairly easy to find things to give away as subscriber gifts. *(As a suggestion, resale (and giveaway) rights for this report are available.)*

Fourth step: Create your signup and delivery pages.

Once you have your subscriber gift, you'll need to set up pages to offer the gift and provide a means to obtain it. Your signup page is where you offer to solve the problem your prospect may have, describe the solution you are offering, and direct them to fill out your signup form to get it.

As I mentioned above, you want your signup page to look like a sales page, because you want to attract subscribers who respond to sales pages. You also want to describe your gift as the solution to a problem, and if you've picked a good gift, it *will* solve a problem, although it may be a portion of a larger problem solved by a paid product you'll introduce later.

Your delivery page may be a simple page which repeats the description of what they get and presents a link to download it. It may also be a page with the contents of your gift right there on the page. For instance, if you offered a buyers guide, the delivery page may be a webpage with links to various reviews, charts, and informational pages. If you offered a video, your delivery page may have the video ready to be played within your subscriber's web browser with the click of a button.

Overall, you want your signup and delivery pages to make the process as easy as you can, taking into consideration that people want to solve their problem as quickly as possible and get back to more fun things.

Fifth step: Get as many people to your signup page as you can.

Even if you do everything else perfectly, if no one sees your signup page, you won't get any subscribers. This is also where you can maximize your results when you can afford to invest in building your mailing list.

Before I talk about how to spend money to build a mailing list, I want to touch on some of the many ways you can do it for free. There are many discussion forums online where you may announce free gifts, and those who browse those forums may see your announcement, visit your signup page, and join your list. USENET newsgroups may not be as active as they once were, but are still an opportunity to post a free gift announcement and gain a few subscribers. Other places host discussion groups, with Yahoo and Google being the biggest ones.

There are also many websites that act as directories, listing places that offer free gifts and other resources in a particular niche. Get your site listed on such directories and you may pick up a few subscribers here and there. Along a similar line, there are directories specifically for ezines, and if your list qualifies as an ezine / newsletter (public list instead of a private one), then you can get listed in these directories as well. Some directories offer free listings, although others require a payment.

If you have money to invest, there are more effective means of attracting subscribers.

Obviously, as mentioned above, there are directory sites that require a payment to be listed. Yahoo offers one such directory, and the last I heard, they were charging \$300 as a yearly "application fee", which did not guarantee placement in their directory, just that they would evaluate your site for inclusion. However, \$300 per year to be listed in Yahoo's directory may be money well spent if you have a good offer.

Pay per click search engines, such as Google AdWords, Yahoo Search Marketing, and all the rest may also be good sources for subscribers. If your signup page captures 20% of visitors as subscribers (a reasonable number — I can get up to 60% in certain cases), and you spend 50 cents per click, then subscribers cost \$2.50 each. If you end up selling a \$50 product to 10% of your subscribers (another reasonable number, representing just 2% of your overall traffic), then your profit per sale is 50%, or \$25. Many high-level marketers are willing to spend 100% of their first sale to get subscribers, since they can make so much more on later sales.

Once you know for sure what your conversion percentages are, you'll know how much you can spend to get a subscriber. Let's say that spending \$2 per subscriber is perfectly reasonable for your situation. You could offer JV partners that \$2 for every subscriber they send to you, and you'll get a BUNCH of people promoting your free gift offer. Of course, it's also possible to get some people to promote your free gift offer to their list without paying them, since they want to maintain a good reputation with their subscribers. However, you'll get a lot more JV partners if you can offer them a financial reward for participating.

As an example of this last idea, when Rich Schefren hit the Internet Marketing scene, he produced a valuable free gift offer and paid his JV partners \$1 for every person who downloaded the report. He built a mailing list of over 10,000 subscribers in about a week. Luckily, he had the financial resources to spend \$10,000 to create his list, and everything worked out because he had a solid business plan behind it all.

The bottom line is that you'll spend either time or money to build a list, and you can build a much larger list when you can afford to invest some money doing it.

Having said that, there IS a way to get the best of both worlds -- letting JV partners make money while building your list. This strategy even has the added benefit of ensuring that you only get subscribers who will spend money to solve problems.

If you haven't heard of the "\$7 Secrets" report, you should find a copy and check it out. Jonathan Leger describes the process of setting up a system where you sell a cheap, but valuable product, and give your JV partners 100% of the sales as an immediate payment when someone buys through their affiliate link. Rather than getting \$2 or whatever you would have paid for a subscriber, your JV partners get \$7 instead. The downside is that you get fewer subscribers, but the upside is that you get BETTER subscribers. When you get a copy of the "\$7 Secrets" report, you'll find a link inside to get a free script to run the technical side of paying your JV partners and building your list.

Sixth step: Keep your list interested with both content and good promotions.

After you've build a good-sized mailing list, you'll want to keep them subscribed and interested so you can sell things to them over and over again. The best way to do this is to give them good content on a regular basis, and continue to promote good products to them as well.

If you're really on the ball, the content you give your subscribers will pre-sell them on the idea of buying a product you represent. As an example, you may be an affiliate for a particular type of tool. You may offer articles

describing many interesting projects that may be done using this tool. Or let's say you represent a personal development course. You could offer articles about how people have created highly desirable lives after going through that course. In this case, you could also offer articles that describe small portions of the course, which help your subscribers solve a portion of a larger problem.

As an example, this report offers good, solid content. It's also demonstrating my knowledge of Internet Business, and serves to 'sell' me as a consultant for such work. And when I have other products on this topic, I could list them for sale in the back of a revised version.

The more you can mix content and marketing, the more effective your business will be.

How I used this process

You now have more than enough information to go out and set up a system to build a large mailing list. I know from my own experience that we often need to see a specific example of the process in action before we fully understand the principles involved. So here is such an example, taken from my own experience.

It was December 2008, and I wanted to do some market research to determine what types of products I should create in 2009. I was thinking of switching my focus away from ebooks to audio programs, particularly brainwave entrainment audio programs. I had purchased a commercial license to a piece of software called [Neuro-Programmer 2](#), and therefore had an easy time creating a bunch of BWE audios as a "subscriber gift".

Because I wanted to attract people who were interested in brainwave entrainment, I choose to offer a small collection of such audio programs as a gift.

At the time, I wasn't thinking ahead as much as I would now, and instead of a signup page that looked like a sales page, I set up a survey page instead. A survey served my purpose, since I wanted to do market research, and needed to get feedback from people to certain questions. The bottom of the

survey form had a place for the person filling it out to include their name and email address to claim a set of BWE audios as a thank-you gift for filling out the survey.

Those who filled out the survey and included their name and email address were added to a new mailing list.

Once everything was set up, I announced the survey to my regular mailing list of about 6000 people. Since some of my subscribers have mailing lists of their own, I soon noticed that several of them announced the survey and BWE audio gifts to their lists, and with no other effort, I quickly had about 1800 subscribers on the new list.

Notice here that I only promoted the survey to ONE list of 6000 subscribers. Yes, it was my own list, but it could have been a JV partner's list instead. Also notice that there wasn't any financial gain for my subscribers to announce it to their lists. They did it simply because it was such a great offer, and they wanted to pass it along.

If I needed to duplicate the experience, and did not have a list of my own, I would approach others who already have lists to offer the free gift to their subscribers. And if I couldn't get anyone to promote it for me, I'd start posting announcement to forums, discussion groups, and everywhere else I could.

I would even start writing articles to be posted to ezine sites, with a resource box offering the free gift to anyone reading the article.

Promoting Other People's Products as an Affiliate

On the Internet, there are many different ways to make money. However, when you boil it down to the basics, there are only 2 ways.

1. Create a product and sell it.
2. Help someone else sell their product.

That's it. Money is made when a product is sold to a customer. So you either sell the product directly, or you help someone else sell their product. Everything else you find is a derivative of either of these 2 profit producers.

Now, a "product" may be a physical thing, a digital download, a service, or an experience. It could also be an idea, viewpoint, or feeling. Anything a person may be interested in paying money to obtain, or to promote to others. A community-service message to stop whale hunting is an example of a "product" that is more an idea than a thing. And while there isn't much money to be made in promoting this "product", there is money to be made in helping folks promote it. Advertising is used for more than just commercial ventures.

Okay, so now we have the foundation set, let's see how we can make money by helping someone else sell their product as an affiliate.

What Is An Affiliate?

The term, "affiliate", may be interpreted to mean several things. At it's most basic level, the word 'affiliate' simply means someone who has a business relationship with another. For the purpose of this chapter, we'll use the word 'affiliate' to mean someone who earns money by promoting one or more products they did not help to create.

This definition of 'affiliate' leads to the following 4 types of affiliates:

1. Commissioned sales reps
2. Media ad sources
3. Advertising brokers
4. Retail stores selling products created by others

In the above list, the last is the least common definition of an affiliate, although it is a very common business model. There are many online businesses that set up a storefront to sell products created by others, yet these businesses are not normally thought of as affiliates. Amazon.com is one example of this model.

Most affiliates become so by signing up for one or more “affiliate programs” offered by various merchants. These merchants may offer to pay their affiliates a set amount for every visitor sent to the merchant’s website (Pay per click), a set amount for every person who fills out a form on the merchant’s site (Pay per lead), a set amount for every sale placed by those the affiliate refers (Pay per sale), or a percentage of the sales placed (also Pay per sale). There are other compensation plans too, but these are the primary ones.

Why Are Affiliates Paid?

To truly understand affiliate marketing, perhaps it’s best if we start by answering the question, “Why would a merchant pay an affiliate to promote their product(s)? Why not sell their own products and keep all the money?”

A merchant may not be very good at promoting their own products, and need the services provided by affiliates. There are many such merchants doing business online, and would not succeed if it weren’t for talented affiliates helping them describe their products in such a way that people see the value of owning them.

Alternatively, a merchant may be excellent at promoting their own products, yet still invite affiliates to join them in their promotional efforts. The reason for this is simply because there are SO MANY possible promotional opportunities, the merchant cannot pursue all of them, and relies upon affiliates to reach a larger audience than they can do on their own.

In either case, affiliates serve as an extension of the merchant’s marketing department. In the first case, affiliates may be the merchant’s ONLY source of marketing, whereas in the second case, affiliates merely augment the merchant’s marketing activities. When you view your role as an affiliate in this light, it becomes much easier to understand the types of activities necessary to be successful when promoting other people’s products.

In short, it’s advantageous to think of yourself as the merchant’s marketing department, or at least an extension to it. However, there is

another way to think of your role as an affiliate, and that is to think of yourself as a source of advertising for the merchant. In this case, you may serve not only merchants, but other affiliates as well.

Most merchants spend money to place ads in various media, such as newspapers, radio, TV, search engines, website directories, blogs, forums, and so forth. If you become a media source, and attract a large audience, then you can sell advertising to help merchants and other affiliates sell products. The thing to realize about becoming a media source, is that this is a business unto itself, and requires much more than simply promoting products. While it is possible to make money as an affiliate by becoming a media source and attracting a large audience, you really have to want to be a media-based business to be successful with this model. Otherwise, if your heart just isn't in it, it's too much work.

Before leaving the topic of media, let me say that American business has relied upon media advertising for many decades. Newspapers, radio, and TV would not be the large industries they are if it were not for the effectiveness of ads placed in media.

However, studies have shown that this form of advertising has lost much of it's effectiveness in recent years, as the volume of advertising increases every year. Most people have learned to "tune it out" and do not respond as they once did. This isn't to say that traditional advertising doesn't work — it just needs to be better and repeated more often to get the previous level of response.

How Affiliates Earn Money

Each type of affiliate operates using a different strategy. Commissioned sales reps generally focus on collecting leads and following up with those leads to complete a typical sales process. These affiliates may use quality content to attract leads initially, but do not focus on this once they begin the sales process. Commissioned sales reps may also represent a variety of merchants, and thus a variety of products, but do not show the prospect anything other than what the prospect may be interested in at the time. We'll cover this in a bit more detail later.

The advertising broker type of affiliate is perhaps the least involved with the sales process, and merely places ads in media sources on behalf of the merchant(s) they represent. This type of affiliate may use advertising “creatives” (ad copy, graphics, banners, viral ebooks, etc.) provided by the merchant, or they may create their own (or hire others to create) before placing the ads. In most cases, this type of affiliate pays for the advertising out of their own pocket as an investment leading to the payoff, which is the commission earned on sales generated from the advertising they place.

Retail stores operate with the strategy of making the purchase process enjoyable for customers. Large selection, quick delivery, generous refund policies, regular specials, and an easy-to-use website are the foundations for this type of affiliate. Media sources focus on posting quality content, easily found, on a frequent basis to attract large audiences, to whom are shown ads in and around the content.

Making Money As A Commissioned Sales Rep

One of the best guides for making money as a commissioned sales rep is Rosalind Gardner’s “[*Super Affiliate Handbook*](#).” Her guidebook explains everything from setting up websites to review and promote affiliate products, to the backend stuff like keeping accurate records and choosing profitable programs to join. What I can offer here is a mere shadow in comparison.

The primary focus of a commissioned sales rep is in attracting people who may be interested in the products he/she represents, and then giving them enough information to make a purchase decision. Whereas some people see the role of a salesperson to be a manipulator attempting to get people to buy stuff they don’t need, successful salespeople do not see themselves this way. They see themselves as consultants who help people make choices leading to happy endings.

If a product is not right for a prospect, a successful sales person will say so and lead them in a different direction, even if that means losing the sale. The reason for this is because it builds their reputation, and when folks talk,

their reputation will attract more and more people who can be served with the products the rep handles.

Online, this often takes the form of writing product reviews and posting them to a resource site. Rosalind Gardner started in the area of online dating, and created several websites devoted to helping people compare the various online dating sites to help them decide which one was best suited to them.

Quality reviews point out the negative aspects of a product as well as the positive one. Customers appreciate this, and will trust the advice given in a review more when negative aspects are brought out in the open. At the end of each review, a summary should be given, as well as a personal ranking of the individual product as it compares to others in the marketplace. And finally, a link to the merchant's website, which includes your affiliate code so the merchant can track your referral and award you a commission if it results in a sale. The benefit to having a resource site is that you can offer your prospects a complete picture of the products you represent, and a sale can happen quickly.

Sometimes, a commissioned sales rep will create a mini-site offering a free guide to the topic they represent, such as online dating, personal development, spirituality, or camcorders. This mini-site offers a free guide in exchange for the visitor subscribing to the affiliate's mailing list.

Once a person is subscribed, an autoresponder will send them a series of emails providing information on each of the various products the affiliate represents, giving similar information as the reviews mentioned above. The benefit to this approach is that you can stay in touch with your prospects and send them new information any time you add a product to your database.

A third option is to create viral ebooks which carry a marketing message to sell one or more products. The advantage of this approach is that an ebook can go places a website cannot. We talked about viral ebooks earlier in this report.

While there are other structures in which a commissioned sales rep may operate, these are the 3 preferred formats. They take little work to set up and yet are quite effective.

Making Money As A Media Ad Source

One of the most common business models on the Internet is to promote products created by other people on a media website, such as a blog, ezine, or YouTube channel. (BlogTalkRadio shows also fall into this category.) In this business model, the affiliate publishes regularly on a central topic, and periodically promotes products related to that topic, either as part of the regular content, or as ads distributed throughout the content.

In actual fact, this can be one of the most lucrative forms of affiliate marketing, although it involves significant risk in selecting a profitable target market and attracting a large enough audience to make the process worthwhile. With too small an audience, or in an unprofitable niche, this business model can lead to spending countless hours with very little to show for your efforts.

As such, it's not a business model for those who want (or need) to quickly produce a good income. It's more of a long-term business model, and something which should be given serious thought.

When successful, the possibilities of achieving the "Internet Dream" are real. With a large, and loyal, group of subscribers, it's very possible to send out a single email, and wake up the next day having earned thousands of dollars with no extra work.

