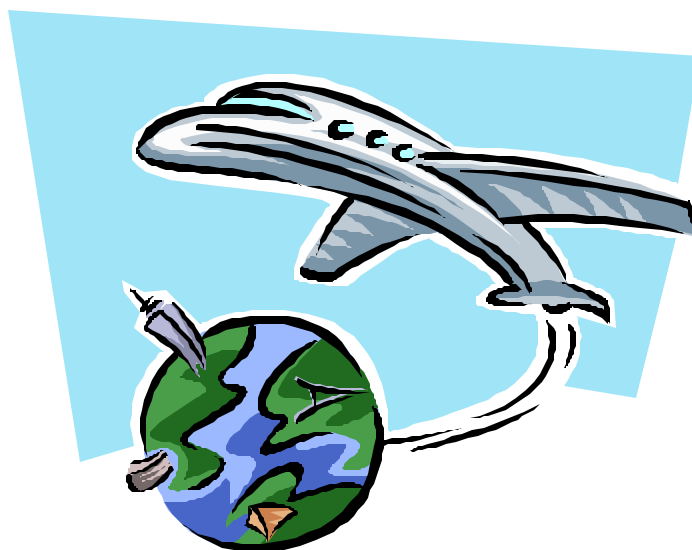


Money On Demand

**How To Setup Your Own Internet Business So That
You Can Live The Lifestyle You Desire, Multiply Your
Income, and Have All The Money You Want,
Exactly When You Want It!**



By

**Ted Ciuba
Terry Dean
Kirt Christensen**

Money On Demand

by Ted Ciuba, Terry Dean & Kirt Christensen

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Money On Demand

For your convenience this manual is divided into 3 sections

They follow in sequence the audio tapes in the program you received, 2 tapes per section.

Speakers

Since these are transcripts of audio programs, we identify each speaker. However, rather than write out the speaker's name completely every time, the following scheme identifies each speaker.

TC: Ted Ciuba

TD: Terry Dean

KC: Kirt Christensen

NOTE: This manual is a *transcription* of an audio presentation. Spoken language is never the same as "written" language. Spoken language is always more fluid than the language of written literature. As such, you'll find the normal idiosyncrasies of the spoken language... Sentences interrupted by other thoughts... ideas that may not be completed to their literary end... repeated words, etc. The authors recommend that you use this manual as intended, as a supplement to the audios.

If, however, the transcription form bothers you, please feel free to e-mail your comments and corrections to talk@realprofit.com and we will attempt to incorporate your emendations into future editions. Thank you.

If you don't have the accompanying audios , please request them from

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Money On Demand

Transcript of Tapes 1 & 2

TC: Ted Ciuba

TD: Terry Dean

KC: Kirt Christensen

Ted Ciuba (TC): Hello, and welcome to “Money on Demand”, a hot new internet program loaded with tips, techniques and strategies that you can adopt. Resources and context you can immediately adapt, take into your own and “Bingo”, you've got a business that you can provide what these three top internet marketers today are going to demonstrate to you, and going to show you what you need to do. In alphabetical order, with us today is Kirt Christensen, from Scientificmarketing.com, in Provo, Utah, Ted Ciuba from InstantInternetMarketing.com, working out of Nashville, Tennessee, and Terry Dean from Bizpromo.com in Hagerstown, Indiana. I tell you what, why don't we just let each of these experts introduce themselves, and share with you, and with us the listeners just exactly who they are. Tell me, and Kirt I think we'd start with you. In the context of “Money on Demand”, in the context of successful internet marketing, tell me the listener, Mr. Listener. Who are you? And how can you help me?

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“Kirt’s Outlook”

Kirt Christensen (KC): Well Ted, and listeners out there, my name is Kirt Christensen like Ted mentioned, and I am 27 years old. This is the first time, so I’m a young guy. I have been doing internet marketing and internet promotions for about four, or five years now, since the beginning. One of the most important things that “Money on Demand” means to me, and some of the experiences that I have gone through, is just the utter freedom that you can experience, and just the utter sense of having a lot better fulfillment in life and having not...Essentially escaping the rat race of a nine to five job, that the internet offers. One of the first internet businesses I did, really opened my eyes to the possibilities. A few years ago I helped start a software company that did store building software, essentially it was one of the first pieces of software of its kind, that enabled the user to create an entire website without having to know anything about “HTML”. We worked on this company, and when I initially started helping the company they were doing very poorly in the sales department, and so I went in and revamped a few things, and setup some of these “Money on Demand” systems, and techniques and strategies, and almost instantly, within a couple of months, we had quadrupled the company sales. Slightly after that, actually a few months after that, we ended up selling the company entirely for \$11 Million dollars. So that was really early on, an indication to me, of how important these topics of techniques that we are going to talk about today are, and really how they can change your life. It’s not one of those vague theories, they’re not just these little phrases, and catch phrases that we say. They’re actually techniques and strategies, that we’re using every day.

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To move into some actual techniques and topics, a little while ago, I had the opportunity to buy an online diamond business. They were already making money, but the owners for whatever reason, wanted to sell it for pennies on the dollar. So, I ended up buying this diamond business, the website, if you want to check it out, is Ediamondbroker.com. What happened is the owners of this business, and the previous years that I bought it, had made \$600,000.00 in revenue, and about a 20% profit margin, so they cleared about \$120,000.00. But, because they didn't have any "Money on Demand" systems, they didn't have any business processes that would allow them to experience the freedom that an online business offers. They were willing to sell me the business for literally nothing. The business did \$600,000.00 in revenue, and made \$120,000.00 in profits. But yet they turned around and sold me that exact business for \$37,000.00. So you can see the importance of having a, "Money on Demand" system is literally, the difference between having a business that's viable, and that's worth money, than having just another job. Who really wants to buy another job? And that's what a lot of online business owners get in the trap of, is that they're essentially just buying themselves a job. Okay, so what are those specific strategies that we can talk about? Well, and I'm going to use the context of the Ediamond broker site, throughout my examples, just to make this really simple.

The first is that most online business owners never, ever figure out one simple thing, they never figure out what their conversion rate is from their site. Now listeners you may think, "Okay, well what's conversion rate? What's that have to do with anything? Simply put, conversion rate, is the percentage of people that go to your site that do exactly what you want them to do. So if you get a 100 visitors to your site, and one of those visitors does exactly what you want them to do, be it place an order, or give you a call, or sign up for your Ezines, however you define exactly what you want to happen, that is your

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conversion rate. So in the context of the diamond business....exactly what I had wanted to happen, isn't necessarily that they place an order online, because that rarely happens, people buying a \$2-20,000.00 diamond, usually want to talk to somebody, right? So in that context the conversion rate is, out of how many visitors I get to the site, how many of those people call me on the phone, on my eight hundred number, or send me an email after they fill out a form on the site. Okay so that's said.

The first thing we put into place in "Money on Demand" system, after we bought this diamond business, is that, this is going to sound absolutely ludicrous to many people, is that when I bought this business I asked the company that I bought it from, "Well where are the customer files? Where's the database? Can you email me the database of all the past customers and the leads?" They said, "Yeah sure, we can give it to you...", and what did they proceeded to do? They went out in their garage, and they gave me, I think it was about 20 boxes of manila files, of standing files, and they said, "...okay here's our database." He had never put their customer member database, into any simple database program so that they could follow up with them, or follow up with their leads.

So that was the first thing that we...We set up the system using Gold Mine Software. Gold Mine Software is one of the top sales force automation tools out there, and what we simply did is when ever we got a lead, either someone called us, or of course emailed us, and they didn't instantly buy, we'd put them in a funnel sequence into Gold Mine. What this Gold Mine program does is it automatically follows up with these people for the course of ninety days. In the diamond business we found out, well if somebody contacts us, then the average time until they buy, is about ninety days. Any time past that, either

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they have already bought another stone from somewhere else, or they're just not interested.

What this Gold Mine system does is automatically everyday goes through its database and looks for leads that meet certain characteristics. The totally incredible thing about Gold Mine, about the sales force automation tools, is that each lead can be followed up with a different sequence. For example, say you get two different leads in, and the first lead is someone looking for a \$100.00 diamond, and the second lead is for someone who's looking for a \$10,000.00 diamond. Now which lead do you think you should follow up with more persistently? And longer? And more aggressively? And everything? Of course the ten thousand dollar lead right? Because it's more profitable. And so, that's what this system does.

For example if someone emails into us, filled out a form on our website, and says "Oh, we're looking for a \$100,000.00 diamond", we have a special process in our Gold Mine System, a special follow up sequence that we do. One of things is we send them a copy of a book by snail mail. We have our sales rep call them five times, the list goes on and on. But that alone has totally, absolutely, changed the way that this business runs. Every single day that we come into the office, and check the email, and our voice mail, we find that there is someone that is hot to purchase and has cash in hand. All of this is strictly from the follow-ups that we've done. In the diamond business it's very rare, that someone just comes to your site, and this is true for almost any internet business, it's very rare that somebody will just come to your site, decide that they have what you want to offer, and order it right then, especially if it's a high-ticket product. The follow up with people

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multiple times, is really where the “Money on Demand” comes in. “Money on Demand”, in my definition would be, it's all in the follow-ups.

For the second part of this, we essentially for the diamond business, we have two follow up systems. The first follow up system like we've already mentioned is for leads. We qualify leads as people who have either, emailed us and specifically asked questions, or people who have given us a call on the phone. But what about, we have all these people that have gone to our website, and seen the website which we get about, anywhere between a 1,000 and 1,500 visitors per day. But we wanted to be able to capture some of those and turn those into leads. So what we did, we came up with a course we call the “Diamond Pricing Guide”. And what it's, if you go to our site, you can see it there on the site. We teach people in a seven-day course exactly how to price a diamond, to make sure they don't get scammed by some of the common scams in the diamond industry.

So the obvious thing is, what happens when someone signs up for the course. Well of course listeners the obvious thing is to get the seven days of the course. One issue for seven days. The not so obvious thing is after they signed up for that, ten days after they started receiving it, three days after the course ends, they get a little tickler email from me that says " Dear Joe Blow, thanks for signing up for my Diamond Pricing Guide. I was just checking in my database and I noticed that your Diamond Pricing Guide, you got the last issue a couple days ago. I haven't heard from you, I was concerned. Because I thought you'd gone for the Diamond Pricing Guide, you have all the information that you need, why haven't you given me a call?" And then just give a little blurb and ask them to give me a call. We offer about three or four of those different follow up messages, after the initial Diamond Pricing Guide. Now this is truly “Money on Demand”, because

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simply what happens is we average about, 5 to 7 hot leads per day, off of that alone. By hot leads I mean, these are the people who have gotten the follow up messages and things like that, and then they proceed to either call us, or email us directly, and then ask us a question about a specific diamond. So we have about a \$2,000.00 average sale in this business. And we close about ten percent of the leads we get, so if you do those calculations on a monthly basis, just by having that Diamond Pricing Guide that accounts for at least \$6,000.00 in profit per month alone. Okay, of course the follow up benefit from this, and I'm sure that Terry Dean is going to talk more about this, is all these people that have signed up for this Diamond Pricing Guide and gone through the follow up and have responded or haven't, are essentially our Ezine list now. We currently have about 4,000 to 5,000 names on that list right now. And every time we have a special offer or something we want to get out, for example, last month I sent out a special offer on three diamonds that I have sitting here in my safe, that I wanted to get rid of, we sold all three diamonds within 72 hours of sending out the email. We just blasted out the emails to those four thousand names and said, "Hey, you've already gone through my Diamond Pricing Guide, just checking back in with you.....And oh by the way we have these three diamonds on special, here are some pictures, give me a call."...

TC: Well, now Kirt that sounds like a pretty good "Money on Demand" system to me....

KC: And that's it, that's the easiest, and simplest definition that I can think of for "Money on Demand"....

TC: Well that's great Kirt. I'll tell you what and the difference, and I hope that everyone caught a few things, I was making notes like crazy, like all of us are. Did you hear him

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talking about a company that had their customer database in manila folders?
(laughter) You can't do your most basic follow up in communications. So we'll talk about that versus sending out a little memo, a little Ezine, a little blast that says "Hey, I've got these three special diamonds, at a special price." Thanks so much on that.

"Ted's Outlook"

Ted Ciuba: My name is Ted Ciuba, to introduce myself, I am from InstantInternetMarketing.com, working out of Nashville Tennessee. Most people today know me by that book, Instant Internetmarketing.com and the website. But none of that really happened by accident, however, this is what I like to share so frequently, simultaneously all of that happened by accident. I tell you this is exactly why I am talking to you. I am of the firm opinion that if you get in there, you're ready, fire, aim, you know in other words, you put it, you know where you want to go and you jump in and start doing things, everything gets better. So like I said the latest InstantInternetMarketing.com in my opinion, is a well-designed book, a well-designed project, designed to capitalize on the interest in internet marketing, designed to reveal, and provide a great value that made it irresistible for people to upgrade. This is all part of the thing. But originally what I did, I went to, what at that time was a seminar that cost an enormous sum, \$1,100.00 back in 1994. Plus transportation, plus lodging, and you know how it's when you're poor. You know what I mean. Most of us can identify with having been.. even if is only during college, having been absolutely poor and broke, and money makes our choices. But at any rate I got that money together and I went. And what I learned in that weekend, from being with real people, such as the people you've got around you today. Who were really doing, and having success at really

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doing what is was that they said they were doing. In other words there's a big contrast with institutional learning, where we were having professors teach us everything from cooking and basket weaving and shop, on one extreme, to higher calculus. But most of them were in the academic environment. We didn't pick it up in the same way, so I found with that success knowing then I learned basics, there's elements to offers, you put guarantees in, you build a funnel system, and I know that throughout this program you're going to hear a number of times, people mentioning either funnel or the concept whereas you have larger and greater purchases as peoples knowledge of you, as peoples interest in what you're saying goes up. They understand, they've seen the value and you know what you are doing, your walking your talk, so you get that funnel system put that together and copy, learn certain words, like for instance and it's curious, "Free" they say is the most powerful word in any language. So you use that in your titles and headlines. And the curious about it in your email, and we're talking internet marketing here, which is a subset of marketing. Emails you have to be real careful about big old free things in your headlines and your subject line. Because there is a different mentality, different sensitivity.

But basically what I saying is you can learn enough in a few hours with some really, really knowledgeable people who are really doing it, that you can go out and start putting any of the things into motion that they talked about. You can just grab the nearest straw, if you want to put that metaphor to it, and you can start getting response.

Now response is the very first step in a chain that can happen in a couple of weeks, or it can happen in a couple of years. But that's the point of independence, the point of "Money on Demand", the point when.... Well let me tell you how....Here's what

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“Money on Demand” means to me. I recently got married to a beautiful lady from Columbia and so she comes over here, and she starts, you know, adopt-in our life style and which in our case, of course, means the direct response marketing business. She’d been here about four months, she didn’t know how to speak English at this time. She comes up to me one day and says, she says, “ Honey I need two thousand dollars.” Well I could see the money going out of my wallet. But you don’t have to give it to me. What, of course being a man, I said “That’s okay if I don’t have to give it to her”. So I asked her, I quizzed her. I said, “Honey just what are you going to do to get this two thousand dollars?” She says “I’m going to send out an offering on the secrets of writing Direct Marketing letters that sell”. Now get this, the only reason she said that is because she had already learned in that short period of time, that each of us in our own market area, the people who know us and love us and come to us for our specialty, who offer products that have genuine extreme value, who have also good marketing in place, good follow ups it’s “Money on Demand”. You know just press a button, or wait a little bit in the fax machine, go to the phone and start ringing and you’ve got money in. So that’s the long way around to say that I really feel that it’s simultaneously, it’s a matter of jump in and start making mistakes. You are going in the right direction. And I know that to be true. It’s also the matter of Hey, with the knowledge that you get, this whole purpose, this whole system is reflexive, and it feeds back into a better plan. So I say adapt with every step, to achieve success by design.

“Terry’s Outlook”

Terry Dean (TD): Hello my name is Terry Dean, and “Money on Demand” basically deals with me on the internet lifestyle. As Ted introduced me before, I am from

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Hagerstown Indiana, which is tiny, small country town. We live out in the country. Do you? I am so far out that even one time I wrote a letter for my newsletter talking about the next-door neighbor. Our closest neighbor is a cow, named Oscar who lives next door out in the field. So I can live out where it's nice and peaceful and I can make money from my home or from anywhere. Actually I say, is all I have to do is, I have access to my laptop or even if I have access to anybody's laptop, doesn't even have to be my own, we can bring in money in our business. That's part of when I talk about an "Internet lifestyle", and living internet lifestyle. That means I get to choose where I live, I get to choose where I go, I get to choose when I work, I get to choose when I don't want to work, and I also get to choose how much money I want to make. That is the Internet Lifestyle, it's the exact opposite of being hooked into a job. And throughout this tape, what we are going to be talking about the "Money on Demand" series is, I'm going to be telling you how you can get and start moving yourself into that same lifestyle. It won't happen over night. But you can start moving in that direction. You can take this as your catalyst, to start moving in the right direction. And start moving away from just having a job mentality. Think about the way most people you know think, they think if I work one hour, I get twenty dollars, or whatever their pay is per hour. They work by the hour. If they don't work, they don't get paid. Well guess what, that's not the way direct marketers think or the way anyone on this tape, thinks. We work on a different basis of being paid. We work on a "Money on Demand" system, where we're paid based on results that are produced. Not paid based on time we spend doing them. And just for myself, it goes even more into using automated follow up systems, and using what we call Ezine, and opt-in email list, which if you are already in the internet you probably know what I mean by an opt-in email list. But for those just starting out, an opt-in email list, mean's a list of

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people who have given you their email addresses, and asked for you to send them some type of info. For example, you may have a free report series on diamonds as Kirt talked about, where you'll have the email constantly go out by itself, you're not the one sending out the email, but it follows up on them by itself, or from my case we have an internet marketing series, which automatically goes out to them. They ask for it, it goes to them, and then they also get added to what we call, my Ezine database. My Ezine, which again is another new word for the internet, simply means an electronic magazine, or an online newsletter. For myself basically all it is, I'll put a few articles about Internet Marketing, real short articles, short tips about internet marketing, and I send it out to my list every week, or every other week. And that is what I call my Ezine. And guess what? Every time I send out an issue, all I do, is I send out one email, and then I have an automatic system that sends out all the issues for me to all the subscribers. Which at this point time we have 40,000 subscribers online. And every time I send out an issue, you can just watch the traffic at my site jump, you can watch the sales start coming in. You can start watching the shopping carts as the orders start coming in, to all the shopping carts that I have on my website. If there ever was "Money on Demand", that's what I call "Money on Demand". At a recent conference, which I spoke at, we actually did an example of what this was. I got up and I told everybody, that we were going to do a email off my list, we were going to send it out live that day, which was on Thursday, and there ended up being a couple of problems, which when you get on the internet, you can always notice that "Murphy's Law" applies severely to the internet. Which is if anything can go wrong, it will go wrong. But that didn't matter it didn't stop me, because I'm not the one that had to fix anything. I just called up the tech support, they take care of the problem, and then the email went out around midnight. By Saturday morning, which would have been around

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thirty-six hours, we had brought in about \$13,000.00 that people could see right there at the conference. That wasn't the end of the money that came in, that was just the end of what they could see. By Monday night, we're talking of a total just over 3 days we had brought in \$31,000.00. And, what I want you to imagine with this is, we are not a big company. My company consists of myself, and my wife. So a \$31,000.00 weekend is a pretty good weekend. When you don't have a lot of overhead, you don't have a company expense, and you work out of a home office. And even better, the email, which we sent out, didn't cost us any money. If I were to send out a direct mailing to forty thousand people, that would be a lot of expense, but when I send out an email to my list, there's no expense involved. The email goes out for free. And that's not a rare occasion for that to happen. We do this quite regularly. Not to long before, we had bought retail rights to someone else's product. An online delivered product, which we call an ebook. An ebook is basically a book that's in electronic format, so that someone, when they buy it, they can download it to their computer. And I actually don't have any delivery cost. Well within 24 hours of buying this product and offering it to my list, we had brought in over \$10,000.00, within 24 hours. And guess what? That's for a product that we don't have to ship, we don't have to do anything for it. That money basically just came in with "0" expense in that promotion. There wasn't even anything to be shipped. There wasn't a "Joint Partner Venture", there was no other partner for that. It was our money and it goes right into our bank account, for that \$10,000.00. And as I said, we continually do this process for our list. It has taken time to build up the list this far, but guess what?, the whole time we've been mailing to it. It isn't a once in a lifetime promotion, it's not that we promote one time a year, we promote to our list every week. We promote something different, and then from time to time we run special offers, which produce even more on

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top of that. So as you can see, this is “Money on Demand”, money when we choose to make it. And the basic idea was, that I want you to understand is having a list, what you do is you to start...For my website, I call... I have 2 different classifications of people that visit my website. I have what I call visitors, people who just visit the website. I really, honestly don't consider those people that important to my plan. Then I have what I call lead and subscribers. Those are people who come to my website and then they subscribe, for my email follow up and my Ezine. Those people are the ones where the money is at for me. And that's true for anybody who is in an online business. I've caught a lot of people online and you can actually watch those who succeed and those who don't, by those you learn how to follow up, and those who don't. Those who learn how to start collecting emails and following up on leads that they receive, are the ones that really start moving to successful levels. For example, online you are going to see a lot of things that we call affiliate programs.