What many people forget to mention, or fail to see, is that there is a LOT of work involved in creating the conditions in which such an experience is possible. Again, you have to attract a large audience. Those folks must trust you, your recommendations, and read everything you publish. And they also must have enough interest in the topic to purchase products on a regular basis. Products for which you may receive a healthy commission.

Another criteria that must be met is that YOUR media source (blog, ezine, YouTube channel, etc.) must be significantly different (and better) than all other media sources your potential subscribers have to choose from.

If your media source is just another “me too” knockoff of others available, you won’t be able to attract a large enough audience to be profitable.

Most media ad sources earn their early revenue through promoting affiliate products directly, earning money only when those products are sold via their recommendations, or via ads placed within the media by the media source itself.

With a large enough audience (generally over 10,000 subscribers), ad space may be sold to other affiliates (or to product vendors themselves) for an upfront fee. Smart media ad source owners will sell ad space only when they find that promoting affiliate products directly is unprofitable.

One of the best ways to attract and keep subscribers is to publish 3 times more content than ads. As an example, take a look at your local newspaper, or track the balance between TV shows and commercials. These businesses have been around for a very long time, and they are always tweaking the balance to be as profitable as possible.

If your content is valuable enough to your audience, it's also possible to sell subscriptions, and therefore derive income from your subscribers directly. In fact, some media sources focus more on subscription fees than on ad revenue.

This can be done in almost any niche. Even hobby niches, where subscription fees tend to be as low as \$10 per year, may be lucrative when you get 10,000 or more subscribers. “Make money” niches, where folks can see a direct and immediate ROI from joining your site, can often command subscription fees of \$97 per month and more.

The main requirement for selling subscriptions is to offer a better experience than what your subscribers could find elsewhere for the same or lower price. In some cases, this means better information or entertainment. In other cases, it means that your content should be better organized, easier

to search, or somehow customized to the subscriber, perhaps via software scripts on the website.

Many media-based websites selling subscriptions will also have a free option, where subscribers may be a portion of the overall content. This can often be used as a teaser to upgrade to your paid subscription, or a sample for those who want to know more about what you offer before joining.

Making Money As An Advertising Broker

There are advantages and disadvantages of working as an advertising broker. One of the advantages is that you don't have to create a website. No domains to register. No scripts to install, configure, and update frequently. And no mailing list to maintain. In short, you don't have to do much except place ads for other people.

But that's also the main disadvantage. Generally, you have to spend money to make money. Either that, or you spend your time doing "manual marketing". This is a good situation for the right type of person, but it's not for everyone.

If you work with a merchant who is good at creating marketing materials, you can simply use what they offer and your job is easy. However, if you're working with a merchant who isn't as good creating marketing materials (and you should get a higher commission to do so), then you have to either create the materials yourself or hire talented people to do it for you. Either way, you have to start off with quality marketing materials, otherwise any ad costs will be wasted.

Sometimes, a good advertising broker will arrange for the ad results to be tracked and analyzed. This will shed light on which ads are working and which ones are not, helping to increase profitability for all concerned.

Without tracking, you never really know how effective any given ad may be. To be fair, tracking is something that all affiliates (and merchants) should do, and isn't just for advertising brokers. However, it may be more critical for an advertising broker than it is for any other type of affiliate.

People who are good with numbers usually make the best advertising brokers. Sometimes, you may want to negotiate price breaks for volume ad purchases, so a bit of selling skill certainly doesn't hurt.

In some respects, being an advertising broker is like being a banker. You spend some money on one side (much like a banker pays interest on savings accounts, CDs, and other investments) and earn money on the other side (for the banker, it's interest collected from loans). The best advertising brokers keep meticulous records of how much every ad costs and how much profit it produced.

Because advertising brokers have little involvement in the fields they represent, they have an easier time representing many different merchants in a variety of fields. As such, a slowdown in one industry has little effect on the advertising broker's income, as they can easily take on new clients in booming markets.

Specialized Ad Broker — JV Broker

In today's Internet climate, a new type of ad broker has emerged. "JV brokers", as they are called, earn their money by advertising a merchant's affiliate program to other affiliates, who may also be referred to as "JVs" — Joint Venture partners.

In most cases, this is done through personal contact with the potential affiliates. This may involve sending emails, sending physical mailings, making phone calls, or meeting potential affiliates face-to-face at seminars, workshops, and other live events.

JV brokers may earn their money through exclusive contracts they make with merchants, or by taking advantage of 2-tier commission structures which pay a portion of all sales generated by affiliates referred into the merchant's program.

When negotiating an exclusive contract, some JV brokers are able to collect an up-front fee of \$10,000 or more from successful merchants wanting to expand their market presence, and an additional 20% of the sales referred by the partners they recruit. When working with smaller

merchants, you should be able to get *at least* \$500 up front, and 10% of everything brought in by the affiliates you recruit.

When just starting out, and before you build a reputation as a successful JV broker, you may need to rely on a merchant's 2-tier commission structure to earn your early income. This is where a merchant pays one commission to the affiliate who referred a sale, and a smaller commission to the affiliate who referred the other affiliate into the program.

Not all merchants offer 2-tier affiliate programs, and may need to be persuaded to make a 2nd-tier available. Those who do, usually offer 2nd-tier commissions of 5% or 10% of referred sales.

The primary asset of a good JV broker will be the relationships he or she has developed with potential affiliates within a niche, particularly those acting as media ad sources. These affiliates know that any deal brought to them by the JV broker will be profitable, and will enhance their reputation with their audience.

Choosing A Good Affiliate Program

When it comes right down to it, a GOOD affiliate program is one that is PROFITABLE to promote, and is easy to work with. When you consider various affiliate programs, pay close attention to whether or not they can prove that other affiliates have been able to make decent money using their system. Few can.

No one can guarantee that any one person WILL make money with their system. Not all affiliates are created equal, and the quality of your work as an affiliate will greatly affect the quality of results you get with any affiliate program. As long as you follow the recommendations contained in this report on how to do quality marketing, you should get better than average results when promoting affiliate programs.

In general, there are a few guidelines you can use to screen out the really bad affiliate programs, and ensure that you work only with those with a solid profit potential.

Rosalind Gardner, in her excellent “*Super Affiliate Handbook*”, offers a series of questions to ask yourself when evaluating a potential affiliate program. Her questions address more than just the profit potential, and may help you avoid legal issues as well.

Here are Rosalind's recommended questions (and how they are answered by the PowerKeys Publishing affiliate program):

1. **Is the Company Reputable?** - PowerKeys Publishing has been in business since January 2003. We currently have several affiliates who have been with us since we first started our in-house program. We can provide references upon request.
2. **Is there an Affiliate Agreement?** - Yes.
3. **What are the Terms of Agreement?** - Our Affiliate Agreement may be found at <http://www.PowerKeysPub.com/affiliate-program/affiliate-agreement>.
4. **May I Terminate the Agreement? If so, how?** - You may terminate your membership account for any reason whatsoever. The easiest way to do this is to simply send us an email stating your desire and your membership account will be cancelled immediately.
5. **Am I eligible for this program?** - Yes! All members/customers are automatically given affiliate status.
6. **Is there a Fee to Join the Program?** - No. Our program is completely free to our customers/members.
7. **Does the Program Require Exclusivity?** - No. You may promote any other programs you wish.
8. **What is the Program Type?** - We offer a Pay-Per-Sale affiliate program. We pay you a percentage of every sale that results from your referrals.
9. **What is the Commission Rate?** - 50% for all purchases made by referred customers.

10. **How Long are Cookies Set to Last?** - Cookies set by the system last for 180 days, or 6 months. If you refer someone to our site and they come back 6 months later to join, you'll be credited with that referral, unless another affiliate refers that person in the interim. (Most recent affiliate gets credit.)
11. **Do I Get Credit for Recurring Sales?** - Yes.
12. **Does the Program Pay Lifetime Commissions?** - Yes. Once the person you've referred joins, they are permanently assigned to you, and all purchases made by that person will generate commissions for you.
13. **Is it a 2-Tier or Multiple-Tier Program?** - Yes. We pay 10% on 2nd-tier referrals. This means that all referrals made by those you've referred into the system will generate commissions for you as well as for them.
14. **Are Sales Statistics Reported in Real Time?** - Yes. All reports contain data collected at the time the report is generated, even in the previous microsecond.
15. **Are Merchant Copy & Sales Tools Offered?** - Yes. Since the website has recently changed, we are in the process of updating many of these materials. We will be adding more sales tools in the near future.
16. **How Often Do I Get Paid?** - Every month. Commissions are paid on or before the second Friday of each month and include commission earned up to the end of the previous month. We do not hold anything back to cover potential refunds (which are rare - less than 3%), but give you everything you've earned.
17. **HOW Do I Get Paid?** - You have your choice between getting paid via PayPal, physical check, or E-Gold. There is no "processing fee" either way. You get the full amount of your commissions. You select your preferred payment option in the Affiliate's Area, which is found through the Membership Admin page.

18. **Does the Merchant use Third Party Billing?** - No, we handle all payments in-house. Once again, you may contact some of our current affiliates if this is a concern for you to verify our payment history. References are available upon request.
19. **Is There a Minimum Payout Amount?** - Yes, you must earn a minimum of \$50 in commissions before a payment will be processed. This is to compensate for the fact that we do not charge a "processing fee" for paying you, nor hold back to cover refunds.
20. **Is Co-Branding Available?** - Yes, although on a limited level. Contact us for full details.

and 2 additional questions I recommend you ask

21. **What other factors should I consider?** - Our sales conversions are among the highest in the industry. It is not uncommon for an affiliate to see 3% to 8% conversions when promoting our products, and even higher when we run a special event. In some unusual situations, we've seen conversions as high as 16.2%. This increases the average visitor value, a very important measure of the profitability of a program. Our average visitor value fluctuates depending on the quality of traffic we get, but tends to fall between 70¢ and \$5 per visitor.
22. **May I earn commissions on my own purchases?** - Not usually. Our affiliate program is not intended to be a "personal discount" program.

Making Money As A Retail Store

This business model requires that you set up your own website, although it can be relatively easy to do, especially since you don't have to create your own products to sell. One thing that makes this model significantly different from the others is that you set your own prices for the products you sell, and can even hire your own affiliates to promote your business.

There are 2 primary strategies used to make this happen. The first is called a “drop ship” arrangement, which is where you make an arrangement with a product manufacturer or wholesaler to “drop ship” products to your customers whenever you make a sale. The main benefit to this is that you can sell physical products without having to stock any inventory or do any of the order fulfillment yourself.

The second primary strategy used to run a retail store online is to work with what are known as “resale rights” products. This is where you purchase a license to 'resell' the product from your own website. This is typically for digital, downloadable products only, although some licenses allow you to produce physical versions for your customers.

Why Consider Resale Rights Products

No matter how much time, money, and effort you put into creating the best product on the planet, you'll never make a dime until that product is SOLD. Plus, you won't make any money from your new product until it's complete, so all the time you spend working on it just means you have to wait that much longer until you can start making money.

This core truth is what separates the winners from the losers in business. Losers spend all their time and energy creating the "perfect" product, whereas winners understand that a "good", but finished, product is much better than a "perfect", yet incomplete, one.

In addition, winners also know that they cannot, by themselves, create everything needed by the people they sell to. The market's ability to consume is greater than anyone's ability to produce. Because of this, smart business people know that the best way to get more products to sell to their market is to license products created by others.

Resale rights may be offered at any price point, depending on the product and the product creator. Some products, like this one, include resale rights in the price of the product itself. Others require a separate payment, often equal to 5 to 20 times the retail price of the product.

One reason for this vast difference is how the product was created, and for what purpose. In cases like this report, the product was created to showcase my writing style, and is intended to attract buyers for my other products. Products such as my “*[Prosperity From the Inside Out](#)*”, compete with other products I sell, and therefore the resale rights are priced separately.

In general, the more the product creator wants the product to “go viral” and spread across the Internet, the cheaper they will make the resale rights. Other factors are involved, as I will explain shortly.

Licensing – Why Microsoft (and many others) got so big

Microsoft's first product was a product created by someone else. Bill Gates bought a license to it so he could sell it as his own product. Technically, he purchased a "private label" license, which gave him the right to change the product itself, and this is the most expensive type of license, especially if the core product is any good.

Bob Doyle, author of *Wealth Beyond Reason*, got his start online selling a book written by someone else. After he made a name for himself, he added other books, licensed from other authors, and *EVENTUALLY* got around to writing his own book — after he built his online business.

I could go on and on, telling you about thousands of people who built successful businesses using products created by other people. But I don't want to waste your time. Suffice it to say that the business model is sound, and responsible for some of the biggest success stories ever told.

How to evaluate a resale rights license

There are several types of resale rights, and the value of each of them depend on several factors. Here's the basics you need to know.

First Criteria — License Type: Basic resale rights, Master resale rights, Private Label rights. Which one's for you?

There are 3 main types of resale rights - basic, master, and private label. Basic resale rights allow you to sell the product as it was created. This is the type of license given to retail stores to sell things like books, CDs, t-shirts, and just about everything else. However, most retail stores must buy the product from the manufacturer at a wholesale price, which means they only get a portion of the sticker price. On the Internet, and especially with ebooks, there is no cost of manufacture, so the license holder usually doesn't have to pay the product creator any type of wholesale price or royalties.

Master resale rights allow you to sell basic resale rights to others. Since the product creator counts on the sale of resale rights for a portion of their income, master resale rights are much more expensive than basic resale rights, and only make sense for business people selling to other business people.

Private Label rights allow you to change the product, and thus create a totally new product. As such, you are free to edit out any references the product creator may have included to help end users (ebook readers, for instance) find them and purchase other products they've created. Because the product creator may lose a prime source of advertising in this arrangement, private label rights are the most expensive kind.

In addition to the basic type of license, the terms of similar licenses can vary dramatically from source to source. For example, some product creators charge an upfront fee plus royalties on sales. Others charge a yearly license fee regardless of the number of sales, and still others charge a single 'lifetime' fee.

Second Criteria — Product Quality: With all 3 types of licenses, the quality of the product influences the price of the resale rights. Poor products the product creator couldn't sell are pretty much given away, as you'll notice if you do any sort of price-shopping online.

However, resale rights products that include marketing materials AND cannot be changed by the license holder may also be sold cheaply, as the product creator sees the spread of his/her product as a type of marketing. From the end-user's perspective, a lot of marketing materials inside a

product tend to be perceived as a lower quality than a strictly content-rich product.

As a general rule, the higher the quality, the more expensive resale rights will be.

Third Criteria — Author Credibility: A no-name author with limited credibility cannot command high fees, not from the product itself, nor from resale rights to the product. When evaluating a resale right product, do a quick search online to see how many web pages reference the author, and whether there are any negative reviews of his/her products. If you find thousands of web pages mentioning the author, and few (if any) negative reviews, you can be confident the author has credibility in the marketplace.

An author who has credibility in one market may not have much credibility in a different market. For instance, I have LOTS of credibility in the personal development and law of attraction markets, yet I'm a relatively newbie in the "make money online" market. One of the reasons I've priced this report as low as I have is because I want to get my name known in this new market so I can sell higher-priced marketing products in the future.

Fourth Criteria — Competition From Other Resellers: The best position to be in, is to have a high-quality product from a credible author, and be the only one selling it. This way, you don't have any competition, and there won't be any price-wars to reduce your profitability.

Products that automatically come with resale rights are the worst ones to try and sell, especially if they're cheap to begin with. The best products to buy resale rights for are those for which the license is more expensive, simply because the higher price will reduce the competition.

However, price is not the only consideration, especially since you want to make sure that buying the license will be profitable for you. The best "rule of thumb" here is that the cost of buying a resale rights license should be less than 25% of your expected first-year sales. As an example, if you expect to sell 1000 copies of a product at a price point of \$20 in the first year, then the resale rights license should be less than \$5,000. This gives you room to spend a typical 50% on marketing and still make a profit.