An affiliate program is when a company has a product or service, and they allow you for free to sign up and sell their product for some type of commission. It might be 10%, it might be 25%, or it might be 50%. But they allow you to sign up and sell their products. They give you ad copies and everything else to sell. Well when I look at affiliates, and the affiliates that I have in some of my own programs, the ones who sign up and make money, are the ones who build lists. They build opt-in email lists, they use their website, with the main purpose of asking people to give them their email addresses, and then they follow up on it. And then what they do is they'll sign up for my affiliates program and promote that to their list, bring in a certain amount of money, two weeks later they sign up for another program. Mail that to their list, bring in more money. Again remember these programs were free to sign up, and so they constantly generate more money from

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their list. And we are going into some more things throughout the series that tell you exactly how you can make this completely automated make all these follow ups. Automated and done for you. We will even talk a little bit about later on how you can use Ezine in a box system which is to basically run an Ezine, weekly, or twice monthly, without you making any of the issue, or you even having to send it out, or even being home to send it out. It can be sent out automatically for you. The sales being made automatically by your website for you, and money being brought in by the “Money on Demand” system.

TC: Boy I’ll tell you what, that is “Money on Demand” Terry Dean. I want to know if you can teach me how to make \$31,000.00 in a weekend, or even \$10,000.00 in a 24 hour period. You’re going to reveal more secrets to us all, aren’t you?

TD: Of course, as we go along.

KC: Sounds great.

TC: Why don't we share a few minutes each of us, and just again on what everybody said. And Kirt have you got any thoughts again on ““Money on Demand””? And from what we’ve all said together?

KC: Yes sure, I guess it essentially comes down to a different phrase, which is “cash flow”. The only thing that really matters in this business is how much cash comes in. So many people get caught up on..... even highly educated people or even people who have very good jobs, so to speak, get caught up on the idea of, I go to work and I make \$20.00 an hour, or \$30.00 an hour, or I make \$8.00 an hour. And when I go to work and put in

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the hours, then I come home and they send me a paycheck. You know that works fine (laughter), up to a certain extent, but what would happen if you went into your employer, you know I'm currently making \$75,000.00 this year, but I really think I deserve \$150,000.00

(laughter)

TC: That would be a blooming boot to the seat of the pants man. (laughter)

KC: It's not going to happen, they are not going to just double your pay for doing the same amount of work.

TC: But you can do that though.

KC: Yes you can go in and ask them.

TC: No, No, You as a marketer though. (laughter)

KC: That's my entire point. As an internet marketer someone who believes in effective, emotional, direct response from marketing. You know that's an assumption. We all go into this business because we know, that we can double our income, and we're the ones who decide how much money we make. And we're not trading hours for dollars. For example Terry Dean like he alluded to in his comments, he has written articles that now appear in books. So he wrote those articles how long ago? Some of those a couple of years ago, and he's still getting the effects, rewards or money, how ever you want to term it.

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TC: Boy I term it leverage. (laughter) I mean the effects lasting years, from the work of a few days.

KC: Exactly.

TD: You know, it goes even further. Just recently one of the top internet marketers sent me a new book that he wrote, and one of the chapters was one of my articles.

TC: Cool! (laughter)

TD: It was linked to me and an endorsement from him about the beginning chapter, the whole first page of the chapter was endorsements from him, and why they should come visit my website. And then he had the whole article of mine in there, and guess what he didn't even ask. (laughter) That's partly because he knows me already and that I wasn't going to be upset about this.

KC: Right (laughter)

TC: Well Terry lets be honest, isn't that one of your strategies? You actually give reprint rights, as long as they include what is called your resource box.

TD: That's exactly right. That's one of the tools that I use, even in my own Ezine. Any article...One thing that people need to understand that we're talking about direct marketing, we talk a lot about leverage, which in my business more than anything else, that means I try to accomplish, at least two goals at the same time or three is even better. And by that, what I mean is I'll do my short articles for the Ezine that I talked about. My own Ezine. And I'll give people permission, if they want to they can use that article in

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their Ezine, also on their website, or in anything else as long as they use my resource box and link back to me. So you can see I do an article, I sent it to my list, and I made money, make money off the advance of my list, but the article is also used by other people who send people to my website. Which gives me more subscribers for my Ezine and other people even.... I've been paid money to use a collection of my articles, so that they can use them in their books, and link back to me. (laughter) So you can see I'm accomplishing three goals at one time, for one piece of work.

TC: Hey now, I tell you what, that's super money to me, if it just comes in kind of automatically, I mean it just comes in all the time. That doesn't bother you?

TD: Oh no it doesn't bother me at all. (laughter) See we.... Back in the beginning, because you've got to remember when I first started online, I really didn't talk this much about it during my presentation about my start online. When I started online I was \$50,000.00 in debt, with no assets. Which is a bad position (laughter) to be in.

TC: Which actually is unfortunately, common to, too many people who are listening to this tape right now.

TD: I have to say no assets because you might think that's \$50,000.00 worth of house mortgage. That wouldn't be a bad position to be in. And when I first started online.. I can use the statement, I failed my way to success. I think that I would have rather found anything that didn't work first, till I found out what did work.

TC: But you were following that whole thing, ready, fire, aim. You were doing something.

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TD: That's exactly it. Well back when I started, we are talking over four years ago almost five years ago, there really weren't any very good models or example to start with.

KC: Right exactly. We were all kind of wild and wooly. (laughter)

TD: Yep, it was the wild, wild, west of the internet. (laughter)

TC: That's absolutely true every marketer that has four to five years will say that, you know on the internet.

TD: Now the listeners right here that can hear what we have done..We've proven what works and what doesn't work. I mean for myself, you could see how little sense I had. I first started my Ezine list around a little over three years ago. And for the first year, I never realized that's where a lot of the money was coming from. My income monthly started... from the moment I started my Ezine list my monthly income has increased every single month. It's, just you can almost talk like clockwork it's increased. Here's a little bit more, next month, more, more, more. Right along with my subscribers base. The whole first year I didn't figure that out. It was as my subscriber base increased, so did my income. And I went along trying to a bunch of things that still didn't work. But my Ezine list kept going, so my income kept growing. (laughter) And that's what I basically want to get off to the listeners in this tape, is the fact that, if what ever you do, no matter what you are doing online, start building a list. And the funny thing is direct marketers have talked about that for decades. About building their customer list. Online, we have an even bigger advantage, because in direct marketing, they really could only afford to mail to really hot prospects, for us, I don't care if someone subscribes to my Ezine, and they only slightly care about internet marketing. That doesn't matter to me. It's not going to cost

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me anything to mail to them. Well I can mail to forty thousand people. Many of them become customers. But you know what? Seventy percent of the list might never become a customer. But does that hurt me? No not at all. You know two years down the road they might decide it's time to start it, and if they subscribed to my Ezine for the last year, and they now decide it's time to get started, Guess where they're going to buy?

KC: (laughter) Exactly. One of the things that I find the most fascinating, is that when you learn internet marketing, the possibilities are so limitless, so many people get tied into...Well I want to learn internet marketing, because I want to learn how to sell, xyz. Right. But once you know internet marketing the product or service really is irrelevant. You can market anything on the internet if you have the right skills, if you know the right techniques that we're talking about.

TC: Well that's true. And Kirt Christensen, I know for a fact that you were teaching a group of real estate entrepreneurs a few weeks ago how to use the internet to buy and sell real estate.

KC: Right exactly. For example when I bought this diamond business, how much did I know about diamonds? Well jack squat. I had bought a diamond for my wife when we got married, but that's about it. I didn't even do hardly research on it, when I bought that diamond. But so many people get so fixated, "Well how could you buy a diamond business? Or how could you do this and that when you don't know anything about diamonds? And the really important thing to tell people, is that doesn't even matter, you can learn that stuff. The important thing is that you know how to sell products and services on the internet. That's what we're talking about. These things that we are talking

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about, listeners don't get caught up on, oh I've got to do exactly what Terry Dean, or Kirt Christensen, or Ted Ciuba are doing. No! You can use these techniques in any industry for any product it does not matter at all. The most important thing is the marketing, not actually what the product is.

TC: And I think that it's a good time to end this tape, because like Forbes says, and what every one of us are saying, if we could be alive at any time in history to get rich, it would be here and now, because of the internet.

TC: Okay Kirt. I know that you've got some really good secrets for how to maximize your success with your own "Money on Demand" internet marketing business.

KC: Okay well, what we're going to talk about now, is really one of the most incredible things that you'll ever see. When I first reveal this to people, they are actually, frankly shocked with disbelief, because of how simple these things are. Do you remember back in the 1980's or whatever, there was all these books on the bestseller list about "How to buy Real Estate with no money down"? Well basically, that was one of those techniques back then in the real estate market that worked, because there was motivated sellers, people who wanted to get out of their property for whatever reason. Now fast-forward 20 years to the new millennium. There is hundreds and thousands of websites out there right on the internet, hundreds and thousands, I mean millions, and most of them probably 98% are not making a single thin dime. I mean as listeners I'm sure you know that you read the news, you've heard all the details, but this is a very important but, there are a very small percentages, of businesses out there on the internet that are making money hand over fist. And now why? Simply, because they have the right market or the right

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niche. And this goes back to simply formula, that is talked about by Michael Gerber. For those who are not familiar with him, he wrote the book of the Ennet, and in that book he delineates that there's two classes of people in business. There's entrepreneurs, who are people like us, that know marketing, and want to know marketing, and then there are engineers or people who know a lot about a specific thing. You know they know whatever, like say in the diamond business, they know all about the different cuts of diamonds, they have all the certificates from all the gemology schools, and things like that. They know everything there is to know about diamonds. But how much do they know about actually how to sell diamonds? Or how to make money in the business? Well zero to nothing, I mean little to zero. It's the entrepreneurs, who actually make the money. So that said, there's a small fraction of businesses out there on the web, that are making money hand over fist, and they don't know anything about marketing. So you see where this is going. If we go, for example, and look for internet businesses for sale we can find, on the average, as dedicated listeners, and I'm sure all of you are, if we really wanted to we could go out and find at least one business per month, that we could find on the internet for sale. Doesn't matter what the topic is, doesn't matter what they're selling, all that matters is the amount of money they are currently making, and that they're in a good product niche, they have good competitive advantage, they have a good USD that could be developed. We can then go in and buy this business and turn it into a "Money on Demand" system within a month, on the maximum. Okay so lets give some specific details. The first thing that you can do is find businesses for sale, is go to Ebay. I'm sure most of you have heard of Ebay. Ebay is the world's largest auction site. It's on the web, obviously, Ebay.com. Now when you go to Ebay.com, here's the super secret technique (laughter). I say that with a laugh because, here's what you do, in the Ebay search box

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you type in “Business for sale”. The other thing that you can use in that search box to search for, is website for sale. Problems is if you search website for sale, you get a lot of domain names and things like that. And that is definitely not what we are interested in. We are interested that are up and running, their already making money, that’s the key. We’re looking for sites that are making money. Not sites that could make money, or not sites that have a great idea, or not sites that have a lot of potential. We’re looking for businesses that are already making money. So we go into Ebay and search for businesses for sale, and we go down the list, and you’ll see a lot of junk, essentially see a lot of things that are offline businesses. For example, I see one here that says business for sale, Cappuccino Bar and Café. So obviously that is an offline business. Actually it’s out by Terry, it’s in Greenwood Indiana. I guess that’s somewhere close to Indianapolis.

TD: That’s not very far from here.

KC: So that is the business that they are selling right now for \$45,000.00. So we wouldn’t be interested in that, that’s an offline business. There’s not a huge potential for leverage, which is what we’re talking about today. Because, you know, we’d have to move to Indiana to run that business, and that would affect our lifestyle if we’re already living somewhere else (laughter). But if we scroll down to Ebay businesses for sale, we’re going to find some very interesting things. And right now I’m going to scroll down and find an interesting one that I found recently. And I’ll tell you why it’s so incredible, and tell you why it’s such a good opportunity now this business in sense has already been auctioned off. In other words already gone off of Ebay. Don’t try to go and find this business in Ebay because it’s gone. I’ve probably bought it by the time you listen to this tape. But what it’s an exhibit display rental business. Now the interesting thing about this

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is there are hundreds and thousands of trade shows per year in the United States. And companies that go to these trade shows, some of the bigwig companies they buy their own display system, you know the backdrops, the podium, you know where they display their brochures, and things like that. But there's a lot of companies, smaller companies that simply don't have the funds to buy those. So long story short, it costs about three thousand dollars to buy one of these display systems. One of the top of the line display systems they everybody wants. There is a company for sale on Ebay, right now, that is selling their exhibit display rental business. They've been doing it about a year. The business averages about \$3,000.00 to \$3,600.00 per month in revenue. And assets for the business are is that they have three sets of this system. Three sets of theses displays. They charge four hundred dollars rental per, and the rental period is ten days. So basically their business is maxed out. Their using these display systems basically to their fullest extent, each one is rented about three times a month. And there's a ten-day rental period. So they're going to have to buy some more displays if they want to continue to make some more money. The interesting thing about this business is, it's only been going one year, and already making \$3,000.00 to \$3,600.00 in a month. How many of you out there would die to have a business, an all cash essentially business, not a lot of hassles, not a lot of price competition, this is one of the only exhibit display rental businesses out there. How many would literally die to have a business like this? It's so amazing. And the interesting thing about this business is, on Ebay how much were they willing to sell this business for? Well if I go back to my Ebay screen, it shows that they tried to sell the business, and their starting price was \$15,000.00. Doesn't that strike you as extremely low? The business already generates \$3,000.00 to \$3,600.00 per month in revenues, and their profit on that is basically at least 90 to 95%. Then what other costs do they have?

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Well they have their website, they have their phone costs, talking to the leads on the phone, they do some limited advertising in a few trade magazines and things like that. So that's what they originally had it for on Ebay, and it did not sell. So that is a very, very good sign for us as entrepreneurs, because if someone goes out of their way to write up a whole Ebay listing, gets all excited, and puts it on Ebay, and they leave it on there for seven days, and no one bids on it. Do you think they're excited, or sad? They would get very sad, because simply put they have done all this work, and it's kind of like they're being rejected. So what I did is I waited for the auction to end, then I called them on the phone. And I purposely called them on a Friday night, when I knew they wouldn't be there. Now why did I call them on a Friday night? Well I wanted them to think about it over the weekend, I wanted them to get really excited that somebody called them about the business and is interested in talking to them about it. I didn't say I was going to buy it right off, or I'd pay them \$15,000.00. I just told him I was interested in talking to him about it. In their mind they think "Well okay, well Monday comes and I can't let this lead go, he said he wanted to buy the business, and I have to go all out to sell it because, I don't have the time to run it" or whatever. Whatever reasons they are trying to sell the business. So I talked to this guy and it turns out that he is willing to sell me the business for \$10,000.00. Let me let that sink in. He's willing to sell a cash flow of \$3,000.00 per month for \$10,000.00, one time. Doesn't that strike you as pretty incredible? Because what happens if I go in and buy this business and don't change a thing? What happens if I leave everything exactly the same as when he started it? Well, simply put within three months, I'll have paid back my money, and I'll have a \$3,000.00 cash flow essentially forever. I'll have replaced the full time income that most people make on a job. Is that pretty incredible or what?

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TC: That's incredible.

KC: (laughter) Now here's where it gets even better, where we really go into "Money on Demand" principle. Now, what are the chances I'm going to buy this business and leave everything exactly the same? Well none, because I am going to look at their ads that they're running and I'm going to say, "Man that's a stupid ad. I can't believe they're getting any responses to that", and I am going to rewrite it. I am going to go in and establish a contact database. Now if somebody is going to rent the display system... Picture this with me, I'm company "A" and I rented a display system from this company, now most companies are never going to contact that renter again and ask them to rent again. They're just going to say well if he wants to rent it again he's going to call me. Wrong, what you have to do is set up a database that automatically emails these people. I don't know what the numbers right now, but I'm going to assume at least every six months and ask them, "Hey you rented a display system from us six months ago and you said that you had some good results with that kind of display system, hey when are you going to rent again? Let us know, we'll put you on the calendar." And the other thing that I'm going to do is, I'm sure when people, when they have leads that call and say hey I am interested in renting a display system. Can you give me some information? I'm sure all they do is talk to them on the phone and that's it. So either you buy it or don't. What do you think would happen if we set up a follow up drip system like Terry Dean, and I have been talking about? Do you think you'd be able to rent more display systems? Of course, instantly. So here's the thing that I would do, if we were to buy this business. Well the first thing is the website is you want to take a look at it. It's 10group.com. And the

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website isn't bad, but it doesn't have enough information, it doesn't have a good enough selling process, a unique selling proposition. And the copy is all right, but it's not fantastic. So the first thing I'd do is I'd rewrite the copy. So how much does that cost me? Well if I do it myself, free. If I hire somebody to do it, it's going to be anywhere between \$500.00 and \$10,000.00. Let's be conservative, I'll just write it myself the first time. So that's free. Then I'm going to set up a follow-up email system that offers some.. Develop some special report on the trade show business, or something like that. How much is that going to cost me? Free. Then I'm going to set up a database using something like Gold Mine, or any of the contact management systems, that automatically follows up with my prospects. Well okay for this one you are going to have to buy one of those systems, so that's anywhere from \$200.00 and \$500.00. What else? I'm going to go onto Wordtracker.com, and I'm going to look up the most important key words related to this business. You know it could be trade show exhibits, it could be exhibit display rental. I have no idea going in. But I'm going to go to Wordtracker, buy a subscription for about \$97.00. Wordtracker tells me exactly what key words people are searching for. And then I am going to the paper click, all the paper click engines, like goto and search, and all those, and bid on all those key words. That one is going to cost me \$97.00 for the Wordtracker subscription and for the key words.

So long story short, in just a couple of sentences, I've shown you exactly what I would do to if I were to buy this business. I can literally guarantee that if I did that, I would increase the sales by at least fifty percent within the first two months. So that is one of the most simple "Money on Demand" systems that are out there. So many people come to me and they say, Oh I can't come up with or I can't write an Info product or I can't do this or I can't do that. And these are people who know a decent amount of dot internet

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marketing. So what I tell them is, the most important thing is to learn is internet marketing. Once you know internet marketing, you get into the buying/selling internet properties business. Where you take a business like this, you revamp it, you do all the work to systemize it, turn it into a business system, and either keep it and have someone else run it for you, and just have the cash flow coming in month after month. Every month you get a check. Or, then you turn around and sell the business. So one last resource I wanted to leave you with, besides Ebay there is another really, really incredible forum you can go to, that has all kinds of businesses for sale. This one was a little bit more complex and a little bit more intense than Ebay. On Ebay a lot of times you'll find, for lack of a better term you'll find, junk. But there really is some fantastic gems if you look through Ebay, under business for sale, or website for sale. The other place to look is a website called Gethighforums.com. On Gethighforums.com they all types of topics on internet marketing types of things, and one of their specific topics they have, one specific board is "I Want to Sell My Site". (laughter) So there are hundreds of people that post on there, they say this is the kind of site I have, here's the amount of money it's making, here's the industry, here's the site, here's how much I want for it. And it's incredible that just the vast number of sites out there that are making money hand over fist, and the people don't know anything about marketing. If you buy these businesses for pennies on the dollar, and then just apply some simple, simple marketing, you can literally make a fortune over night, just by knowing internet marketing and knowing a little bit of the business you are buying. So that in a nutshell is one of my versions of "Money on Demand". So Terry and Ted, do you have anything to add to that topic?