Fifth Criteria — Branding options: Some resale rights products promote other products within the content. For instance, this report contains several links to the author's website and to other websites as resources. Some of these links may be 'branded' with affiliate links. The advantage of branding options is that you can make more money when readers click the affiliate links and purchase other products. With branded links, you make commissions on those sales, whereas with unbranded links, all profits go to the product creator.

Resale rights products that offer branding of affiliate links are generally more expensive, since the product creator is effectively selling that income.

Introduction To Power Persuasion

(This section on persuasion was taken directly from the introduction of my “[Keys To Power Persuasion](#)” course. It is included here to help you understand how to create marketing materials that will effectively sell your products and services. More details about this course and other products I've created may be found on the [PowerKeys Publishing](#) website.)

Why Learn Persuasion?

Most people assume persuasion is only for salespeople, and if you're not involved with selling, then you don't need persuasion skills. However, as you begin to take note of some of the various situations in which persuasion already happens in your life, you may realize you are already trying to persuade the people around you to do one thing or another.

Consider these common persuasion situations:

- Are you a parent trying to persuade your kids to become responsible adults?
- Do you want more fulfilling relationships with your spouse or loved ones?
- Do you require the cooperation of other people who may have other priorities?

- Do you want to get more respect from the people around you?
- Are you a counselor, teacher, or life coach trying to help others succeed in life?
- Do you ever need to negotiate the price of an item being bought or sold?
- Do you need to protect yourself from unscrupulous manipulators who are using persuasion against you?

These and many other situations call for the skillful application of persuasion skills. When you learn the powerful skills I'll share with you in this book, you will find that you are able to get what you want and need from other people. You can persuade people to respect you, to see your point of view about a given topic, to help you when you need it, and to do what needs to be done.

Benefits of Using Power Persuasion

When you've developed the skills of power persuasion, you will find that you get more of what you want from the people in your life. You get more respect, people place more value on your ideas, any disagreements are quickly dispersed, and everyone has more fun.

Resistance, which usually arises when two people are at odds with each other, fades away. This is because you are able to find the motivations which cause the other person to want to do things your way instead. With less resistance, you are able to get quicker results because agreement is reached sooner. By making the experience more fun for everyone involved, results tend to be of a higher quality, since no-one is grudgingly accepting the inevitable, but is eagerly anticipating a positive result.

Knowing how to get what you want from other people results in a higher standard of living, because you know how to get more from the work you do. You'll be able to persuade those you work with to be more cooperative and productive, which will lead to promotions, awards, and raises. Others

will know you can get the job done when no-one else can, and this leads to respect, recognition, and authority.

If you choose, you could even take the skills you learn here and apply them to one of the highest-paying careers in the world – copywriting. Businesses have a strong need for effective marketing materials. Many businesses will spend \$10,000 to \$50,000 for a great sales letter, which may take you only a week to create. The skills of persuasion are very valuable indeed.

While this may not be your goal, you can choose to do anything you want with the skills you learn in this course. The only limits are those you set on yourself.

Who Should Learn Power Persuasion?

To be completely honest, everyone. Persuasion is so pervasive that you can pretty much equate it with communication. Any time you communicate with another person (or even to yourself), you have a need to persuade.

Do you want to change a habit of yours? You need to persuade yourself to make the required changes. Do you need to teach something to someone? You need to persuade them to see the information in a way that makes sense to them and is easy to remember. Do you want to communicate your experiences to someone else? Power persuasion allows you to give them a full, rich experience that will have meaning and impact.

To communicate effectively, you need to persuade your listener to accept your information and to interpret it in the way you intend. While this may not normally be described as ‘selling’, you are in fact selling your listener (referred to as “the prospect” in most persuasion literature) on the idea that what you say has validity. Only when they have ‘bought’ that concept will you have effectively communicated your message.

Because even the most rudimentary forms of communication can be described in terms of selling, you will notice that I often use terms such as ‘prospect’, ‘product’, ‘offer’, and others usually used in the selling field. This was done simply because the majority of readers will be involved with

selling at some level, and it just makes sense to accommodate as many people as possible.

Although I often use a number of selling terms, this material can be used for any persuasion situation, whether you are motivating a child to follow the rules of the house, giving a friend the inspiration they need to pursue a goal, or seducing a potential lover. Just keep in mind that the person you're trying to persuade is referred to as your 'prospect', and the thing you are persuading this person to do is referred to as your 'product', or your 'offer'. You have sold your product to your prospect when the person you're persuading agrees to do the thing you want them to do.

Typical Persuaders

Business People

Anyone involved with the operation of a business has a strong need to persuade. Business itself is about getting other people to reach agreement on one issue or another. Not only do you have **salespeople** and the **marketing department**, which are involved with persuading the public to purchase products and services, but you also have **employee managers** who need to persuade employees to do their job correctly, and work well together. There's also those involved in **human resources**, who are responsible for persuading job applicants to honestly provide relevant information, and to accept the terms of employment.

Teachers / Counselors / Coaches

As we mentioned earlier, anyone needing to impart information needs to persuade the student that the information is valuable, valid, and easy to understand. Many times this boils down to persuading the student on your expertise in the subject area, and your qualifications to teach. Other times it is simply a matter of communicating your information in a way that is both entertaining and instructive.

Counselors and life coaches require powerful persuasion skills, as you may need to persuade your clients to change who they are on a fundamental

level in order to change their approach to life. And because you earn more money when you can help more people, you need to persuade your clients to refer people they know to you when appropriate.

Community Leaders

Ministers, government officials, public speakers, and leaders of charitable organizations are in the business of persuading their followers to think, believe, and act in a unified manner which benefits the whole community. Even laws are ineffective if the public is not persuaded to obey them. The threat of prison time is only one method of persuasion, and one that should be used only as a last resort.

Private Individuals

Even if you don't fit into any of the other classes of persuaders, you will still occasionally need to gain the cooperation of other people. You may want to persuade your friends to accept your choice of entertainment for the evening. You may need to persuade an attractive stranger to go out on a date with you. You may need to persuade your spouse to compromise on an issue which has been a source of unrest in the household. You may need to persuade your kids to accept their responsibilities and grow up to be productive members of society. And you'll definitely need to know how to protect yourself from others persuading you against your will.

Defending Yourself

Regardless of the type of persuader you are, you will always need to know how to defend yourself against other people using persuasion against you. The first line of defense is to know what to expect. The techniques of power persuasion are subtle and not easily identified. Only by studying this subject in depth will you discover the many techniques being used against you, and counteract their effects.

The general principles for defending yourself are to first identify the technique being used, and then to mentally erase it from existence. Another

alternative would be to actively turn the tables on the other person and persuade them to your viewpoint.

For instance, let's say that you walk into an electronics store and the salesperson is trying to sell you something you had no intention of purchasing. If you notice the salesperson is using lots of metaphors to describe emotional states, you can identify that as the "Hocus-Pocus" technique and reverse the spell being cast. Or if you notice the salesperson is imitating your body language, gestures, and posture, you can identify that as the "Mirror Mirror" technique and consciously mis-match the salesperson to break the connection being formed. (*Specific techniques are described in my advanced course, "[Keys To Power Persuasion](#)", available at www.PowerKeysPub.com.*)

It's almost like chess. Someone may be trying to maneuver you into a corner, but if you know the game, you can out-manuever the persuader, and put them into a corner instead. You can't do that if you don't know how to play the game.

A simple guideline to follow is to continually remind yourself of your desired outcome, stay fully alert, don't allow yourself to feel any sort of bond or connection with the other person, and ask them to clarify every point so there is no misunderstanding. This will diffuse most power persuasion techniques.

Psychology of Persuasion

The Grand Scale of Persuasion

What makes a person say yes instead of no? If all it took was to simply ask someone to say yes, then the whole persuasion issue would be non-existent, would it not?

Some people think persuasion is a means of demonstrating the logical reasons why the prospect should take action on the proposed suggestions. When trying to persuade someone, these people will pile reason after reason

onto the scale, and attempt to show proof of their statements in order to tip the scales in their favor.

Other people feel that persuasion is an emotional process, and believe the prospect will say yes when enough enthusiasm and energy has been put onto the yes side of scale. These people will gesture very dramatically, pound their fists against the desk, talk very excitedly, and practically bounce up and down as they speak.

Who's right? Which 'weighs' more – logic or emotion?

When I took my first sales job, I was told “people buy on emotion and justify with logic”. Just about every salesperson hears this line at some point or another in their career. At the time, I couldn't believe that anyone would buy anything on emotion. I was a very logical person and always took the time to weigh the pros and cons of the products I considered purchasing before making a decision.

I knew that other people were the same way, at least considering the price of an item and how it compares to the prices of other similar items as they decide to purchase one as opposed to another. And certainly, no-one would buy an expensive item like a car or a house based on 'feelings'.

So why did so many salespeople believe otherwise? Was it possible they knew something I didn't? I had to admit that at least some people seemed to make some decisions based on emotion. After all, why would they make the choices they did even after learning about the facts which clearly proved it was better to go a different direction? What balance directed them to make a conscious choice to choose something (or someone) that wasn't good for them?

After spending considerable time pondering the question, I realized that our emotions always had a thumb on the scale, to point in the direction we 'wanted' to go. Why would we care what part of town we wanted to live in unless there was a feeling behind it? Why would we want a car with more power unless we had an emotional attachment to power itself? Why would we want the most efficient heating system unless there was an emotional reason attached?

Back to our original question, what makes a person say yes instead of no? A person will say yes when the anticipation of a pleasurable result is heavier on the yes side of the scale than on the no side. The reward may be a warm house with a low fuel bill, or it may be the feeling of self-respect for doing a tough job well. It could also be the good feeling of out-persuading the master persuader, in which case you're better off not bragging about your persuasion skills.

The Automatic Nature of the Mind & The Pink Elephant Principle

One of the core principles of power persuasion is that the human mind has an automatic nature. When certain things come up, the human mind will respond in an automatic and predictable way. This pattern can be used to persuade another person to think, feel, and act as we wish them.

Here is the classic proof of that statement. Whatever happens, do not, I repeat – DO NOT – think of pink elephants. Don't think of pink elephants wearing lacy tutus and holding polka-dotted umbrellas while balancing on a big beach ball. Don't think of pink elephants licking giant lollipops while riding tiny tricycles. Just don't think of pink elephants at all.

Be honest now. While reading through that paragraph, you had a devil of a time trying to chase those darned images of pink elephants out of your mind, didn't you?

It's okay. It wasn't your fault. It's just that your mind, as everyone else's, has to have some way to interpret the words being read (or heard) in order to understand what's being communicated. The only way you can interpret the words is to call up an associated memory of what those words stand for. Your mind was FORCED to think of pink elephants *just to understand what those words meant*.

Associative Linking

Your mind probably also brought up other thoughts related to the concept of pink elephants. Although it's been years since I've heard any reference

to the phenomenon, it used to be said that pink elephants were something seen when people got really, *REALLY* drunk.

The above example is such a classic one, it's even been the subject of childhood jokes. Many kids have played this game with their classmates, and it's possible that this association also came up in your mind as you were just thinking about pink elephants.

Or maybe you had associated thoughts regarding elephants in general. Images of jungles or circuses may have danced in your head.

In short, one thought automatically brings up with it other related thoughts. That's the way the mind works. Association. One thought leading to another thought, as a cascading series of waves rippling on the pond of consciousness.

Or like when you surf the Internet, clicking on one link which takes you to a website, where you find another link taking you to a different website, where again you find a link that takes you somewhere else entirely. It may seem random, but there is a definite reason for each and every transition.

Language As Experience

When you imagine what is being said in order to interpret it, something else happens too. Your mind experiences the imagined situation and reacts to it as if it were real.

“The subconscious mind cannot tell the difference between a real event and one that is vividly imagined.”

Hypnotists prove this daily. Take anyone afraid of snakes and ask them to imagine a snake and guess what happens? Right. That person instantly reacts as if they are in fact seeing a real, live snake. Their heart starts beating faster, their blood pressure rises, they start to perspire, and their breathing becomes quick and shallow.

What happens when you start to think about being with the person you love? Don't you start to get a warm glow inside of you that seems to come from out of no-where? Doesn't the thought of spending time with your

romantic interest cause a reaction within your body that has nothing to do with anything actually happening around you?

And if I ask you to think about what it's going to be like when you have mastered the art and science of persuasion and you're finally getting everything you've always wanted from the people around you, don't you start to feel more powerful, as if you can handle anything?

Granted, these feelings are subtle, and can be easily overlooked. That's why they're extremely powerful, because they do get overlooked. If the reactions were obvious, then people would take measures to protect themselves. But since the reactions are subtle, they act as tiny little steps in the direction your conversation is taking them.

Here's another example of the true power of imagined situations. This is also a much-quoted experiment which has been repeated often with similar results. Read it carefully, however, as I have a surprise for you.

A group of high-school kids were divided into 3 groups. All 3 groups were tested at the beginning and end of the experiment to see how they performed a relatively simple task – shooting free throws on a basketball court.

One group never practiced during the month this experiment took place. At the end of the experiment, lo and behold, their shooting accuracy stayed the same. Can you believe it?

The next group had 1 hour of practice every school day during the month, and afterwards, this group's shooting accuracy increased an average of 25%. Not bad at all, I'd say.

The third group did something completely different. They also practiced for an hour each day, but never touched a basketball during the whole experiment. Rather, they practiced in their minds, imagining themselves dribbling the ball, feeling the weight of the ball in their hands, shooting it towards the basket, and imagining the ball going into the basket every single time. These kids felt great as they saw themselves as Hall of Fame candidates.

This group's accuracy increased an average of 23%!

Obviously, their bodies reacted to the imagined situation almost exactly as if they had actually been practicing. And I'm willing to bet that as you were reading about the experiment, you also imagined yourself shooting baskets, didn't you? Proof once again that you can get someone to experience something merely by talking about it.

What's amazing about this principle is that what you say doesn't have to be about the person you're speaking to at all. You could simply talk about someone else going through an experience, and the person you're with will imagine having the experience you're talking about. Automatically. Just to be able to interpret the words you're saying so they can understand what is being said. Keep this in mind and your persuasion skills will increase dramatically.

The 5 Phases of Power Persuasion

While getting your prospect to imagine and experience good things and getting those experiences linked to your proposal will increase your persuasiveness, there is a whole process that will subliminally hypnotize your prospect to accept your suggestions as their own.

In researching the art and science of persuasion, I discovered that there are 5 distinct phases of the persuasion process. Distinct may or may not be the best word, as the 5 phases generally overlap and work together. This may be why I never found a single book, course, or program that discussed all 5 phases of the persuasion process.

The 5 phases of power persuasion are: *(drum roll, please...)*

1. Creating Rapport & Trust
2. Shifting Your Prospect's State
3. Setting Context
4. Distraction & Misdirection
5. Covert Delivery of Subliminal Persuasive Messages

Creating Rapport & Trust

Once you have your prospect's attention, you must create a feeling of rapport between yourself and your prospect before you attempt any real persuasion. In simple terms, this means you have to get your prospect to like you and to trust you.

Rapport is the connecting link which allows communication to flow smoothly and easily between 2 people. When 2 people are 'in rapport', they open up and become more expressive. They respond to each other quicker and at a much deeper level. It's almost as if they communicate on a spiritual level, a level beyond words, where every nuance of expression carries with it untold depths of meaning. They open up their subconscious minds to do more of the communicating, making subliminal persuasion so much easier.

Whenever you persuade another person, the level of rapport between the two of you will determine how easily you'll be able to persuade them. With zero rapport, persuasion will be nearly impossible. With great rapport, persuasion becomes an effortless process. In fact, with perfect rapport, persuasion becomes almost unnecessary. Simply suggest what you'd like your prospect to do, and they'll do it.