TD: Well one thing that I want to mention, many of our listeners might not realize just how powerful a statement you just made. The hardest thing on a business, really is

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coming up with a product, that customers want to buy. But what your talking about is buying businesses that already have a product that customers want to buy, and just changing the marketing around. Coming up with a good market, and a good product, is the hard part. Changing marketing will not take long. As you said most businesses you could turn them around and increase profits by fifty percent, in two months. And you know that is just.. Think about it, you said the business would cost \$10,000.00, it would pay for itself in three months. Go out for a lot of these retail businesses, and ask them if they would dream that they could have paid off their businesses in three months that they paid for. Because most businesses take between two, to five years to pay off. And that's if they succeed. What you're going into, is your going into a guaranteed success .The business is guaranteed to be successful pretty much, and all your doing, if you just sat there and took it and let it run... There might be a few people listening who aren't one of us would probably take a week or two to change things. A lot of the people listening it might take them six months. But for that, business during that six months they've already paid it off, and they're at a good full time income, during the six months while they figure out what they want to change.

KC: And another thing that is so incredible is, what is the most motivating factor that most people find in a business? The money. It's so motivating when you buy a business, and the first day after you buy it, you make your first sale. It's so much more fun to change things, and modify things, and prove the copy, to work on things, when the business is already making money.

TD: And I mean even if they go through and change something and it drops the results, all they have to do is go back and change it back to what was already working. Even

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along the same lines, talked about going out and buying websites that are already there. There are a lot of people online, that have a lot traffic to their site, we're talking thousands to ten thousand hits a day, per website. They generate a high traffic site, a very valuable site, but all they do is try to sell advertising that nobody wants to buy, because they don't know how to sell it.

TC: Well but Terry you just bought up a whole, with this idea, a whole other business. Kirt bought up the idea of buying and selling businesses. Buying one for \$10,000.00, and turning around and selling it for \$250,000.00, right.

KC: Right.

TC: But you just brought up the idea of once a person grabs hold of these principles, concepts, and knows how to market, the same way Kirt's talking about in your own business. But you can go out and do the work as a consultant, as an internet marketing consultant.

KC: Right exactly.

TD: That way you can do the consulting, or even eventually go to the site and purchase. A lot of those websites are probably for sale. That you can buy them out yourself, and do the marketing with them, or you can do it as a consultant, split the profits. You go to just about any message board online, that webmasters at it, and there's going to be someone in there talking about they have ten of thousand of hits every month, and they can't make any money. And almost without fail, it's because they're trying to sell advertising, and again, like I said, they don't have any idea how advertising works. And if all the site is

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trying to do is just sell banner ads, in today's age, they're dying, you know a site that only sells banners and signs, but you can go in purchase the site for pennies, and basically change the marketing, start building a "Money on Demand" system, start getting those people to subscribe to something, and use multiple strings of income to those people that subscribed to something, and instantly turn a site around. A site like that can be turned around in a week, because, guess what they already have the customers there. They're there, they just don't have any idea how to sell to them.

KC: Exactly. This is fascinating, it's just amazing the number of businesses that are out there, that are making money, because their in some great niche, that none of us would ever think of in a million years. I mean come on, would any of the three of us come up with the idea for an exhibit display rental business?

TC: I couldn't have, I wouldn't have. (laughter)

KC: It's a fantastic niche, if you think about it. The manufacturer actually rents these displays, but from what I read their price is about four times as much as these guys are charging, and it's more hassle, and your dealing with a large corporation. The niche is what matters, once there's a niche and there's money coming in, you can apply simple basic, proven marketing techniques, like what we were talking about, building a list, doing follow-ups, increasing the conversion rate, changing the copy on the site, and literally just, I mean take the money to the bank. There's really not much else to it.

TC: And that really is, and should be the objective of all business, as Michael Gerber presents so well in the E-myth, and the E-myth revisited. Is that it really becomes an autopilot system. We're talking autopilot, we're talking about a business that runs itself and

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of course that doesn't mean absolutely 100% autopilot. No more than you'd want to pilot to step out of the control cockpit. (laughter) However it really is the systems autopilot and into this whole system we can dump the "Money on Demand". A special promotion, a special way to assist our customers, in our niche, and you know money's coming in.

KC: Yes it's incredible, it's just one of those things that, when I tell people these stories they don't believe me, literally they don't believe me. For example, I was down at a seminar in Atlanta just a while ago, and I told somebody, it was a gentleman from the U.K. I told him this business made \$600,000.00 in gross profit, \$120,000.00, and I ended up buying the business for \$38,000.00. He's like, why would they sell it? I said, "Did you not listen to what I told you?" They had all their files in paper. It was a pain, it was hassle, they had to do all this work to make the money. They had to literally work their butts off to make all this money. But, in internet marketing, one of the key things to remember, like Ted's talked about is the leverage that existed, the incredibly potential that you have to automate your business as much as possible. To either have the computer, which is the optimum solution or train somebody else to do it. For example in my diamond business, it just so happens that it's one of those markets people want to talk to somebody. I mean that's not too ludicrous to imagine. If somebody wants to buy a \$4,000.00 diamond, they want to talk to someone before they purchase it. So I kept thinking, okay well I can automate this business as much as possible and then I can take all the phone calls, and sell the diamonds. And I did that for several months. But then I thought, this is crazy, I keep telling people they need to leverage themselves, and they need to automate things as much as possible, automating things by hiring a \$10.00 an hour employee that I can train exactly as well as me, is the same thing. So I went out, actually there's a friend of mine in the neighborhood that needed a part time job, and I

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pay him \$10.00 an hour, and I trained him for two months, and now he is much better at selling diamonds than I am.

TC: That's the irony of it, everything is. You're the entrepreneur, you're not stuck in the parts and the pieces.

KC: I write the copy that gets people to call, and he closes the people once they call on the phone, or sends them emails. He is much better, he has a much higher close rate than I do.

TC: Excellent

KC: That is kind of funny isn't it.

TC: Thanks so much Kirt for that unique insight on "Money on Demand". Now I'd like to give one of my slants on it. This is Ted Ciuba, and basically what I like to do, at some point in almost every really serious marketing discussion, I like to bring into the point to bring, because I like to bring it into my own efforts, is how we make money. I mean really this is the whole system on automation, on relationships, on "Money on Demand". And I've broken it down to really eight different principles, and I'm going to cover all eight, but there's three that I want to focus on because, there's only believe it or not, of all the different things that we've talked about, there's only three ways to make money. And I am going to share all those with you. Number one, the first thing I'd like to talk about, and basically I've titled this section "Thrive on the Internet - When you focus on the 8 basic missions of a business."

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“Thrive on the Internet”

The first one is “Love Thy Customer”. This goes a little bit deeper than it sounds, in fact that are some metaphysical things like, even a dog, if you treat a dog nice, the dog is going to wag its tail and going to like you. Whereas if you are throwing things at the dog the dog will be barking. So people do respond, now if we are going to be dependent on people’s investments in our products it behooves us to be interested in the topics and subjects we’re dealing with. Now that’s what I am talking about of course with internet marketing, and specifically if you get into information marketing, which I favor, because it has super high margins, and because you wake up in the morning and you want to be an author, you pick your topic, right? So you can get into something that you are interested in, be like the people that you are marketing to. In fact you do love them, you’re going to be one of them, you’re going to have a lot better opportunity to be a success. Obviously the more you serve your customers, since it’s all a voluntary system, the more they will spend with you. So that’s number one. Love Thy Customer.

The next group, there are three of them together, this is what I have started looking at them and look these are the three fundamental laws of the business internet success. Number one, you have to have a great product. Now this is something that we skip over sometimes. I don’t mean that we do it, because we think that you can get by with shoddy one, quite the opposite, we’re focused on marketing. It’s not the better mousetrap, but the better marketing that will sell the better mousetrap. However everything that we talk about on this whole “Money on Demand” system, is predicated on the fact that we have delivered value to the people who are currently our customers and/or our Ezine subscribers. I break them down into two categories, Inquiries/Prospects and

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Clients/Customers. And again there is the rest of the world, people who haven't expressed an interest. So for the system to work long term, "Money on Demand" that is we've got our automated systems going, and we do a promotion, and we make money. We've got to have good relationships, we've got to have good products it goes basic. So that's number two idea. Number one of this trilogy, the number two idea of this trilogy is write a killer website, glad I referred to it. Basically it means copy. We've got to have a website that, gets peoples email addresses. Gets their names, so that we can get personalized auto responses. Now this not just little old Ted Ciuba, sitting on the front porch floor country estate talking. This is what Imarketing news says. By the way you should subscribe to that, it's free. Do a search on the internet "Imarketing News". They say the purpose of a website is to get a name and email address. Think along those lines. With popup boxes, Ezine subscriptions, free reports, because again, we're talking about building this "Money on Demand" system. You've got to have the names first, by the way the same article goes on to say just that. Collecting names is therefore (DUH!) The first and most important step in producing a successful.. They called it Email Marketing Program, we're calling it "Money on Demand". So you've got to have those names, you've got to have a website that offers value, to at least get those names, if not make sales of course, because that is always the objective.

And number three. Once you've got that product, once you've got that website, then you've got to attract traffic. So that's real simple, now what I do, is I take those three fundamental laws of internet business success and so far we have covered four of the eight, and I apply them to the only three leverage points where we have to actually affect the revenues. And that is, number one we can increase the number of prospects or visitors to our site, and number two we can increase the conversion rate of visitors to clients, I

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prefer to use the term clients to represent a repeat customer, a customer is a one time thing, a client is we have a relationship, and we're always thinking about that. And number three, you can sell the clients that we interact with more. So what you've got is you can increase the number of prospects, you can increase the conversion rate, or you can sell clients more. So there's only three ways, so if you think about that, every business only focuses in on those three ways. Now what I want to do, is give a real quick and simple example, because if we focus on those three ways, we can instead of a linear approach to our business, and it's just touching up and tweaking different ideas and things, we can create an exponential explosion in our business. And this is exactly what Kirt was talking about when he says "I can double their business in sixty days." Now that is an exponential explosion. A 50% increase in sixty days. So what did he do? What do you do? Well first of all let's compare. What is it a linear style improvement? Well I think you probably know that any blue chip stock on the big board, if they were to turn in a 10% improvement, the bottom line, that would be staggering that would be revolutionary, that would be like a tidal wave. Instead we are looking normally at 3 to 6% as a good respectable figure.

But in marketing it's very easy to change something. And just for instance there are all kinds stories, and it's happened in my own experience and it's happened in experience in every marketer I know. Just by changing a title on an Ezine, I mean on an email. Just by changing a title on an ad that we run or sales letter we send out, just by changing the offer, offering an additional bonus, changing, doubling the warranty. Just by what I am getting at, just by getting one little change in something, we have increased sales and/or revenues by 100%. So let's say we just really only take 10% improvement to everything. What we do, and let's just take some real examples. Let's say that we are small sized, and

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we are getting about 5,000 visitors a month. That's very small. If you increase the number of visitors, all things being equal, let's say you've got a 1% conversion rate, your going to make more money, because 5,000 visitors, and if you've got a one percent conversion rate, that means 50 buyers. And let's even take that one step further, you have a \$200.00 product, and you don't have to write these details down, I'll keep reminding you. But you have a \$200.00 product, by the time you do all the math, that means you've got a \$10,000.00 monthly business.

Now if you just improved your visitors to 5,500, well that's 10%, then you'd 55 buyers right? You would then have a little bit more money. You don't even have to do the math to know that you increase the number of the revenue. Also, what if you made your site a little bit better? And instead of getting a 1% conversion rate, what if because you put an Ezine signup opportunity, with a pop-up box, you started getting one out of every six visitors, and Ezine address or an email address to you'd have that hooked up to your auto responder, and that is sending out a sequence, inviting them to participate in some other opportunities. So you up your conversion rate just 10%. 1.1% that would be easy to do. You can do that with a couple of days. Now you are talking about 61 buyers, what if you just priced your product, instead of \$200.00, you put in \$220.00. Most of the time, people haven't tested their products right. So if you put that all together, you've really got, over a 34% increase in business by affecting each one of these elements, 10%, it means a 34% increase. That's what I am getting at, site visitors, conversion rate, price of product, and so really you can.. And if you put those together and then you recognize there is one other thing, and this by the way is the big secret that Ted Nicholas identified in "Those who are successful and those who are not". He said " Those who are successful, really successful, think about their business differently than the normal people". Now, what that

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thinking about it differently was, was the “Back End”. Now that’s what we’re talking about with “Money on Demand”. We’re talking about having a sequence that stays in contact, and again we are talking about Kirt was mentioning Gold Mine, if you are doing it with physical mail. We’re talking about auto responders, sequential according to what they’ve purchased, or what action they have taken. And the best source that I know for that, is far and away Autopilotriches.com. By staying in contact with people, and offering them the opportunity, to participate in your offerings at a higher level of value. That value being additional products that, that value being new releases, that value being products and ideas that they’re asking for more information on, you deliver, in whatever your niche is. And so that’s getting more out of the customer also because you offer them more. Now that should be, as Ted Nicholas is identifying your basic plan, you’ve got a business that will be self sustaining, that will bring in predictable revenue, long term, and anytime you have a new product, a new promotion, or anytime you’d like to have.... I know people who would like to have a new boat, and they make an offering to their list. That’s how flexible it can be.

That now brings us all the way up to point number seven, having finished up our Exponential Explosion. And the last point that, and I’ve already mentioned this in this presentation, and that is you’ve got to start to put all this in action. It’s Ready, Fire, Aim, and it’s really just getting it into action. So what I’d like to do is I like to do is review eight programs, the eight different points, and then throw it open to discussion. Thrive on the internet when you focus on the eight basic missions of a business. Number one: Love your Customer, Number two: Develop a great product, Number three: Write a killer website, Number four: Attract targeted customers. Number five, six and seven. Follow from that, they are the only three we can really increase revenues. Is increase the number

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of prospects and visitors to your site, increase the conversion rate to clients, and sell clients more, and then Number eight: Do something ready, fire, aim.

TD: I most definitely agree with that especially with the getting started point. What you call Ready, Fire, Aim. The problem that I feel a lot of people do, is because I have taught a lot of internet marketing, a lot of home businesses that people have started on the internet, is that they want to get everything right before they start. And when they get all their ducks in a row, they say like I have to learn a little bit more, before I get started.

TC: It's a big problem.

TD: And so they basically have such a fear that they are going to do something wrong, that they don't ever get started. And I want to reassure them right now, that I guarantee you're going to do something wrong. No matter how long you wait, or how much you learn before you get started. So, you might as well get started now and make your mistakes now. Because you are going to keep on making mistakes as you go on. Just recently at a seminar, I was asked what my two biggest mistakes were. And my answer to that was, "Do you want the two biggest mistakes ever? Or my two biggest mistakes this week?"(laughter) Because we haven't stopped making mistakes. I'm not perfect, I don't know about Kirt and Ted? But I'm not perfect.(laughter)

TC: Really the consequences of those mistakes are not very severe either. Now are they?

TD: No, they're actually not that severe, and the same thing, is if you are going to be out there and get started, get started at low cost. A website does not cost that much anymore. Getting started, and doing follow-ups does not cost that much. Starting to collect email

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addresses for your follow-up system. Changing your website, to start collecting opt-in email, doesn't cost that much. So we're not talking about a lot of risk for anybody who is listening to us either. They might write a sales letter that doesn't work. Well when you do the first couple of sales letters, make sure you don't spend a \$100,000.00 advertising them, when you don't know whether if they are going to work or not.

TC: Don't pay a \$100,000.00 copywriter to do it either, if it's your first rattle out of the box.

TD: That's right. Make sure that you open yourself, so that if something goes wrong, you can still change it. The whole direct marketing field is based on testing. Test it, Test it, Test it. I told you, at the beginning of the tape about a couple of the stories of promotions that I have done. We did \$10,000.00 in 24 hours, we \$31,000.00 in a weekend. Every one of us doesn't do that well.

TC: Aww, Gee.(laughter)

TD: It would be nice to do \$31,000.00 every single weekend. But we've actually sold products from my list that we didn't sell a single copy. So guess what? That was two years ago but still, guess what? I didn't offer a product like that anymore.(laughter) I found out they didn't want to buy it. For my list it was, I have an Internet Marketing list, and I offered a product that had to do with direct mail. Even though it was an awesome product nobody wanted it.

TC: Hey you know what Terry? Bouncing off, I'd like to interject an idea that I think that might help the listeners, bouncing off of that idea. Recently I made an offer to a list for a

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product that I didn't have, and it was called The "I Copywriting Intensive". I had a lot of reasons, why.. I had put something I put together called I Copy Writing. Copy writing for the internet, and the web, and for the Ezines. I had a lot of reasons to be suspicious that it might not work. It's got intensive in the name, which sounds like work, and a lot of people think of copywriting as work. But I made a prepublication offer. I just offered it, and I offered it at less than half price of the supposed price as I was going to offer it for, just to see if anybody wanted that product, and then when they did, I knew that I had a seller, I then went into production, and the rest is history.

TD: Along the same line, that's part of the reason why I talk so much about starting that opt-in list because, that day I tried to sell a product that I didn't make any money from. Guess how much money I lost that day? Nothing, I didn't lose a penny.

TC: I love it, I love it.

TD: If I had bought a 10,000-person mailing list, and mailed it out, I would have been hurting.

TC: You sure would have.

TD: But, when you're talking about your own email list, when you fail, you don't lose anything. And when you succeed, you gain a lot.

TC: It's the ultimate. We really are lucky to be alive right now. By the way we are running on about three more minutes of this schedule. If anybody wants to add anything at the present moment. Kirt how about you?

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KC: Yes I just think it's fantastic just the different perspectives that everyone has on this topic of "Money on Demand". It's so critical to reiterate what's previously been said. And there's no way you're going to learn everything, and then start your business, and be successful right out of the box. You have to do trial and error, you have to start somewhere, and if you make a few mistakes, no problem. Every person who has an internet business has done exactly the same thing. So every successful person, there's lots of people who've made no mistakes, but they also have no money in their bank account.(laughter)...So, that's a real key to remember.

TC: That's absolutely true. Terry Dean do you have any parting comments for right now?

TD: Basically it's on the same lines that we've been talking about. People are listening to tapes. Kirt told them exactly how to find a business. We are talking exactly how you can produce "Money on Demand" in a business. There's going to be a lot of fear for people who are listening to this before they get started. And they just needed to step out, and start doing something with it. Start trying something, and keep your risks small, like what Kirt talked about was if you buy a business that's already making money, and it's going to make itself successful in three months, then buy it, just run it for three months, pay off what you spent for it, and then start testing around with changes on it.

TC: All right and thank you. And by the way Terry you are going to be opening up the next session with a topic related to "Money on Demand" and streams of income. Is that correct?

TD: That's exactly it.

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TC: So don't go anywhere, and in the mean time, thank you for participating with us on
“Money on Demand”.

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Money On Demand

Transcript of Tapes 3 & 4

TC: Ted Ciuba

TD: Terry Dean

KC: Kirt Christensen

Terry Dean (TD): Hello this is Terry Dean, and you're listening to the "Internet Super Group", and we're talking about "Money On Demand". If you have something available, you need to go get a pen and paper so that you can take notes, because I'm with Ted Ciuba and Kirt Christensen, and we're covering all the different ways that we earn Money On Demand on the internet.

We're continuing our first tape, and we're talking about how each of us enjoys money on demand in our own businesses. As I've already mentioned before the main way that I really enjoy money on demand in my business is through my ezine list, through my opt-in email list. When you go online, you're going to notice that a lot of people send what we call "Bulk Email" or "Spam". That is the exact opposite of opt-in email.

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Opt-in email is when someone gives you their email address, and asks you to send them some type of information by email. The opposite is Spam, which is where you go around collecting email addresses, and just email anybody. Or, you trying buying one of those 2 Million Email Addresses on CD for \$50.00 or whatever the price is, and you just try to email everyone. That is a big No-No on the internet, and will get you cancelled. So, let me tell you a secret, opt-in email is one of the real powerful ways...we could probably call it the killer application of the web...it's my favorite way to earn money on demand on the internet.