Rapport is a natural experience when two people like and trust each other. Sometimes this happens spontaneously during the course of a 1st meeting, but generally it takes more time. As persuasion experts, we have to create rapport quickly, sometimes within moments.

True power persuaders know how to create rapport in an instant. Unfortunately, there's too much material to fit into one book, so if you're interested in these advanced techniques, see my Keys To Power Persuasion course. The material I give you here will produce the same results, although more slowly.

Rapport happens when your prospect both likes and trusts you. Both components have to exist before rapport takes place. It doesn't matter how much your prospect likes you, if they don't trust you, you won't be persuading them to do anything. Same thing if they trust you but don't like you. But when your prospect likes **AND** trusts you, then the door is open to

persuade them to your way of thinking. Intimidation is another matter, however. While it's possible to intimidate anyone to do as you want them to do, that's not persuasion.

To get someone to like you, all you have to do is to be like that person and give them positive experiences. The guiding principle here is that people tend to like other people who are similar to themselves, and with whom they share experiences, especially intense ones.

Think about your own friends. They are your friends mostly because of shared interests or some other commonality that ties you together, such as shared experiences. Perhaps you've been working together for the same company for years, and over that time have grown to appreciate the personality behind the face. Maybe you live in the same neighborhood and have cooperated on various community projects, and in the process have discovered a strong inner character that you can respect. Or could it be that your friends are people who enjoy doing the same kinds of things that you also enjoy doing?

It's the similarities and shared experiences that bond people together in friendships.

Of course, you can't go to the extreme with this. If you try to become someone's clone, they would recognize that you're doing something unnatural, and the unnaturalness of it will ruin the effect and you'll be out in the cold. It's got to seem natural and spontaneous.

Power persuaders use a couple of techniques to subtly mimic selected characteristics of a person in order to create rapport. One technique is called "Mirroring & Matching", and the other is called "Pacing". "Mirroring & Matching" is a physical process of subtly mimicking body language, whereas "Pacing" is verbally referring to things your prospect already believes or can observe.

Trust can be crafted just as easily. There's a saying in sales circles that goes like this:

**They don't care how much you know,
until they know how much you care.**

Until you communicate to your prospect that you care about their needs, everything you say is suspect, and you'll have a hard time persuading them to do anything. They will be constantly looking for the hidden catch. But once they know you're on their side and looking out for their interests, you're no longer an adversary, but a trusted friend and partner.

The same situation comes up in other areas too, not just in sales. In relationships, for example, if the person you're asking out on a date feels you are only after your own interests, they simply won't want to go out with you. But if they understand you want to share a positive experience both of you will enjoy, then your chances of getting that date go up dramatically.

When you're trying to get your kids to obey the rules, you'll have better luck when they know the rules are in place to help them in some way, rather than just to make life easier for you.

And when you're giving instructions to employees, those instructions will be followed more closely when your employees know you're working to make their jobs easier, more enjoyable, and more rewarding.

Of course, trust involves more than just communicating that you're looking out for your prospect's interests. You may have a perfectly valid reason for wanting to help your prospect, but if they question your character or your ability to deliver what you're promising, you're still swimming upstream.

Let's say you're a teacher with a class full of 12th graders. Even if they know you're working to help them earn more money after they graduate, if they don't believe the material you're teaching them can actually do the job, the feeling of rapport will be missing.

Or maybe you're a counselor who doesn't take payment until your client has met their objectives. Rapport will not be established until that client feels you can actually help them reach those objectives.

Shifting Your Prospect's State

After you've established rapport between yourself and your prospect, the next step is to shift your prospect into a more suggestible state. This sets

the foundation for what is called conversational hypnosis, a key component of power persuasion. The more suggestible your prospect, the easier it will be to persuade them to your way of thinking. It's as though they are deep in hypnosis, obeying your every command, subtly delivered through simple conversation.

Shifting your prospect's state does not involve holding a shiny object in front of their eyes and telling them that they are getting sleepy and drowsy, with eyelids getting heavier and heavier, ready to drift off into a pleasant state of hypnosis.

WAKE UP! (I know you were starting to drift off there a little. The automatic nature of the human mind, remember?)

What we generally do, however, is talk about things that will cause the automatic nature of the mind to drop down into a more suggestible state. Talking about being relaxed is one way of doing it. Here's one example of how this could be done.

“Isn't it great when you can just relax your whole body, releasing every ounce of tension that collected during the day, to the point where you feel a sense of warmth growing inside of you? I know that when I relax, my whole perspective on life changes for the better and I begin to see the wonderful things right in front of me, things that will suddenly have a great significance in life. This is great, isn't it?”

The goal here is to lead your prospect to focus on something not in conscious awareness. By directing your prospect to focus on something not in conscious awareness, your prospect MUST shift into a subconscious awareness to follow along in the conversation. And when anyone is focusing on a subconscious awareness, they are more suggestible and can be persuaded more easily. Persuasion experts call this state 'downtime'.

One of the techniques we use to shift our prospect's state is to ask them to remember past events. Memories are not in conscious awareness, so recalling a memory takes us into a subconscious, suggestible state. Asking

your prospect to imagine a hypothetical situation, or a possible outcome to a situation does much the same thing. They have to think about something that is not within their conscious awareness, so they have to shift into downtime.

“Can you tell me what would happen if you were to walk up to someone as if you had more confidence and pretended to be an authority? Is it possible that they would simply accept you as being the authority you claimed to be and respond by trusting your judgment?”

One of the reasons hypnotherapists start out by getting their clients to focus on their breathing is because it is something which isn't in the client's conscious awareness. They also induce hypnotic trance by talking about relaxation and suggesting that the client will begin to notice different things which normally happen as they relax.

Classic hypnotic techniques are used extensively in power persuasion. In this situation, it's generally called conversational hypnosis, because it happens in what appears to be everyday conversation.

Setting Context

What does the word 'conduct' mean? It could mean several different things, depending on the context in which it was used, right?

The word 'conduct' could mean the behavior of a person, or it could refer to what a particular person does in front of an orchestra, or it could mean the process of transferring electricity through a wire.

Take a look at the word 'desire'. It really only has one meaning, doesn't it? But that one meaning could have several different connotations, depending on the context of the conversation.

In one conversation, the word 'desire' could be used as a counterpoint to the word 'need', and be used to mean a simple thing that doesn't have much importance.

In another conversation, the word ‘desire’ could be used in such a fashion as to mean something that is sought after with enthusiasm, and be placed into a good light.

In a third context, the word ‘desire’ could be taken to mean something evil to be avoided.

So if we want to persuade someone that they will ‘desire’ what we have to offer, we want to make sure that the context of the conversation is such that ‘desire’ is a good thing. Otherwise, the word ‘desire’ could cause your prospect to clam up.

Or if we plan to talk about ‘discipline’, we want to make sure that our prospect sees ‘discipline’ as something good and an activity to be lauded and engaged in.

Context can be set by many different things, such as the situation in which the conversation takes place, the topic of our conversation, how we present our information, the way we word our sentences, and even the gestures we use while we’re speaking.

When we persuade someone, we set an appropriate context so our prospect’s mind is a fertile field in which our suggestions grow roots and multiply.

Distraction & Misdirection

Power persuasion (and conversational hypnosis in general) is a lot like stage magic. In order to make it work, you have to redirect your audience’s attention to a place where nothing is happening while you are making the changes that appear to be magic.

Look at it this way, you’ve set the stage (developed rapport), prepared your audience (shifted them into downtime), and set up the scene (set context) for the magic trick. Now to disguise what you’re doing so the ‘trick’ isn’t seen, you have to direct your audience (distraction / misdirection) to look at something other than what your hands are doing (the subliminal persuasive message).

This is where power persuaders rise head and shoulders above all others. It is in mastering this skill that you will find yourself persuading others in ways that others simply don't understand. Once you have this skill down, people will see you as some sort of miracle worker, or in possession of a degree of luck that could only come from the gods.

What most people don't understand is that everyone uses the techniques of distraction and misdirection all of the time. It's built into language at the very core. Yes, you've already been performing conversational hypnosis and you didn't even realize it!

When we speak to another person, we try to give that person a report of an experience, or information which has to be experienced to be understood. Even if we try to describe a physical object, our language strives to give the listener an experience of that object.

But words are not experiences, nor do they contain experiences in themselves. Words by themselves have absolutely no meaning whatsoever. Have you ever tried to understand what someone said who spoke a language you did not understand? The very fact you did not understand the words used should be proof enough that words themselves do not convey meaning. Only the *interpretation* of those words yields meaning.

It is simply impossible for anyone to give a full and complete description of anything using language. So we generalize and leave out details. In order for anyone to understand what we're saying, they have to try to interpret what you're saying in a way that makes sense, so they have to mentally go looking for the bits of information that you left out to make a complete picture. And while they're looking for the missing information, they're not paying as much attention to what you continue to say, giving you a perfect opportunity to communicate directly to their subconscious mind. Voila! Conversational hypnosis.

Missing information is only one technique of distraction & misdirection. Disguising the context of the words we use is another. Power persuaders are very fond of telling stories and using quotes. When a person is listening to a story about someone else, they do not consciously associate the content of the story with themselves. But due to the Pink Elephant Principle, and the

requirement to experience words in order to understand them, your prospect will imagine themselves as being the subject of the story ***just to understand what you are telling them.***

“I have a friend who wanted to start a business. But it seemed that no matter what he tried, he could not get a bank to finance his venture. Over the course of several years, he applied for the money he desperately needed for his business from bank after bank, getting rejected each and every time. It was heartbreaking.

But one day, my friend found PowerKeys Publishing and all his troubles evaporated like the morning dew on a hot summer day. They told him ‘Stop wasting your time looking for financing! You can make tons of money just by promoting this excellent course through our affiliate program.’ They showed my friend how to set up his affiliate business and promote it to a global market, and do it all using the money already at his disposal.”

You’ll notice in this example that no-one is telling the listener what to do, but if you were to say something like this to your prospect, they will interpret the quote *‘Stop wasting your time looking for financing! You can make tons of money just by promoting this excellent course through our affiliate program.’* as if it were directed at them, and start thinking about how they could do the same.

Covert Delivery of Subliminal Persuasive Messages

The final phase of persuasion is the actual delivery of your subliminal messages. It doesn’t matter how well you’ve packaged a gift, if you don’t deliver it, it doesn’t do anyone any good.

Most courses on conversational hypnosis tend to focus almost exclusively on this phase of the persuasion process. They talk a lot about embedded commands, presuppositions, complex equivalents, and the use of anchors

without showing you how to effectively set up your prospect to receive them.

Already, with what I've shown you in this book, you know more about setting up your prospect to receive your intended message than I did after studying those courses.

Delivering messages covertly usually involves something I call "underlying assumptions". In classic sales training, it's called the "assumptive close" and involves things like asking which of 2 payment options the customer wants to use, rather than asking whether the customer wants to make the purchase at all.

"Would you like to pay for this all at once, or would you prefer to use our payment plan option?"

"What will you do when your fellow employees no longer want to work with you, and I'm faced with the decision to keep you or let you go?"

"When you think about how you respond with anger when people do things you don't like, can you now see how you can choose to respond differently?"

"I don't know how much you're going to enjoy being with me tonight, but won't it be great to look back on tonight as the night our lives changed forever."

Motivating Desires

Everyone wants something. When you know what your prospect wants, you can use that information to present your offer in a way your prospect will eagerly respond to.

Inexperienced persuaders usually start out thinking that everyone wants the same things they do, however not everyone wants to live in a mansion

with servants waiting on them hand and foot. Some people like their privacy and would prefer to live in a more ‘intimate’ setting.

The same mistake is often made in advertising. A company may advertise the health benefits of its products, yet later find out that their customers really wanted something that was easy to get and had a ‘hip’ image. (*Do you know which fast food restaurant made this mistake?*)

A writer may think that readers want a complex storyline with ‘interesting’ characters, when the readers really want a story that they can relate to, and that helps them imagine their own lives being just a little bit better.

A man may try to give a woman everything she indicates a desire for in an effort to win her affection, yet she really wants someone who is confident enough in himself to not need her approval and isn’t afraid to occasionally offend her with his masculinity.

So how do you avoid falling into this pattern and confidently approach every prospect knowing something that will grab their attention and have them lusting for your offer?

There have been numerous studies performed over the years to determine what motivates people to do the things they do. Abraham Maslow produced what may be the most quoted list of human needs ever discovered. There have been several other studies performed that gave slightly different perspectives on the common wants and needs of the human race.

Within the pages of this course, you will find the results of my own research and experience, which closely matches those of other persuasion experts.

One thing every persuasion expert agrees on is that most people are motivated by the basic needs of survival, such as food, shelter, safety, and sex. These are programmed into our genes from prehistoric times, and are extensions to the most basic of all motivating factors, the pleasure/pain principle. All living things will tend to move away from pain and move towards pleasure. As humans, we simply rationalize this ‘amoeba-like’ behavior, although we rarely deviate from it. Self-preservation and the

preservation of the species are two things that form the foundation upon which the rest of our society is built.

Other basic needs are those which affect our position within our community. Especially in today's world, our success or failure is based on how we interact with others. Employees depend on the acceptance of their boss to continue to earn a paycheck, and self-employed people depend on the acceptance of the marketplace to continue to earn a living. In our personal life, we either get to enjoy the company of others or not depending on how we interact with them.

Things like recognition, acceptance, approval, and understanding will have a profound impact on anyone you wish to persuade. Within these needs, you will find other needs such as the need for honesty, integrity, familiarity, authority, and consistency.

Only rarely will you address these motivating factors directly when persuading another person. Although you may be offering something that will help your prospect earn more money, and thus be in a better position to acquire more of the basic necessities of life, such as food, shelter, and protection; you will find it more effective to talk about the other gains to be experienced, such as more freedom, more prestige, and so on. Your prospect will automatically link the 'higher' value of freedom to include the 'lower' values of food, shelter, and so on. As you're already learning, subtle suggestions are more effective than the heavy-handed approach.

Rather than: "Give me what I want and I'll have sex with you."

Try instead: "I'd *really* appreciate it if you would _____."

Rather than: "Either do your job right or you'll be fired."

Try instead: "Do a good job here and your position in this company will be assured."

Rather than: "You're not getting dinner until you do as I say."

Try instead: “We’ll have dinner as soon as you finish your chores.”

Rather than: “If you follow my suggestions, you’ll earn the respect of others.”

Try instead: “You know; Mr. X (*a well-respected person*) does this all the time.”

By knowing the core needs and desires common to all humanity, you will have a solid starting point in persuading anyone you wish. Simply reframe your suggestions in a way which tells your prospect how their needs will be satisfied, and you will increase your effectiveness tremendously.

Personality Types

As much as we’d like everyone to respond the same way to our persuasion efforts, there are other factors to consider beyond the basic core desires. Each person has a unique personality which defines how that person responds to various circumstances. As a power persuader, you will modify your approach accordingly when you are working your magic.

Some people are motivated more to build for the future, while others are motivated more towards preserving the past. Some people are motivated more towards breaking away from the ‘status-quo’, while others are motivated more towards conforming to group norms. Some people are looking for what’s possible, yet others are reacting only to what’s required.

In the Keys To Power Persuasion system, we work with 6 key personality dimensions, and teach you how each type is persuaded. These 6 divisions are:

1. Pleasure / Pain
2. Emotional / Logical
3. Details / Big Picture
4. Self-Centered / Other-Centered

5. Leader / Follower
6. Moving / Static

As an example, let's take the first key dimension, pleasure / pain. We already know that everyone has a general tendency to move away from pain and move towards pleasure. We prefer not to upset the people close to us because that would be painful. We pay attention to a charismatic leader because he makes us feel good about ourselves.

But some people are motivated more to avoid pain than they are motivated to seek pleasure. And others are motivated more to seek pleasure than they are to avoid pain.