For the last several year's, I've been building up what we call an "Ezine". It's simply an opt-in email list of people who I send out a newsletter to. If you look out, and you think of things in the offline world, off the internet, you would actually compare an ezine to something like a short newsletter, or even the actual term comes from "Electronic Magazine", an ezine. What I do is every other week, or every week, I send out a short article, a few tips about internet marketing, my ezine is called "Web Gold", and I send this out to my subscriber base, which is now over 40,000 subscribers, and is growing very quickly. We add several thousand new subscribers every month to our list. This is my biggest "Money On Demand" system.

One thing I really want to tell everybody here that's listening to this, and your sitting at home right now. I want you to mark this down on your piece of paper, first and foremost, my biggest mistake, when I first started out I was not building an email list, of my

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customers, of people who asked me for information on things. I basically for the first year and a half online, didn't deal very much in any type of email. I just sent websites, sold products. We made some money, our business made money, but our income pretty much was stagnant. One month we might have a lot of income, the next month we might have lower income, and it would go up and down continually for us. But then one day I realized, that the income was so correspondent with how much, and how often we advertised in opt-in email lists, which is one thing that we can talk about with this, and I still use for building my own ezine list, is I advertise in other people's ezines.

If you spend much time online at all, you'll hear about online advertising in ezines. Which again is just basically buying an ad. Just as if I would go out and buy an ad in a magazine, I can buy an ad in an ezine. And I could reach 10,000, 20,000, 300,000 people, and the ad times instead of taking 3 months for an ad to run as it would in a magazine, my ad will probably run in the next 2 weeks or so, in most cases, depending on the ezine that I advertise in. But for myself, I've used ezine advertising more than anything else, to build my own.

I'll go out and place ads telling people that they can come to my website. If they come to my website, we have a free electronic book they can download, IF, they give me their email address. Then, the process starts for my ezine, of building cash for me. For myself, I have 7 major internet profit streams I generate out of my ezine. 7 ways I make money from an ezine. The first one that I really do more than anything else is I sell my products in it. I will put an article, for example, I might have a 500-word article on "Internet

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Marketing”, and then I’ll sell my product of the “Instant Cash-flow System”, and even though I sell that product just about every single week somewhere in the ezine, it’ll still generate several thousand dollars, every time an ad runs in it. So I sell my products. Whenever I come out with a new product, you can pretty much guess what happens in my ezine.

I recently, not to long ago, bought reprint rights to someone else’s product. I paid them a fee, and now I own their product to sell. I released that in my list, just as a simple ad on the top of the list, it generated over \$10,000.00 in 24 hours, just in sales for the product. Since I paid a total \$1,600.00 for the reprint rights that’s a pretty good deal, that’s an \$8,400.00 profit within 24 hours, (laughter) plus I still own the product. That’s not all the sales I made on the product, that’s just the first (laughter) launch of the product to my list. I continually do these types of things....think about that in your mind where you’re at right now. Anytime you want to, you can go and find somebody who has a product out there, because there is a lot of people trying to sell products, you could either buy rights to their products, or you can joint-venture with someone who has a product that you would like to sell to your list, and instantly generate five figures, in 24 hours. So that’s “Money On Demand”, and it kind of brings me to my second one, which is “**Joint-Ventures**”, which I generate a lot of sales on my list, from joint-ventures.

I will basically just go, I might go over to Kirt, go over to Ted here, and ask if they have a product that would correspond to my list, make a good deal with them, maybe 50/50 split of the sales, promote it to my list, guess how much it costs me to promote it to my list?

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Doesn't cost anything. Guess how much work it is for me to create the product? There's not any work for that either. And I'll promote that to my list, and we'll generate, at a minimum, several thousand dollars, from selling that product to my list. As you can see, that for me is "Money On Demand". If I want more income this week, you can pretty much guess what I want to do this week (laughter). There are other weeks....I'm not saying that I do this every single week, because guess what, sometimes I'm pretty lazy, and I don't feel like going and finding somebody that has a product to sell, I don't feel like selling my own products. There are times, especially when we get into the summer months, which we have more fun, that I don't even mail the ezine every week. Sometimes I only mail it once a month. But, if I want to pay something, if I want to go buy a new convertible, guess what I do? I just go and mail something else to my list, as a joint-venture.

The third way that I generate income from a list is I have affiliate programs that I'll sign up for. Online, we call it an affiliate program. Basically what this is, is there are a lot of different companies online, a lot of products, where you can go to their website, sign up for free, and they'll give you a certain percentage of the profits, for selling their product, to your list. They'll generate you a website, or a link that you use, and all you do is....and they'll give you the ad for it...you place the ads, and it sends them over to their website. They make the orders, and then you get a percentage of the money sent to you in a check every month. Well, guess what I do? I found out quite a while ago that my list was so responsive, and so large, that we actually made more money signing up for affiliate programs, and putting ads in my newsletter for them, than selling the advertisement itself. Whenever I have space in my newsletter, or I don't have a product that I want to sell, or I

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don't want to go out and make a special joint-venture deal, I just go over, sign up for an affiliate program, take their ad copy, and put that in the newsletter for what I want to sell that week. Guess what? Here comes in more "Money On Demand" just from that.

Another method that I'll use the affiliate program for, is I'll take the affiliate program, and instead of using an ad from them.....many affiliate programs now, will actually give you content and articles that you can use to promote the affiliate program. So if I don't feel like writing content for my newsletter, or I don't feel like writing an article for my newsletter, I'll just take one of these affiliate program articles, put that in my newsletter, and use that promote the affiliate program. So again you can see it's almost a choice, of how much work I want to do to generate this money on demand.

A. I could create a product send that to my list make a lot of money.

B. I could joint venture with somebody else, send their product to my list and make a lot of money.

Or if I'm being really lazy, I can just sign up for a free affiliate program and take their article. They're free so I don't have to write anything at all, send that to my list and make a lot of money. In Actual in that order my own products generate the most money, joint ventures are second and the affiliate programs the third. But guess what? They're all pretty good Money on Demand System. Whichever one I choose to do. From time to time I know a lot of ezines who do it. I used to do it and I still do it from time to time, and that's to sell different ads in my newsletter. I'll sell sponsor ads, which we put up, which

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basically to let you know the terminology when you're dealing with ezine, which I do recommend you advertise in.

A sponsor ad is an ad that goes up near the top of the ezine. It's a whatever size ad maybe five lines will give you or ten lines and they put it at the top above their content or sometimes in the middle of their content that people are reading. And the sponsor ad, if I was to sell out for a list of 40,000 people, I would be selling my sponsor ad for probably \$6 or \$700.00 for the size of my list, and the responsiveness of my list. A lot of times when I run an ad in another ezine, my normal pay rate that I'll usually pay is around a hundred bucks, for 10 to 15,000 subscribers to get my information, to get my product. And usually we can generate 2-300 leads from that. Now I want people to think about this and comparing online advertising to offline advertising, that shows that on average, when I advertise in ezines, other people's ezines, I will usually generate leads for between \$0.50 and \$0.70 a piece. If you were in the offline world your not going to get leads generation costs for \$0.50, ever. You're going to end up paying for your leads much more like \$3.00, \$4.00, \$5.00, \$10.00 for a lead. Just to generate the leads. But online we're talking \$0.50 when you are running an ezine ad. And even better is, if I can get those leads to subscribe into my ezine, I can follow-up forever now, without cost, no direct mail cost such as if we have offline advertising. No mailing out sales letters, no mailing out postcards, just online contact by email, which is free for me, and I'll follow-up with them forever. When you're dealing in the offline world, when you're dealing with direct mail sales letters eventually if a prospect never orders from you, you have to take them off your list because you're spending money every time you mail them. But guess what? On line since my list, it doesn't cost me anything to email my list, if

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somebody doesn't buy, you know what I do, I just let them stay on the list. Maybe two years down the road, their life will change, the situation will change and they'll be ready to buy. That might be three years down the road or four years down the road, I don't care, it's not costing me anything to mail them. So I'll keep right on mailing them. If I was trying to mail 40,000 people by direct mail every month that would be getting pretty expensive. I would be getting very concerned every time I sent out 40,000 direct mail letters, about whether the product I was selling would earn a profit or not, about whether I could bring back the \$20-25,000.00 in hard costs that would be spent on doing that direct mail offer. Since it's online, and since it's free that concern doesn't come up, it's money on demand. When I send an email to my list I don't get scared that I may or may not earn a profit. If I only earn a small profit, hey there's next week. Turn a bigger one. It's not a life or death situation on this.

As we continue on with this, from time to time, about every two to three months I'll run a special sale to my list. Just a sale, maybe 10% off of different products, or a special sale on a specific product and I'd mail it all by itself no content in the letter, just basically you could call it a short sales letter by email, instead of doing what I normally do, such as a ezine, I give them some content I tell them internet marketing tips and everything else and then have ads, and in my ezine you'll notice that there are ads all over, there's ads on top, there's ads under the content, there's ads at the bottom for different products we sell or products we are joint venturing with. But in these special sale offers we actually have the highest response rates of all, because we only run them every two to three months, and we'll just have a product to sell, no content nothing else, just product sales. And out of 40,000 subscribers, off those we normally only get about 50-75 people who ask to be

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taken off the list. Which is one thing that you need to understand when you are doing online marketing is, people will ask you to unsubscribe them, to remove them from your list, and you just take them off your list. Those are the people that do not want to receive emails from you anymore. Because basically they're not reading them, or they don't like your style, or whatever other reason they'd like to be removed. Just take them off your list and go on. That's the only way anybody gets off my list, is to ask to be taken off. If they ask me not to send them mail anymore, then we don't, and we go on. But those special sales, the last one we did generated over \$31,000.00 in a weekend. And that's a pretty good weekend. Especially when we do that kind of offer about every two to three months, and we generate the regular income of a few thousand every single week. So as you can see, this kind of income is a growing income, and that's what I really want to compare it to, when I'm talking here to you, as I said when I first got started is I... my income would be up one month, down another month, it would be all over the place. But the moment I started my list, my income started settling and started going, almost you could say a nice little straight angled line up the chart.