We all know someone who could be very successful if they would start a certain type of business, but they procrastinate because they expect that starting a business will be a painful experience. These people are very quick to comply with the rules set forth before them because they want to avoid the pain of criticism or confrontation.

Yet we also know others who are very willing to face failure after failure in the pursuit of success. To these people, the possible reward of a big payoff is enough to motivate them to go through a lot of pain to get it. These people will spend years working out in the gym so they can look good at the beach.

When you know what your prospect responds to most, you can persuade them in a way that will match up with their natural tendencies. If you know your prospect is motivated more towards avoiding pain, you can talk about the pain of not complying with your request. And if you know your prospect is motivated more towards gaining pleasure, you can talk about how your offer will reward them with a great deal of pleasure down the road.

Three Levels of Persuasion

I think you'll agree that most people are not 2-dimensional beings. They are a little more complex than that. In fact, beneath the outer surface level,

people have several inner levels working together to form the complex interactions which define personality and behavior.

For our purposes, we only need to consider three levels:

1. Outer level – behavior and environment
2. Inner level – capabilities, values, and preferences
3. Core level – self-identity, world-view, and the meaning of life

A person may have millions of concepts about themselves, their world, and the various interactions between them. A change in a relatively minor concept, such as the proper time to eat meals, will result in very few changes in the way that person behaves. Yet a change in a relatively major concept, such as whether they are a winner or a loser, will have much more profound changes within that person's life.

In metaphysical circles, it is taught that whatever you connect to the phrase “I am ___” will determine a large part of what you experience in life. One reason for this is because your inner (subconscious) mind will strive to maintain your self-image. Your beliefs about yourself are used to make choices and ultimately determine your destiny through the sequence of choices made over the course of your life. This is why my “*Prosperity. From the Inside Out*” book starts out talking about beliefs and how to change yours to support your goals.

In fact, there is whole self-help industry around the concept of the self-image. Maxwell Maltz's classic “Psycho-Cybernetics” was one of the first to educate the world about the sheer power of the self-image. Within that classic book, we learn that we will tend to act and make choices based on how we perceive ourselves to be.

The same is true about the prospect you're attempting to persuade. Their self-image will affect the choices they make, such as whether to go out with you or not, or to accept your guidance as being right for them or brushing it aside as irrelevant. Smart persuaders know that you want to help your prospect see themselves in a way which supports what you are asking from them.

“I know you’re really going to love making this choice because I’ve seen you make so many similar choices in the past.”

“Oh, I know that deep down inside, you’re just the kind of person who has to say yes to an offer like this. You know this fits perfectly with who you are.”

“Since you’ve told me you love a good challenge, you’re really going to enjoy taking on this project.”

The Pygmalion Effect

For about five years of my life, I worked as a school-portrait photographer. Almost every school-day, I dragged myself out of bed (way too early for my tastes), drove to a new school, assembled a full photography studio (sometimes in a space the size of a closet), and proceeded to create portraits for a few hundred students before I disassembled the studio equipment and packed up to go home. I created about 40,000 portraits my first year. And all for \$10 per hour.

The wonderful challenge involved with all this was the fact that I had less than a minute to work with each student to try and get a ‘natural’ smile that mom or dad would be proud of. Within the space of that minute, I had to enter the package information into the computerized camera, direct the student into the standard yearbook pose, and try to say or do something that would inspire a genuine smile from that child.

After a while, I learned some tricks that made the whole process run a lot smoother, and I started getting really good results, even from the kids who did everything they could to be difficult.

The first thing I discovered was that I got more smiles when I took a couple of minutes to talk to each class before we started taking pictures. In that little talk, I explained what we were doing, what I expected from them, and made sure to tell them, “this is going to be a lot of fun.” Of course, I acted the part and practically bounced up and down as I explained all this.

When the kids came into the experience expecting to have fun, they found themselves responding to the process with more enthusiasm and all it took to get the natural smile was to say something like “Okay, show me that award-winning smile of yours!”

The next thing I found was that if a student sat down and told me point-blank “I’m not going to smile”, I’d respond with a simple “sure, no problem” and proceed exactly like normal. By the time I had directed the student to turn the right way, position their arms, shoulders, and face so they were in the right pose, they were so used to following directions that when I asked for the smile, I had it on film before they realized what had happened! Many times, I’d see a surprised look followed by the words, “you TRICKED me!!” “Yeah kid, that’s my job.”

You may have read about some experiments that were conducted with school children entering a new class. Before the year started, the teacher was informed that out of the group of 25 students, 5 in particular were outstandingly intelligent and would lead the rest of the class by leaps and bounds. In truth, however, the 5 students were picked at random and were no different intellectually than anyone else in the group.

But as the year went on, the 5 students brought to the teacher’s attention far surpassed everyone else in the group. In fact, it was almost embarrassing how far ahead those 5 students were by the end of the school year.

This experiment has been performed over and over again to the point where the phenomenon has its own name – the Pygmalion Effect.

The basic principle of the Pygmalion Effect is that expectation alters experience and behavior. If you expect you’re going to have fun, you’ll have a lot more fun than if you expect to be bored. If you expect to do well in a particular subject, then you’ll do a lot better than if you expected to fail. Also, if you expect to fail, you won’t put in enough effort to succeed.

In the case of the outstanding school children, the expectation of the teacher rubbed off onto the children themselves. When presenting a new subject, the teachers in these experiments tended to use phrases such as “for an outstanding student like you, this will be a breeze.” And when one of the

singled-out students gave a wrong answer, the teachers had a tendency to treat it with more respect than a wrong answer given by one of the ‘average’ students.

What this teaches us as power persuaders is that when we expect to get what we want from others, we will be far more likely to succeed than if we expect to fail. Also, by expecting our prospect to go along with our persuasion process, they will get the subliminal message of what’s expected of them, and they will be more likely to go along with it for that reason as well.

In sales, this is usually referred to as the “assumptive close”. Rather than ask your prospect if they want to buy, ask them which options they want with their purchase. Rather than ask if they want to go out with you, ask them where they would like to go. Rather than ask if they will follow your suggestions, ask them to report back on the results afterwards.

“Anyone who’s read this far is bound to become a great persuader.”

“This isn’t nearly as difficult as a lot of other things you’ve mastered.”

“I’m confident you will go far with this skill.”

“This is going to be very rewarding and a lot of fun!”

Judgmental Heuristics

It’s common knowledge today that our daily lives are filled with many more details than we ever had to deal with before. It seems the speed of life is just getting faster and faster, and we’re doing all we can just to keep up!

Would you be surprised to learn that life has *always* been like this?

Even just the simple act of walking from one place to another involves so many tiny decisions, the fastest computers on Earth just a few years ago **COULD NOT HANDLE** the task! Not only do we plan out a pathway to

get from one place to another, but we're also coordinating the simultaneous interactions of dozens of muscles through most of our bodies to move our feet from step to step, at the same time we're correcting our balance several times per second just to stay upright! Suffice it to say that once we learned how to coordinate everything required to walk, we delegated the immense task of walking to our subconscious mind.

Not everyone remembers learning to walk, so let's take another example — learning to drive a car. You probably remember how confusing it was to keep track of all of the details required for that task, don't you? When to press the accelerator and when to press the brake pedal. How far to press either one depending on the situation. Watching out for other cars that may be traveling into your pathway. Watching the gauges to make sure you're not going faster than the speed limit (and what did the last speed limit sign say, anyways?). Over the course of time, you gradually gained proficiency in the skill and didn't have to think about all of that anymore. Now, when you want to drive somewhere, you focus more on the radio than you do on the process of driving.

What happens is that we discover shortcuts allowing us to focus on only the key factors important in any given situation. In driving, you discover you don't have to watch the gauges, just glance at them once in a while. You don't have to plan out every step when walking, just take each one as they come, and place your foot somewhere closer to where you're going, but not too far from your body.

This happens in many other areas of life too. In our effort to cope with too much information, we try to find shortcuts everywhere we can. We discover over time that we don't need all of the information on a topic in order to make a reasonably correct decision. We follow generally accepted "rules of thumb", which in psychology are called "judgmental heuristics".

For instance, pretend you're shopping for an item you don't know much about. Let's say you're in a store and looking at 2 different models. They appear to be pretty much the same, with the same set of features, the same capabilities, and so on. The only thing you notice that's different between them is the price. One cost 20% more than the other.

Which one is better?

Most people will say the one that's more expensive is probably the better one, simply because we're used to seeing better things priced higher than inferior ones. We've seen this relationship so many times that it has become a "rule of thumb", and so we use it to make a decision when we have little else to go on.

We also tend to use the same 'rule' in the other direction. Upon learning the price of an item, we automatically assume we know its quality. We'll pass over a table of \$1 books simply because "nothing good would be priced that low", but gladly spend \$50 for another book because "it has to be good at that price".

The pattern breaks down when it crosses the boundaries of our experience. Few people are willing to spend \$200 for a book, yet the same information packaged as a "home study course" may be sold for \$300 or more. We're used to seeing home study courses priced much higher than books, and so our sense of value for them is similarly higher.

Power persuaders know many of the shortcuts people use and will take advantage of them where appropriate.

The general rule is this:

**Any decision that takes too much time or effort
to examine in depth is likely to
encourage a judgmental heuristic.**

Why People Do What They Do

Now that you have a basic understanding of the whole persuasion process, let's take a look at the core principles which motivate everyone to some degree or another. As soon as you understand how everyone you meet can be persuaded using these simple concepts, you'll have a serious advantage in all your persuasion activities.

In addition, knowing where your own motivating desires are coming from, and how another persuader could use them against you can help you spot unscrupulous uses of persuasion where they might exist. The key thing to keep in mind here is that whenever someone suggests that what they are offering will meet one of these needs is: “Does it really meet this need, or is there something else which could meet this need better?”

Before we delve into the individual factors, however, let’s take a quick look at **WHY** these core desires work as well as they do. To really understand a method or technique, you have to consider where it gets its profound power. Then, you have the knowledge and wisdom to apply that technique in new situations and even come up with new techniques of your very own.

Source of Motivating Desires

These core motivating desires spring from the common ancestry we all share as human beings. If you know nothing else about a person, you know that they are human. They may be male or female. Young or old. Thin or fat. Anything you know about the person you’re about to persuade can give you insight into something that will motivate him or her to your way of thinking. The more you know about your prospect, the easier it will be to persuade them.

So, let’s say you know nothing more about a person other than they are human. What does that give us to work with?

First of all, this person is alive and probably wants to stay that way. A ludicrous thought, maybe, but one which leads us to several other insights. What does a human being need to survive?

Food, water, protection from severe weather, and these are just the beginning.

Hidden Operation of the Human Mind

Now, before we go further into this, how can this information help us persuade someone? Unless the information can be put to use, what good is it?

Good question, so let's get a grip on how the human mind works, how these basic needs are programmed into it, and what happens when they are brought up in any communication.

At an extremely basic level, the human mind works on a principle of association and memory. It tries to associate every new experience or each new piece of information to something else already in the memory banks. The new information is associated with previously known information based on shared qualities and assumed associations.

Whenever a new experience is encountered, it is interpreted and judged based upon previous experiences, with earlier experiences carrying more weight than later ones. This is why psychologists look to a person's childhood to uncover the root causes of life difficulties.

It's like taking a walk in the park. If the first turn you make is a left turn, then a right turn only moves you closer to the direction you started going in the first place. And if you take several left turns in a row, you are going so far left that it would be very difficult to get on the right side of the park. Each experience we have in life moves our internal compass in a direction based on the interpretation we give to that experience.

When a child is born, their mind is a blank slate, with nothing written thereon, and ready for new experiences. One of the first experiences is the birth process itself. It's painful, and an extreme disruption from the nice, comfortable environment of the womb. Bright lights, cold air, and a smack on the bottom. How unfriendly this new world is! At this point, the mind has recorded the nice comfortable environment of the womb, and the harsh environment outside. The concepts of comfort and discomfort have just been learned.

Soon after, the baby's body starts to get hungry. Nourishment is no longer being assimilated from the umbilical cord and the physical

machinery of life requires fuel. Hunger does not feel good, and this experience is recorded into the empty mind. Hopefully, mom is nearby to offer the child something to satisfy the hunger, and the easing of hunger feels good. Now, the young human's mind has associated food with comfort.

At this moment in a person's life, they have already associated food with the pleasant memory of the womb (both feel good), and although this memory will be buried deep beneath layers and layers of many other memories, it will continue to create pleasant feelings whenever the thought of food arises, at least for most people.

Similar associations are created through the experiences of falling, getting physically hurt, being held, hearing people yelling or screaming, seeing some very friendly or unfriendly expressions on faces, and a host of others. These memories and their associations form the basis upon which we interpret our world. The majority of humans on this planet have experienced very similar things, and so have the same basic driving forces within them.

Higher-level motivating desires are created when an experience is routinely associated with a lower-level motivating desire. For instance, if a parent always offers a piece of candy after disciplining their child, that child will link discipline to the experience of eating candy, and may start to look forward to it. Or if someone always gets rewarded for bringing home good grades, then they will have a positive association with getting a good grade, which will become a reward in it's own right.

Common Factors of all Motivating Desires

The over-riding similarity all these motivating desires have is this: a contrast between pleasure and pain, between comfort and discomfort.

When a child grows up to the point where their body is ready for reproduction, new experiences are recorded into the mind. The uncomfortable, tense feeling of being sexually aroused, and the intensely pleasurable feeling of sexual release. Much like food to a baby, these feelings are associated with all other comfort/discomfort memories and

carry as much weight as the rest of them, maybe more since the feelings are generally much more intense.

How These Motivating Desires Affect Persuasion

Now, the final piece of the puzzle is in understanding what happens when these topics come up in conversation and how this affects the persuasion process.

Remember the Pink Elephant Principle that we talked about in the Psychology of Persuasion chapter? In order to interpret the words communicated, the mind must call up an associated memory of what those words stand for, and in doing so will re-experience those memories as if they are happening in the present moment.

So when you talk about food, your prospect will have to recall a memory involving food, and will re-live an experience of food in the present moment. The experience of food will become a part of the combined experience of the present conversation, resulting in an association being made between food and whatever else you're talking about. Whatever you're talking about has just become more 'comfortable', and you've taken another step towards your desired outcome.

“Have you ever found yourself enjoying the process of reading an excellent book to the point where it seems your mind is just feeding on the information you're getting, as if the words themselves become food for your intellect and you feel your mind getting full on the meal?”

“Don't try to take it all in at once. I mean, you can't eat a whole cow in a single meal. But if you take it one bite at a time, you can digest any amount of information.”

“I really enjoy being here with you tonight. It's a very sweet feeling that warms my insides like drinking a mug of hot cocoa.”

“Can you help me with this project. I may have bitten off more than I can chew with this, and your input would definitely spice things up.”

“It’s really great when you can allow yourself to relax and just drink in all of the intoxicating information helping you become a power persuader.”

As you can see from the examples, the food concept doesn’t have to actually involve eating. But the mind of your prospect will experience your words as if they are actually eating while listening to you talk, and this will add pleasant associations to your suggestions.

Motivating Desires Common To Most Humans

Physical Motivating Desires

We’ve already covered some of the most basic of all motivating desires, those related to survival. Within our genes are the codes that make our bodies feel good when we’re doing things to maintain our personal survival and the survival of the species. Sex feels good because it is what propagates the human race across generations.

Food

We’ve already talked about how food becomes a motivating desire and how to use it when persuading someone. Phrases such as “chew on this” when asking someone to think about something, or using the word “digest” to refer to the processing of information work very well. Along a similar line, you can also describe another experience, such as completing a work-related task or a feeling of being closely bonded to a person, using a simile such as:

“When the job is done you can rest easily, like you do after eating a thick, juicy steak with the perfect blend of spices cooked over a wood fire.”

You're going to find so many great choices in this catalog; you'll feel just like a kid in a candy store.

Sex

I think that everyone's heard the phrase "sex sells". Not only do you see it used to advertise products for men, but you also see it being used to advertise products for women as well. Both sexes are just as motivated by this core physical driving force as the other.

While men tend to be more open about their desire for sex, women are just as interested. They've just been programmed by society to 'protect themselves' and not be as open about it. I think that this will fade as time passes, but for now, society is still teaching women to be more reserved in their expression of sexual interest.

Here in the United States, we also tend to be more reserved about sex than our cousins in other countries. We have more taboos about the discussion of sex, and we place more restrictions on what is considered 'proper' and 'socially acceptable'. In recent years, there was a lot of fuss about sexual harassment and that really put a damper on even hinting about sex in a workplace environment.

So how can we use the concept of sex in our persuasion efforts? We can't use it in quite the same way as we do with food.

"When the job is done you can rest easily, like you do after having the best sex of your life."

"Have you ever found yourself becoming really fascinated by a subject, being drawn into it as if you were approaching a climax and ready to explode?"

If you tried one of these at work you just might get yourself into trouble. But something like this may be appropriate if you are trying to seduce someone and that person is already warmed up to you. How far you can go with it really depends on the situation and whether your prospect is open to it.

There is a way to bring up the concept of sex without really mentioning it directly. You can talk about things that could be taken as sexual or non-sexual, yet string them together in a way that suggests a sexual connotation. This is known as the art of sexual innuendo.

“I really like playing tennis. You’re out there in the hot sun and it feels really good to have the sun caressing your skin. Your heart beats faster as you work the ball back and forth across the court. Your muscles tighten and release with the repetitive motions, straining to keep the game going and not lose it too soon. You’re drenched in sweat, but it feels good, makes you feel intensely alive. And as much as you’d like it to last all afternoon, it’s soon over and you find yourself totally relaxed, yet looking forward to the next time.”

“This job can be rather routine much of the time, yet somehow the routine nature of it becomes a reason to be here because as you repeat the same motions over and over again, it’s like you’re in this harmony with the universe, and each little motion carries with it a deep, hidden meaning that transcends all rational thought, and when this happens, you feel a sense of passion about what you’re doing, a passion that makes you feel good about what you’re doing in a way that drives you to do more of it, because doing it makes you feel good all over. And when you’re away from the job, you long to get back to it as quickly as you can just so you can re-experience that passion. With me, this is how I feel.”

“Confidence is a feeling that starts deep within you, within your heart. As you start to uncover the secret areas of yourself, and present them to someone who cares for you, you find that as this person responds in a good way to what you are sharing with this person, you feel a warm, tingling sensation that gets warmer and brighter the more you share of yourself. And this knowledge that you are capable of

making another person feel good makes you feel good about yourself and confident about sharing more of yourself whenever possible.”

Sexual references don't have to be crass or primitive to be effective. As with much of persuasion, the light touch is really more effective anyways.

Safety

What happens when you feel intimidated? You either feel like running away or you feel like standing up for yourself and doing battle, right? The old “fight or flight” phenomenon.

Just as with food and sex, you can use this primary motivating desire in your persuasion activities by simply using concepts and words that mean safety, security, protection, solidity, trust, harmlessness, immunity, freedom, helpfulness, relaxation, comfort, dependability, reliability, predictability and so forth. By doing so, you will inject a feeling of safety into your conversation and your prospect will feel safe thinking about your offer or proposal.

“I think you'll really enjoy coming to our group meetings. Every Wednesday, as dependably as the sun rises, we come together to relax and share insightful thoughts and ideas that help secure the business success of all members.”

“Once you ‘lock in’ these concepts and techniques, you'll glide smoothly through life, completely immune from distress and disorder, and forever free to reliably secure the things you want from others.”

“Some people think that success is hard to come by, but when you apply the scientific principles we're prescribing here today, success is such a sure thing, that you can predict exactly how much you'll get, as well as when you get it.”

“I know how important it is to feel safe in a new situation. You really want to know that the people you get involved

with are going to be dependable and are on your side no matter what. That you can trust someone, and that they can be so reliable that you can almost predict what they will do most of the time, that's a feeling that really makes you feel comfortable about getting involved."

Emotional / Social Motivating Desires

Few people like being alone, and the only way we really know if we are accepted into the community is when those around us reflect certain things, like approval, acceptance, respect, and so forth. This leads to the following emotional motivating desires. Can you create some examples for these? Remember, you don't have to refer to your prospect, but can be speaking about someone else entirely.

Acceptance / Approval / Appreciation

In Dale Carnegie's famous book "How to Win Friends and Influence People", he stresses the supreme importance of the 3 A's – Acceptance, Approval, and Appreciation. I've found in my own experience that when someone feels that you accept them, they will be far more likely to accept you *and* your suggestions.

Belonging

One of the major reasons that gangs and cults are able to recruit members is because they present themselves as surrogate 'families' where everyone 'belongs' and everyone looks out for each other. If this driving need is powerful enough to pull someone into a situation where violence, crime, and a total disregard for human life is rampant, doesn't it make sense that it could also help in a more civilized environment?

Recognition / Status

It's one thing to belong to a group. It's something altogether different to hold a position of authority and leadership within that group. When someone feels that they are valuable to the community they belong to, they feel good about themselves. And if what you are offering to them will

increase their status, then your offer becomes that much more ‘comfortable’ and more likely to get a yes response.

Recognition and status have 3 different forms: character, skills, and possessions.

Character is usually defined as having the qualities of honesty, integrity, trustworthiness, honor, reliability, dependability, and so forth. The same things we talked about regarding physical safety apply here regarding emotional safety.

To effectively use this motivating desire, you will either cast your offer in the light of being of high character, or you will subtly suggest to your prospect that they will be seen as having a high character by accepting your offer.

Recognition of skills is also a powerful motivating desire. As we grow up, we acquire a large number of skills required to survive. Walking is a skill that was difficult to master, as was learning to speak. Yet these common skills are not what your prospect wants to be recognized for. Your prospect wants to feel as if they have accomplished something that few others have been able to do. We all have a certain level of pride associated with mastering special skills.

In the world of business, for example, the people who are paid the most are usually the ones who have mastered a skill that few others are capable of performing. In schools, teachers who are able to educate their students in a fun and powerful way are highly sought after. And in personal situations, those who are able to make others feel good about themselves (a skill in itself) are considered the best friends to have.

Possessions are almost universally recognized as being status symbols. The more you have, the greater your apparent importance within the community. In many cases, this is true, since the only way you can accumulate stuff is to exchange value you’ve created for items that others have to offer. Thus, in order to get stuff, we need to create and exchange value for it, and those with the most stuff are usually those who have created the most value.

Creating value to exchange for stuff doesn't have to be a difficult process. As you're learning in this course, making another person feel good about themselves is one form of creating value. Learning how to accomplish an important task and then teaching others is another easy way to create value. Knowing how to present a product or service when selling it can 'create' value, simply because you are able to inspire from your prospect a greater regard for the product.

Most humans are motivated to acquire possessions in order to secure their position within their communities. If you can present your offer in a way that suggests that your prospect will get more stuff as a result of agreeing to your offer, you will add weight to the yes side of the scale.

Self-Worth / Self-Importance

The last emotional motivating desires that we will discuss here are the emotions of self-worth and self-importance. As humans, we also like to feel good about ourselves, outside of our relationships with other people. This is the prime motivating desire that is used when engaging in fund-raising for charity, or asking someone to give up something they value without getting anything in exchange, such as giving up an afternoon for community service projects.

Emotional Stimulation

Everyone loves to be stimulated. When we become excited, or scared, our hearts start beating faster, the adrenaline starts to pump through our veins, and we feel more alive than we ever do staying in the nice, safe, comfortable corners of the world. It is this motivating desire that causes people to do dangerous stunts, such as bungee jumping or cliff climbing, or enter a forbidden situation and risk getting caught.

Mental Motivating Desires

One of the reasons that humans have become the dominant species on this planet is due to our ability to think beyond the present situation. We can consciously remember past events, and we can project ourselves into the future to see the eventual outcome to a set of actions. We can consider the

possible outcomes to various alternatives and choose the options that are most likely to create the desired outcome.

Mental Stimulation

Part of what has contributed to our domination of planet Earth is the genetic need for mental stimulation. As the pace of our lives grows, this need grows as well. We are constantly bombarded with information from every direction. And yet we search for more; on the Internet, on TV, on the radio, in the paper, in magazines, through cell phones, anywhere and everywhere.

Everywhere you go, you see people talking on cell phones. Most of them are not doing business, but simply talking to friends and family in an effort to stay stimulated. I often find myself ‘surfing’ the Internet, not really looking for anything in particular, just looking around to see what’s out there. Many people have a habit of watching television for hours on end without any real concern for the shows that are playing. It’s said that the ‘average’ person watches over 20 hours of TV a week!

The world of advertising, which is right in the middle of the persuasion field, has learned that for an ad to be effective, it must be stimulating. Dan Kennedy, one of the geniuses of advertising and marketing, has a simple message – “Don’t be boring!!”

We can use this knowledge in our own persuasion efforts, whether we are creating marketing materials, teaching a class of students, counseling a patient, or seducing a lover. If we want to be noticed and gain the attention of our prospect, we must create interest and excitement. We have to project a concept, an image, and a message that is stimulating to our prospect in order to win our prospect’s full attention. Once captured, we should communicate our full message in the same context in order to keep our prospect interested in everything we say.

Understanding

Mental stimulation by itself is not wholly responsible for humanity’s success as a species. We also have a driving need to understand the world

around us, and the people we come in contact with. Only by understanding what's going on do we have a chance of controlling it to our advantage.

When you are persuading someone, you want to make sure that your prospect has a feeling of understanding your proposition, or at least that part of it that involves them.

Fear is uncomfortable, and anything that is unknown has the potential to also be uncomfortable. This is why we desire to know and to understand, to eliminate the possibility of uncomfortable things sneaking up and surprising us.

Our need for understanding leads to several things, such as a need for order and structure, as an example. When we can easily identify a structure and a pattern, we feel that we understand the whole. Compare this to a random mish-mash of happenstance that could disguise a potentially hazardous trap.

Our need for understanding also leads to a curiosity about new things. Rather than allow a new thing to have a chance to hurt us, we'd rather learn about it and understand it in an effort to protect ourselves from its hidden dangers. Not knowing is uncomfortable, and we try to make ourselves more comfortable by investigating the new thing.

Our need for understanding extends to the people around us. Whenever someone acts unpredictably, in a way that we did not expect, we sense the potential for getting hurt. Maybe it's physical danger, but most of the time it's simply the danger of being taken advantage of, losing some of our stuff (and thus our status in the community), or being misled into a situation we didn't want to be in.

It's much easier to understand someone when they act consistently, doing the same things in the same situations time after time. Other characteristics that help your prospect feel that they understand you are honesty, integrity, credibility, and authority. If your prospect gets these messages (from you or from others), then you will have a much easier time persuading this prospect to your way of thinking. We'll cover how to present these in more detail later on.

Because some of these characteristics can only be truly known after a period of time, the feeling of familiarity is also a motivating desire. If you are unfamiliar to your prospect, they feel a lack of understanding. After all, the information they get from you this one time could easily be false information. Your prospect has been lied to before, and doesn't want to be lied to again. They want to know that they can trust you, and that usually only comes through time.

As a power persuader, however, you will be able to instill these feelings within minutes simply by talking about them. As you talk about the concepts of familiarity, reliability, trustworthiness, and so on, your prospect will be recalling related memories and re-experiencing those feelings. And as your prospect experiences the feelings of trust and understanding while in your presence, these feelings become associated with you, and you will have eliminated the normal barriers to gaining your prospect's full trust.

Efficiency

Despite the fact that we have a driving need for mental stimulation, there is simply too much information to keep track of all of the time. We would have never become the dominant species without a mechanism to filter out the majority of information so we could focus on the important things.

Do you remember learning how to drive a car? Remember how it seemed that there was too much information to keep track of? Watching the gauges to make sure everything was working and that you weren't driving too fast. Watching the other cars on the road to make sure that they didn't pull in front of you and being ready to react in case they did. Coordinating the pedals on the floor and the steering wheel in time with each other to maneuver the car the way you needed to go. At first it seemed so very overwhelming!

But as you gradually gained proficiency, you discovered that you didn't have to watch the gauges, that you could judge the speed of the car by 'feel'. You didn't have to watch the other cars, just watch the space in front of your car. You found shortcuts that gave you enough information to make reasonable choices.

A similar thing happens in other areas of life. After having many experiences of seeing better quality items priced higher than lesser items, we learn that price generally equals value. So if we're short on time, we look at the price to determine which of two items is better. When we focus on only a portion of the information, we are using what are known as "rules of thumb" or "judgmental heuristics". We'll also cover many of these later in the course.

(End of "[*Keys To Power Persuasion*](#)" sample.)

Writing Compelling Marketing and Sales Copy

Now that you understand why people do what they do, it's time to show you how to write marketing and sales copy that gets them to buy your products and services.

This took me YEARS to fully understand, even after reading many books and ebooks on sales, marketing, and copywriting. Today, I have a simple formula which guides me to write some of the most effective sales and marketing materials on the Internet today.

As an example, the sales page for my [*Choose To Believe*](#) material has an AVERAGE conversion ratio of 10%. I have several affiliates who routinely see conversion ratios of 8% when promoting my products.

The most important elements are:

1. Understanding your customer
2. Describing your product in a way your customer will value
3. Making a great offer

That's it. If you understand who your customers are, what they value, what they believe about their problems, what they truly want in their lives, and what they believe about products like yours, you'll know what to say and how to say it.

Also, no matter how great you are at writing sales copy, trying to sell a fiction book for \$100 is going to be tough. It may be a great story, but most folks are used to paying around \$20 for that type of thing. (*Information, on the other hand, is different. A 1-page PDF containing the winning numbers for tomorrow's lottery drawing is worth a LOT.*)

If you notice, those selling high-ticket products almost always include a MASSIVE number of bonuses to make the price seem like a good deal. The only exceptions are when celebrities (those well known in their field) are selling coaching and consulting packages, where you get access to them personally. People aren't stupid, and if you really want to make lots of sales, you must treat them fairly.

Outline of Basic Process

1. Describe a typical customer — their beliefs, values, interests, level of education, and common knowledge.
2. List all the features and benefits of buying your product
3. List all the problems your product solves.
4. List all the things your product will DO for your customer.
5. Describe how your customer will FEEL about all this.
6. List all of the proof you have on what your product can do.
7. List all the things your customer needs to know to understand the value of your product.
8. Define your offer.
9. List all the possible objections your customer may have, as well as how you'll answer them.
10. Identify a single core message (your “golden offer”) to rally around.

11. Write a headline that will catch your customer's interest, and cause them to start reading.
12. Write a sub-headline that supports the headline, and arouses more curiosity to continue reading.
13. Focus the first part on building curiosity to pull the reader into the main part of the material.
14. Weave in as much of your data as you can while maintaining a good 'flow'. Focus on your customer, how your product will change their life, how it will solve their problems, how it will benefit them. Support all claims with as much proof as you can. Combine both emotions and logic.
15. Demonstrate the value of what your product will do in a way that makes the asking price seem small.
16. Describe your offer.
17. Give the reader a reason to buy now.
18. Give specific instructions to buy the product.
19. Add in supporting photos or graphics to make your points clearer.
20. Edit for clarity & style

Your Typical Customer

Before you begin, you want to understand your typical customer as much as possible. What are their goals? What do they value? What are their problems? What have they tried before to solve these problems? What kind of results did they get? Why are they still looking for a solution? What do they believe about their problem? What do they believe about products like yours? What makes them excited? What makes them angry?

The more you can see your product and what it does from your customer's viewpoint, the easier it will be to write an effective sales letter. By the same token, when you know how your typical customer responds to

different things, you'll know how to get them emotionally involved, to the point where they have an inner driving desire to buy what you have to offer.

Professional copywriters, when researching a new market, will take time to read what the typical customer reads, go to places and events where they tend to hang out, and even meet with them 1-on-1 to chat and get to know them personally. The more you know, the more you will sell.

Features & Benefits

Your next step in writing compelling sales copy is to create a list of everything your product IS, and what it DOES. Remember, approach this using the perspective of your typical customer. How will they perceive your product? What benefits are important to them?

For instance, this report is a PDF containing over 150 pages. That's a feature. The benefit is that it gives you the guiding principles you need to create a successful business online.

If you were selling a printer, a feature would be how many pages per minute it will print. The corresponding benefit of a fast print speed is that it saves time for the customer. Some printers have the feature of printing in color. The benefit there is that the final documents will be more attractive.

Problems Solved

Once you've covered all the features and benefits, you're now in a position to start thinking about all the various problems your product will solve for your customer.

For example, this report solves the problem of not knowing what to do when wanting to make money online. A printer solves the problem of not having a physical version of your material to give others. A color printer solves the problem of printing in only black and white.

What will it DO for your customer?

As you progress through this list, you'll see how each point builds on earlier points. Here, it's time to expand your thinking and look at the final results your customers get from using your product.

Going back to this report as an example, if you use the information given here, it will give you financial and time freedom to do what you really want to do, like take more vacations, or buy a nicer house.

The point here is to expand your thinking beyond your product, and consider the larger impact it will have for your customer.

What does this mean to your customer?

Now, take this line of thinking another step and consider how your customer will respond to the new reality created by your product.

In other words, how will it make your customer FEEL?

Will they start to wake up each morning eager to tackle new challenges? Would they feel like they can finally relax, knowing the problems have been solved? Or would they tend to luxuriate in a warm glow of new possibilities? Take time to understand the FULL impact of your product.

Proof

Although you may be the most trustworthy person alive, the majority of those reading your sales copy have never met you, and don't know that you are a person of integrity and honor. They have been lied to many times before, and are skeptical of anything new.

You must give them more than enough reason to believe you. We talked a little about this in Part 1: Fundamental Principles.

Include any form of proof you can — scientific proof, social proof, or logical proof. Charts, graphs, photos, videos, recorded testimony, sworn statements, anything which fits and demonstrates that your product can do what you claim, and can do it for someone just like your customer.

Supporting Information

Not everyone will understand the true value your product offers. In some cases, your customer may need to be educated on certain things before they see the value of owning your product, or using your service.

For example, few people understand the value of going to a live seminar until they understand that the true value is not in the information learned, but in the personal connections made with other attendees and seminar leaders. You just can't get those connections from a book, audio program, or webinar.

I've found that the BEST sales copy includes an educational element. When you can teach your customer at the same time you're selling them, you've got a winning combination.

Your Offer

Many marketing experts will tell you, “the offer is everything.” What they mean is that the offer you make to your customer has a greater impact on whether they buy or don't buy than any other aspect of your marketing materials. Slick sales copy won't hide a bad offer, and a great offer needs only to be understood to be sold.

Your offer includes much more than just what the customer gets and what they pay for it. It also includes any guarantees made, any payment plans available, return privileges, non-compete agreements, and everything else related to the transaction, including the amount of time the customer will need to invest in using your product, and your reputation in the market.

Here's how I determine what offers I make for my products.

First, I define the product itself (report, ebook, book, CD, etc.) and the basic price of similar products. I then consider if there may be any bonuses I could include which would make it a better value for my customer. I especially consider things which are easy to include, add little to the production cost, and mean a lot to my customer. I'll only add bonuses which relate to the core message of the main product.

In my case, I have a standard guarantee, which includes lifetime return privileges. If the product price will be high, I'll consider a payment plan. If I'm offering resale rights to a product, I may set a limit for the number of licenses I'll sell.

When it's all done, I'll take another look at how my “package” compares to similar packages the customer may consider buying. If my package is better than competing packages, and the price is so low my customer may wonder about quality, I'll raise the price to compensate.

If my package may be seen as lacking when compared to the competition, I may either drop the price to the point where my customer will see it as a much better value, or I'll reconsider how the “package” may be improved. In most cases, it's better to add value than to reduce price.

If the basic product itself is a report or book, then a perfect add-on would be a recording of the material. In most cases, it takes very little time to produce, has a perceived value that's higher than the book itself, and gives you a product you can sell separately. In this case, the audio recording would become the main product, and the book would be the bonus.

When you start adding extra pieces to your overall package, you may find that it grows to become something much more substantial than you originally intended, helping you make even more money.

Objections & Responses

At this point in the process, you'll have a very good idea of who your customers are, what your product can do for them, and what your offer will be. Now it's time to look at what you have from the viewpoint of a hesitant, distrusting customer. If you wanted to poke holes in your offer, where would you start?

The more brutally honest you are here, the better off you'll be. The reason is because if you find any legitimate weaknesses with your product or your offer, you have a chance to fix them before moving forward. If it's not worth the effort for you to fix them, then you can at least acknowledge

them, win points for honesty, and do a better job of selling your product as it is.

Beyond inherent weaknesses of your product, your customers may have other objections, such as “the price is too high,” “it’ll take too long,” or “that may work for other people, but it won’t work for me.”

Whatever objections your customers may have, effective marketing and sales copy will address the issues and show why your customer may want to buy your product anyway.

For example, no matter how low you price your product, some customers are going to say the price is too high. Sometimes, it's just an expression of their own (low) self-worth. In a lot of cases, it's just that they don't understand the true value of what the product can do for them. By fully explaining the value of what your product can do, you can often counter the price objection.

Sometimes you won't know all the objections that may come up. Just do the best you can, and when you learn of other objections, edit your marketing copy to address the new points.

Your “Golden Offer”

The best marketing focuses on a single core message. This makes it easy for your customers to understand what your product is for, what it can do, and why they should consider buying it. Even if you have a complex multi-function device (such as a smart-phone), you want to focus on a single core message (such as the smart-phone being a “life organizer”).

The idea here is to think about how you would sell your product if you only had a few seconds to do it. This isn't the same as a U.S.P. (Unique Selling Proposition), although it's close. It's what I like to call your “Golden Offer”.

Your Golden Offer has 3 main components.

1. High-value offer (what they get, what they invest)

2. Believable
3. Clearly communicated (5 to 10 seconds)

This may be difficult if you're too close to your product. You know everything it can do, and don't always see it the same way your customers will. If you truly understand your customer, and can describe how the product will impact the lives of your customers, you'll have an easier time.

Even so, you may find you need some outside help on this point. Just don't move forward until you have a Golden Offer that makes sense. It's the foundation for everything else.

Look at it this way, if YOU'RE not clear on what your product offers, how are you going to communicate it effectively to others?

As an example, the Golden Offer for my [EmBRACES](#) belief entrainment system is: "Get the support you need to reach success without taking any time away from your regular schedule, at a price most folks can afford."

Headline

At this point in the process, we're finally ready to start writing. The first bit of copy is the headline, and is the most critical part of the entire sales or marketing piece. The headline is the first thing most people notice, and determines whether the reader continues with the rest of the piece or not.

If you've studied copywriting to any degree, you'll know that there are many "formulas" for writing effective headlines. I won't go into all the various formulas here, because they don't always work, and you really have to understand copywriting to know which ones work in which situations.

Established copywriting expert, Joseph Sugarman, says, "the ONLY function of your headline is to get your reader to start reading the body copy." Personally, I like to do more than just that.

The principle I've used, which seems to produce good results in all situations, is to write a short sentence (3 to 10 words) that communicates a major piece of your offer in a way that arouses curiosity to read more.

The main thing to keep in mind is that you don't need EVERYONE to read your marketing materials. The only people you care about are those who may actually buy your product. Make sure your headline will get their attention, and give them a reason to read further.

Sub-Headline

Once your headline has grabbed your customer's attention, you can expand on the idea with a sub-headline. Here again, the main goal is simply to get them reading further. If you can do this and sell your product at the same time, great. Otherwise, just keep them reading.

Opening Copy

The first few sentences of your piece are critical. If they don't capture the reader's attention, you've lost a potential customer. This is a perfect place to talk about the problem your product solves, or the goals and dreams which motivate your customer to buy. If in doubt, focus on the problems.

Body Copy

As you continue writing your marketing or sales piece, you want to use emotional word pictures to describe the problems your product solves, the benefits that may be obtained from using it, and the final results your customer will experience. Along the way, include features, benefits, proof, and anything else that will make a persuasive logical argument for buying your product. You want to get the customer emotionally involved with what you have to say, and give them logical reasons to make the purchase now.

Make sure to follow general rules for good writing. Use a variety of short and long paragraphs, short and long sentences, use humor where appropriate, and don't go off onto any tangents that may confuse the reader.

Break up any long blocks of text with subheadings, bullet lists, or other graphic elements that help to communicate the points you want to make.

Overall, make it easy to read, easy to understand, and if possible, present your product as the **ULTIMATE** solution for your customer.

Establish Value

Once you've described the problem your product solves, the benefits of using your product, and how your product will impact your customer's life, you want to firmly establish the value of what you're offering.

As you reach the end of your marketing or sales piece, you want the customer to see your product as being worth at least 10 times the price you're asking.

Point out the product creator's credibility, proof the product does what you claim, and how much it would cost to solve the problem another way.

What Are You Offering?

After you have established the value of your product, it's time to spell out your offer. Summarize the biggest benefits of your product, introduce price, add bonuses, a guarantee, and other aspects of your offer.

Create Urgency

If your offer is good for a “limited time” only, this is easy. If not, make sure to point out what your customer is paying (or losing out on) by not taking action today.

For instance, if you're selling a personal development product, you can talk about how every day they wait, the chances of success get less and less. You can talk about the normal tendency we all have to forget about a good offer we meant to get back to 'someday'.

Give Specific Instruction

You would be surprised at how many people have trouble filling in a basic order form. Make the purchase of your product so easy, your

grandmother could do it. Be very specific. Say things like, “Just click the button below, and you'll be taken to our secure order form. Complete the form, enter your name, email address, and payment information, and then click the Submit button at the end. Do it now, while you're thinking of it.”

Photos & Graphics

It's a lot easier to sell with words than with pictures, but if you can combine both, you've really got a winning combination. Add any photos or graphics that help clarify your message, especially where you could use the added impact to prove your points.

Editing

The final step is to edit your piece. Read it over from start to finish. Read it out loud, so you can hear when something doesn't flow as smoothly as it could. Put it aside for a day and then read it over again. Clean up anything that isn't clear, doesn't sound right, or could be more persuasive.

For maximum success, have someone else read it and tell you what they think. The response you really want is, “how can I get this product?”

Part 6: No-Website, Quick-Cash Business Plans

If you need a way to produce some quick cash, and can handle some very basic things, like email, the telephone, and maybe a word processor, there are a variety of options available for you to make money online, even without a website.

Before I lay out the specifics, let me give you a general idea of what these plans are all about.

First of all, you don't need to have a website. This means you don't need to know HTML, javascript, PHP, MySQL, or any of the other Internet technologies. You don't have to install scripts, set up an affiliate program, or arrange for online payment processing.

You also don't need to be a recognized expert in anything, although the more you know about a topic, the better.

You could get started today, find your first 'client', and start earning money within a week. More likely, however, it may take you a few days to find your first client, and it may be a couple of weeks before you start seeing the money. Of course, a lot of this depends on which plan you follow, and your skills with the processes involved.

In most cases, you will need to have some skill in dealing with people, although the indirectness of the Internet makes this so even an anti-social hermit can still produce a nice income.

Plan 1: Custom Reports

This first plan is based on a simple premise. Short reports are a great way to introduce folks to something new, and can be profitable in multiple ways. Rather than sell the reports directly, you allow others to sell them and split the profits with you, or you earn your money from affiliate programs which are promoted within the reports.

Step 1: Pick a niche

If your objective is to make a lot of money quickly, you need to work in a niche where folks will spend money quickly. Pretty obvious, right?

You'd be surprised how many people start businesses in niches where folks are adverse to spending money. They feel they have something worthwhile to share with the world, and money is not the first thing on their minds.

In some cases, this is fine. After all, when I started my online business, this was exactly my thinking. In fact, it didn't matter whether I made ANY money or not, simply because I felt that what I knew HAD to be shared with the world. It was a very nice surprise to find that I was able to replace the income I was making from my photography business and spend my time helping folks in a more meaningful way.

But when you want to make money, and especially when you want to make money quickly, you have to approach it differently.

Despite what many of the "Internet marketing gurus" will tell you, it's a LOT easier to make money in the "how to make money" niche than in practically any other. They tell you there's too much competition because THEY are afraid you'll take the business away from them.

In truth, there are SO MANY new people coming online every month, that there's more than enough to go around. I can also tell you that I continue to buy "how to make money" materials, even from the newbies, if I think it will give me a new idea to work with.

(That's one of the reasons I've been so successful.)

Within the "how to make money" niche, there are many, MANY sub-niches. List building, article marketing, publicity, packaging, banner advertising, ezines, PPC, the list goes on and on.

And then there are related topics, like "productive filing systems", "small business accounting", or "work area feng shui."

Of course, the "how to make money" niche is only one option. From what I hear, the golf niche is also one where people will quickly spend money if it can help them improve their game. Niches dealing with relationships, health issues, and addictions can also be quite profitable.

The bottom line, is that you want to pick a niche where people will quickly spend money if the right option is presented to them.

Step 2: Find a website in the niche with a large audience

The main rule in business is to find the audience FIRST, find out what they want, and then find a product to offer them.

The reason for this is simple. Without a large group of people ready to buy, you won't make much money.

The worst thing you can do is to represent a product no-one wants. When you know that there are 1000s of people ASKING for a specific product, and you can put that product in front of them, you'll make a lot more money.

As Gary Halbert, a famous direct-mail marketer, once said, "If I were competing with another vendor selling hot dogs on a beach, the one advantage I'd want is A STARVING CROWD."

One way to do this is to search Google, Yahoo, or Bing for keywords related to the niche you've chosen. Look through the listings and find a website that seems to have a large, thriving audience.

Step 3: Offer the website owner a free report

Most website owners are always on the lookout for new content to send to their subscribers. The reason for this is simple: the more good content we give our subscribers, the longer they stay subscribed. And the more subscribers we have, the more sales we make when we do a promotion.

While some of us are perfectly capable of writing articles, or have good information to share from time to time, we are also busy with other things, and can't always come up with something on a REGULAR basis.

This is especially true for website owners who spend time doing SEO (search engine optimization) to be in those top positions in Google, Yahoo, and Bing.

If you've been subscribed to my list for any length of time, you'll remember that I posted a couple of ebooks recently, neither of which I wrote. I was HAPPY to do that, because I want to show my subscribers how much they mean to me.

So, here's the deal you'll offer to the website owner you found in Step 2.

You'll write the report on whatever topic is of the greatest interest to his or her list. They get to give it away to all their subscribers, and you get to have an affiliate link (explained later) inside the report promoting a product the subscribers may wish to purchase.

To sweeten the deal, you can offer to "brand" the report with the website owners name and website URL. That way, they can benefit from pass-along readership, commonly called "viral marketing".

They get a custom report to strengthen the relationship they have with their subscribers, and you get to earn some affiliate commissions. A win-win deal for everyone.

If the first website owner you approach doesn't agree to this, you can either offer an alternative, or simply move on to another website owner.

In most cases, if the website owner doesn't agree to this arrangement, it's because they want to have their own affiliate link inside the report. In this case, you can offer to write the report for a fixed fee, with half to be paid up front, and the other half when the report is complete.

When you have found a website owner who likes the idea, find out what types of products his or her list is most interested in.

Step 4: Find a good affiliate program to promote

Once you've identified a large group of people who are ready to buy a specific type of product, the next step is to find a product which meets their needs. You don't have to create this product, you only need to find it. And for this plan, you need to find a product you can promote through an affiliate program.

For those who aren't familiar with affiliate programs, this is where a merchant will pay you a commission for helping to promote their products. For instance, I offer commissions of 50% to those affiliates who refer people to the [PowerKeys Publishing](#) website, when those referrals end up buying something.

When you join an affiliate program, the merchant will give you a special link, called an "affiliate link", which activates a tracking script on their website. This tracking script does all the work of making sure you get credit for any sales that result from your referrals. You give folks your affiliate link, they click the link, they make a purchase, and the merchant pays you a commission. Sweet as pie.

When you're investigating a niche you're not familiar with, it can be difficult to know which are GOOD affiliate programs, and which aren't, especially if you're new to the topic.

The best way to judge an affiliate program is this: can they prove to you that the product sells? Do they offer any statistics on how many people purchase their products, and how much you're likely to make for each referral you send?

If you've never spent time in the niche yourself, it's not enough to look at the website and wonder if YOU would buy the product or not. You're only 1 person, and businesses are based on serving large GROUPS of people, and 1 person's opinion doesn't always represent the group at large.

Some other things to consider are:

- Does the website seem active?
- How old is the product? Is it out of date, or is it relatively new?

- Can you contact the PERSON behind the product?
- Do they offer materials to use in promoting the product?

Rosalind Gardner, in her superb "[*Super Affiliate Handbook*](#)," offers a list of 20 questions to help you determine the quality of any affiliate program you may want to consider. My affiliate program introduction page on the PowerKeys Publishing website answers all of those questions for you as they pertain to my affiliate program.

Step 5: Write the report (or compile articles)

Now that you have an audience to write for, a product to promote, the next step is to write the report. The biggest question most folks have at this point is "What should I write about?"

Here's what I learned from Rich Schefren, one of the masters of writing free reports that sell products. Ask yourself this question, "What do they need to know in order to see the value of owning the product being offered?"

In most cases, you want to focus on one thing in a report, so if there are several things a person would need to know in order to see the value of owning a product, you'll want to write separate reports for each of them.

For instance, in order for many folks to see the value of owning my Choose To Believe materials, they need to see the scientific evidence proving that our beliefs have a real and significant effect on the world around us. That's why I offer a free report (and set of recordings) that presents this information.

Keep in mind that it's your task to write a report that educates the reader on whatever they need to know in order to see the value of owning the product you want them to buy. Leave out any information that does not serve this purpose.

This is where knowing a lot about the subject really comes in handy. If you're not an expert on the topic, just do some research. Find out what the experts have to say on the matter, and write a report based on what you find.

Although a lot of information is freely available online, most people won't spend the time to find it. Your report saves them time, and is valuable for that reason alone.

Use the process we covered earlier to create your report. (Part 4: Mining for Gold) Start with a single core message, break it down into 3 to 5 main points, then keep breaking down each point as far as you need to in order to flesh out your outline. By following this process, your report will be easy to write, easy to understand, and effective in leading the reader where you want them to go.

If you feel you can't write yourself, you can either hire someone else to write the report for you, or compile a number of articles into a report format. Just make sure that you have permission to include each article into such a work, and abide by any copyright restrictions in place.

Step 6: Include your affiliate link in the report

Here's where you get to reap the reward from all your efforts. At the end of the report (and in some cases, all the way through it), when the reader fully understands what you've taught them, it's time to present the affiliate product you want them to consider.

It's not your job to SELL it, just introduce it.

But you DO want to introduce it in a way that gives the reader a good reason to go buy it — NOW. Make sure they understand how buying the product will change their lives. If possible, paint an emotional word picture that gives a clear and definite image.

Don't include any pricing information, or more details than necessary. That's what the merchant's website is for.

Describe the main benefits of the product, and present your affiliate link in a way that's VERY easy to click.

Step 7: Make the report VIRAL

While not absolutely necessary, taking this additional step can help you make a lot more money over time.

For those who aren't familiar with "viral marketing", I'm not suggesting that you put a virus into the report to damage anyone's computer. What I AM suggesting is that you give the reader a reason to pass the report on to someone else who may also be interested in the material.

This sort of "pass-along" readership is what makes the Internet a great place to do business. Giving a friend a copy of a report is as easy as sending an email.

In some cases, if you've given GREAT information in a report, people will pass it along to others on their own. They don't have to be directed to do it, they just will.

However, if you really want to maximize the money you make here, you'll want to address it directly.

Step 8: Send the report to the website owner and start over

At this point, your work is done, and all you have to do is send the report to the website owner. They will pass it along to their subscribers, many of those subscribers will read the report, some will click through your affiliate link, and a small percentage will purchase the product you mentioned.

When that happens, the merchant will pay you your commissions, and all is good.

As with most things in business, your level of success is partly a numbers game. Here's what I mean.

- Let's say your report goes out to a list of 10,000 subscribers.
- Maybe only 1000 of them (10%) even open the report to read it.

- Perhaps just 100 of them (10% of those who read the report) click your affiliate link.
- And let's say a mere 10 of them (10% of those clicking your link) buy the product.
- If you earn a \$50 commission for each sale, you've just earned \$500.

\$500 from a report going out to 10,000 subscribers. That's 5 cents per subscriber. Although you could make a lot more than this in some situations, I'd rather not set you up for disappointment. In many cases, this would be an average result, which is why you want to work with website owners who have 100,000 or more subscribers. The more subscribers they have, the more money you can make.

Also, some audiences will be more responsive than others. It depends on how good of a relationship the website owner has with them. (And why they should be jumping at the chance to have you write a report for them.)

While you're waiting for the checks to arrive, you can start the process all over again with another website owner. Find out what that group of subscribers want, find a product for them, and write a report to sell it.

Wash, rinse, repeat.

Variations

One variation on this theme is to produce a report that features 2 popular products with affiliate programs. With such a report, you approach people who act as affiliates for one of those products, and offer to customize the affiliates links for that one product to THEIR affiliate link. They make money from sales of 1 product, while you make money from sales of the other. In some cases, you'll have thousands of potential website owners as potential partners.

Another variation is to create a report that's so good it can be sold as a separate product. Arrange with each website owner to sell the report from their website to their list, and pay you a percentage as a royalty.

Plan 2: Resale Rights Products

This plan involves a little investment up front, but is one of the easiest to implement. The basic idea here is that there's no need for you to create ANY kind of product, since there are many products offered with “resale rights”, meaning that you have a license to sell the product yourself. We discussed this in some length in the section on Promoting Other People's Products as an Affiliate.

In many ways, this plan is exactly like the first plan I shared with you, except that instead of writing a new report, you purchase the resale rights to an existing product. The exact steps are as follows:

Step 1: Pick a niche

As with all business plans, you want to pick your niche first.

Step 2: Find a website in the niche with a large audience

Here again, the secret to making quick cash with any product is to start with a large audience who are ready to buy a good product.

Step 3: Find a good resale rights product for this audience

Since you won't be creating a product specifically for each website owner, you'll take a slightly different path. As long as you can get resale rights to a good product that the intended audience will respond to, you should be okay. There is a little risk here in picking a good product. However, if you know the market well, this shouldn't be a problem.

Step 4: Make the website owner a deal

In this plan, you'll make the website owner one of 2 deals, depending on whether the resale rights product you have included branded affiliate links or not. The first deal is that they list the product on their website, sell it to their list, and pay you a royalty of all sales made. If the resale rights product includes affiliate links branded to you, you may offer to let the website owner keep all the proceeds from the sale. In this case, you can even let the website owner give copies away, since this increases your chances of making commissions from affiliate sales.

Step 5: Continue with other website owners & other products

Once you have resale rights to a good product, the easiest way to make more money is to take the same product to another website owner and make a similar deal there. However, it's almost as easy to find another resale rights product that will work for the website owner you just dealt with.

The secret here is to find a good match between product and audience. Some products work better for some audiences, and some audiences are more responsive than others. Taking a single product to multiple audiences is called “going wide”, whereas bringing multiple products to a single audience is called “going deep”. The ideal situation is to do both.

Variation

If you'd like to manage the sales yourself and make things easier for your partners, and yet at the same time do not want to create a website yourself, you can set up accounts with [PayPal](#) and [Payloadz](#) to sell and deliver a digital downloadable product automatically.

I mentioned this earlier in the Staking Your Claim section. Essentially, go to the PayPal and Payloadz website and you'll get all the information you need to set this up.

Plan 3: JV Brokering

The core principle of brokering is introducing 2 or more parties to produce a win-win scenario for everyone involved. In the case of JV brokering, your job will be to introduce a merchant's affiliate program to potential affiliates (a.k.a. JVs — “Joint Venture partners”).

This was discussed on page 72, in the section on Promoting Other People's Products as an Affiliate. In order to make this into a “quick-cash” business plan, we need to focus on several specific opportunities.

Big Merchant Product Launch

The first major opportunity for quick cash with JV brokering is to find a big merchant who is in the initial stages of launching a new product, and who also offers a 2-tier affiliate program.

As explained earlier, a 2-tier affiliate program is where a merchant pays one commission (1st-tier commission) to Affiliate A, who refers a sale, and another commission (2nd-tier commission) to Affiliate B, who referred Affiliate A into the program.

Whenever a big merchant goes through the full process of a formal product launch, with free content being given away to attract attention, leading up to a short-term sale event, the profitability of their affiliate program tends to increase dramatically.

The plan here is to sign up for their affiliate program, then use whatever referral link they give you to recruit new affiliates into the program, who then go on to promote the product to their lists. Any sales they make will mean 2nd-tier commissions for you, even if you never promote the product yourself.

The difficulty in this is that most big merchants have already attracted all of the big affiliates in their market niche. In most cases, you'll need to focus on smaller merchants and/or recruit smaller affiliates into the program.

Big Merchant — No 2-tier Affiliate Program

You may find merchants who have an affiliate program, but do not currently offer 2-tier commissions. In this case, they may be persuaded to offer a 2nd-tier commission, at which point you can implement the plan above.

Big Merchant — No Affiliate Program

If you find a big merchant who does not currently offer an affiliate program, there is a HUGE opportunity to educate them on the value of having an affiliate program, and having you recruit affiliates for them. If you present this well, and the merchant is not very Internet savvy (meaning they don't expect you to have your own website), you could even be paid an upfront fee before you even start working.

You will certainly stress the importance of offering 2-tier commissions, and arrange to get a percentage of all sales made by all affiliates you recruit.

A variation of this idea is to negotiate with the merchant to hire you as their JV/affiliate manager. In this arrangement, you handle all the communications between the merchant and their affiliates, as well as the creation of any tools the affiliates may need to promote the merchant's products. In exchange, you get a percentage of ALL affiliate sales, includes those from affiliates you did not recruit.

Another variation is to negotiate a “traffic broker” deal, where you recruit affiliates for a flat fee. This is particularly good when you can match up 2 or more websites that cater to a similar audience, and can send each other traffic.

In this arrangement, you negotiate a monthly fee from each website for participation in your “traffic program”, and create ads to be placed on each website for the others. These may be graphical banner ads, or plain text ads. This can be made easier by using accounts in various ad networks, such as the one hosted by [OpenX](http://www.openx.com). (OpenX also offers free software to run your own ad network, but that requires a website, and takes longer to turn a profit.)

Smaller Merchants

While you'll make the most money from working with big merchants who already have a significant presence in a market, there are many more opportunities to work with smaller merchants who have good products, good affiliate programs, and just need the support of good affiliates.

The more experience you have in a market, the easier it will be to spot those smaller merchants who are poised to grow big quickly. This can be one of the best times to get involved as a JV broker, even if you have to depend on 2nd-tier commissions for your income.

Plan 4: Copywriter

With the information you've learned in this report, and some degree of writing skill, you can offer copywriting services to others for a fee.

A typical sales letter is often shorter than a report, can be written in a couple of days, and may be worth many thousands to a merchant. Even beginning copywriters are able to get \$1000 or more from a simple sales letter. Good copywriters can easily command fees of \$5,000 and more for a basic, 8-page sales letter.

When you're just starting out, you'll probably have to work “on spec”, which means “on speculation”. This is where you write a sales letter for a merchant, and then present it to the merchant for their consideration. If accepted, they pay you a fee that's fair to both parties.

Considering that the vast majority of sales letters on the Internet are poorly written and can be easily improved with a couple of minor tweaks, this may be even easier than you can imagine.

If the merchant has the ability to “split test” the 2 sales letters against each other, you can offer to work for a percentage of the improvements your copy produces. If the merchant is getting enough traffic to their website, a very small improvement may produce a HUGE increase in profits.

For example, a typical sales letter online may “convert” 1% of visitors to sales. This means that for every 100 people who read the sales letter, only 1

person buys. For every 1000 visitors, 10 make a purchase. For every 50,000 visitors, 500 make a purchase.

If your tweaks bring that up to 2% (a very reasonable number), you've just doubled the revenue for that website. If they're used to making \$5,000 per month, and you negotiate a fee of 50% of the improvements for 6 months (completely fair to both sides), your fee comes out to be \$15,000.

Truly, copywriting is one of the highest-paid skills in the world today.

Part 7: Final Words

WOW! We've covered a LOT of information in this report, wouldn't you agree? What amazes me is that I put all this together in a matter of days.

Of course, I used some pre-existing content — a few articles I wrote months ago, and a piece from my persuasion course. If I had sat down to write it all from scratch, it would have taken me a few weeks.

What you should take away from this is that it's possible to create a product quickly. And really, you don't have to. As a registered owner of this report, you have the rights to resell it at any price you choose. You already have a product to sell!

And if you want to make even more money with this report, you can have it branded with your own affiliate links. This means that when folks click a link in the report and buy something from me, you earn a commission. In fact, with a branded copy, you can make money even when you give it away for free.

You can [get a branded copy](#) at the PowerKeys Publishing website.

And it doesn't really matter if you have a website or not. If you do, great! Use it to build a mailing list, where you can promote other products in the future. If you don't have a website, and don't want to mess around with creating one, that's okay. You can always use a free account at [PayPal](#) to take orders and collect payments. I've even seen some creative people set up multiple PayPal links to track sales from various JV partners.

The point here is that if you really want to “strike gold” online, you have to DO something about it, and not let obstacles get in your way.

If nothing else, take on a partner who can handle some of the technical things for you, and split the profits between the two of you.

If you don't know anyone who can help, and are willing to invest in getting your online business off the ground, feel free to [contact me](#). Please

know, however, that I don't take any project for less than \$500, although you'll get quite a bit for your money.

Of course, there are other ways we can work together. For instance, I'm always looking for good affiliates to help me promote my business, and I offer one of the best affiliate programs in the personal development niche. You can get all the details of my [affiliate program](#) from the PowerKeys Publishing website.

To summarize, my partners get a full 50% commission on all sales, including sales of physical products. And once you refer a customer to me, they are bonded to your affiliate account for life, which means that every purchase they ever make with me, even 20 years down the road, will earn commissions for you. This does not depend on cookies, and is handled through hard-coding your affiliate ID into the customer database.

I also do special things for my partners. Check out the [PowerKeys Publishing website](#) for details.

Whatever you do, please take these words with you:

You can get everything you want in life, as long as you help enough other people get what they want.

— Zig Ziglar

I have a mission to help as many people as possible to empower themselves and manifest their dreams. Hopefully, this report has helped you in some way.

If you feel that this report has value, please help contribute to my mission of helping as many people as possible, and pass it on to others. Whether you sell it and make money, or give it away freely, let's do our part to empower the world, one individual at a time. I'm sure you know of at least ONE person who could benefit. Thanks.

**There are a million ways to make a million dollars.
You just have to find one that's right for you.**

— Alan Tutt