We generated for example, \$5,000.00 one of the first months we were doing it, \$5,500.00 the next, and we went up to \$6,000.00 and we kept going up. And now we've been doing this for four years, nice slowly going up, in the income every month. Nice and consistent just by... because we have control over it, the amount of income that we bring in and the leads that we generate, after this amount of time we've got used to and we know just what our list responds to buying.

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Now along the same lines I want to tell you another way that we generate money from our list, and that is now we also have a membership site where people pay \$19.95 a month for what we could say the highest level of internet content in training, where we give them updates, showing them how we advertise every month, we tell them the results we get back from our ads, we tell them different marketing trainings, how we write our sales letters, how we create our auto responder messages, all kinds of things such as that, over at NetBreakthroughs.com. And what I've done is, we use our free ezine when someone comes and they come to my website at Bizpromo.com they get the free Ebooks, they get into our email list, that's the only way they get the free Ebooks, is by subscribing to our email list, which is one thing that I want everybody who listens to this to understand, is your going to hear a lot of people online talk about content sites and giving good content, giving good information to our website, in my opinion and the opinion of a lot of experts online, the only reason for giving the content is to get people to subscribe. That's your first, your primary, and your main purpose for anything that you do on your website, first get them onto a email list, once they're on your email list, then they're basically money in the bank. They're money on demand at that point. The moment someone subscribes to my list, Guess what I do? I start giving them some more content, and I have an auto responder message set up that the moment that they subscribe, they can start being told about the \$19.95 a month upgrade option.

So in other words we say that you'll get the good internet training, you'll get this for free, but then we have a special upgrade that's only \$19.95 a month, which includes all of this extra, that you're not going to get anywhere else on the internet. And as you can imagine, that gives us a whole ton of signups everyday and with those signups we have a pretty

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good stick ratio of how many of them stay in the monthly membership site, so that generates a nice monthly income for us as well. All still generated back from the beginning, from the free list. So as you can see from my free list, I sell my products, I sell joint venture products, I sign up for the affiliate programs, sell those affiliate programs, I run special sales, I run sponsor ads in my own ezine, I sell sponsor ads also, I sell a classified ad sometimes and then I also build my membership database of a monthly income. And as you can see, this is an overall package of how our whole business relies completely and totally on email, and on our email list.

Ted Ciube (TC): Boy I'll tell you what, I hope everybody was really taking good notes, because Terry you just revealed some incredible secrets and there's a lot of things that struck me. And I'm just going to briefly mention a few. You mentioned that you thought and a lot of the other people thought, that the purpose of a website was to get an email name, and that is true. As a matter of fact I read an article and the statement hit me so hard that I pulled it out and typed it out and memorized it. Imarketingnews said it just exactly the same way you said it. The purpose of a website is to get a name and an email address, and that's for which what I really want emphasize, because of exactly what you said, "the moment I started my list my income consistently went up". That's just powerful.

TD: That's part of what I really want people to realize is here, Is we were up and down all over the place, but the moment the list started we just went almost in a straight line up. We still from time to time have a little bit lower points such as December; right around

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Christmas is a little bit lower for us business types, business to business services. But guess what? We're not a bit concerned about it for that, because we know the income that we generate and we have very consistent growth all across the board, so those little time to time changes that people have in any website, cause I know that I have talked to a lot of people who are beginning on line, I do want them to realize that... I've heard a lot of them say we were making awesome sales last month, but we haven't made a sale in the last week. Well guess what? That happens in just about any website business. That's part of the reason we talked about building our emails list, is even at my website, the large amount of traffic we generate, we still have periods where we don't get as many sales. And on those weeks if I want more sales, I guess its just time for a sale. Or some other type of offer to my list and we'll get those sales right back up.

TC: Man that's fantastic, but you know there's a certain cyclical thing like you mentioned December that's really, that's of course a good time to have a sale to get that stuff. But it's just about everybody's business-to-business sales suffered a little bit as you said. I know ours dip a little bit by then and in August, the latter part of August people are getting their final vacation in and getting ready for school, there's a consistent year to year dip, but as long as it keeps getting higher every year. But you another thing you said that really hit me, and because we rely heavily on both direct mail and the internet. And we've never gone one way or the other although there's persuasive advantages, but what you said is true. I mean it is absolutely nothing to spend thousands of dollars getting something out the door, and you don't even know if it will sell when you go out the door, but you've got thousands of dollars in it. And you know what? Guess what? The first several thousands of dollars that you get in, has to go to pay off those costs. So there's no

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profit, we've never put one out fortunately, since 1994 where we haven't made money. But we've had somewhere that the costs were do high and we didn't make the kind of profit we wanted. That's nice I hope people realize, I think most do about the difference in cost, even though mail order and traditional direct response marketing is outrageously advantaged when it's compared with a regular business compared to the internet, you're walking on ice cream there. I'll tell you.

Kirt Christensen (KC): Great stuff, that was fantastic, I hope everyone was taking good notes I was scratching a few ideas while Terry was talking. That was very, very powerful stuff. Well I guess I'll will go into the next section of what we're going to talk about today and I'm going to kind of talk about some of the similar things that Terry was mentioning, about how money on demand essentially is a business way of life. Think about it, how many employees work year after year wishing that they could save up enough money, to buy a new... I don't know, let's say new Ford Mustang something like that. Or how many people save up money year after year to try to go on a really fantastic vacation with their family. But when you have a money on demand system, or cash on demand, or whatever you want to call it. It's simply a matter of using your brain to it's most effective use to figure out how you're going to do it, not worrying about ...Oh well if I can save this money from the \$2,000.00 paycheck that I get next week, then I can save it for two or three years, and I'll have enough money and by the time the two or three years are up, you don't even want to go on the vacation anyway. You're so sick of scrimping and pinching and saving. For example, Just a really quick example; I used to live in Costa Rica in Central America, back between the years when I was nineteen to twenty-one, I lived there for a full two years and I've always wanted to take my wife

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back and show her around, show her what just an incredible country it is down there. And if I had a conventional mind set if I was an employee or just was the average middle class American, and I had the conventional time in equals money out philosophy. It would very doubtful that I'd ever be able to save up enough cash to take a two-week trip down there. Are we agreed? That would be quite an expense. It'll probably be \$2,500.00. But when you have the correct mindset of money on demand like Terry was talking about, if we have specific measurable goals that's the easiest and quickest way to make our dreams and ambitions in life and business come true. So long story short, just this last week I decided that I am going on a trip in November to Costa Rica, I planned out the dates and everything, I've already bought the tickets, the total trip is going to cost me about \$2,500.00. So how hard do you think now is it going to be for me to generate that additional \$2,500.00 in cold cash I'll need for next November? Given that I have, what six months. I've already set a firm definite goal that come heck or high water I need to get this done, other people are counting on me, actually my parents are going down with me. I guarantee you this is not going to be hard at all.

All I have to do is come up with one special project or one additional sale, or one additional joint venture like Terry's been talking about to generate that additional money. Do you see how different that is listeners, than the standard mind set of Ah well I want to do this but I can't instead on money on demand marketing, the mind set is I want to do this, how can I do it. I am sure that's how Ted and Terry think when they come up with something that they really want or something that will be really beneficial for their life. They don't sit back and think Ah, that's just impossible, there's no way am I able to ever have that. No I'm sure they'd sit there and they'd think Hey what so I do to get there, if

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it's going to involve putting in some long hours for a couple weeks, no big deal I'll do it to be able to create the cash that I need. So just by being in that correct state of mind setting a goal, you'll be able to put together these money on demand projects and make the money you need to support your life style. And like Terry talked about, that could be... you could come up with a new info product, offer it to your list, you could joint venture with someone else, offer their product to your list, you can joint venture with someone else offer your product to their list, you can send out a special offer, you can send a special offer to your past customers, you can send out special offers to your ezine. You could work on your business processes, you can improve the copy write on your website which would improve the lead conversion, you can get a higher unit of sale by up selling, You could get more back end repeat sales. You could buy another web business and rework the business to increase the cash flow, you can sell a web business that you already have, you can trade a couple of your hours for consulting. I mean that's not a great idea in long term but once you're an expert, and once you've established yourself as a person who can set up money on demand systems, your hourly consulting rate could go up quite astronomically, you can trade a few hours here and there. When you need some quick cash flow injections.

One of the real keys to success in business and I'm sure all experts on the call would agree, that one of the key components to business is using money to create assets that in turn, create a positive cash flow for you. Terry for example, he's purchasing ... Basically purchasing ezine names to add to his ezine list, so he's purchasing an asset over time that will give him the cash flow. Now Ted for example, with writing his books and things like that, he's creating intellectual property that takes some time and money in the beginning

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upfront investment creates a cash flow for years to come. So most people simply trade hours for dollars, they go to a job for eight hours and get X amount of dollars. Now what happens when they stop putting in the hours? Well... I mean the dollars stop coming in right? That's common sense, if you don't go to your job and do what your suppose to do, their not going to send you a paycheck. Instead the money on demand philosophy would say, you should use your limited valuable hours, because all of us have exactly the same number of hours. We should use those hours to create business systems, intellectual property, or cash flow, or to purchase assets that in turn will purchase a cash flow for us. So that you know, five ten years from now, it doesn't matter whether we go into the office in the morning, the systems are already in place for the cash flow to come in.

One of the things that I really like to do, I actually have a course on it, is linking strategies. I think linking strategies are one of the most underrated, underutilized methods of money on demand that exist on the market today. It's actually very, very simple if you think about it how many of us concentrate on getting really high rankings in the search engines month after month after month. I know I use to do that, and actually I still hire other companies to do that for me. But I just figured out after while it just wasn't worth the time and effort for me, myself to become a search engine expert. So I thought well what's the next best thing that I could do to get my sites high ranking on the search engines, but I wanted it to be 1. Automatic, and 2. I wanted to be ... it has to be guaranteed to work. I don't want to spend the money if it's not going to work. So I did a whole bunch of research and I compiled into a ... Actually an Ebook, and one of the best things I found ... I going to give you a really fantastic tip right now, is I use a program called Zeus and it's available from Cyber-Robotics.com, and what this program does is it

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creates a theme link directory. Now this is very important that you understand what I mean by a theme link directory.

A lot of people when they create link directories on their site ... you know they have, they offer links to everything under the sun, they offer links to web hosting to internet marketing to nutritional health, well those types of link directories aren't valuable at all to the reader. I mean to the site visitor simply because that's why we have search engines in the first place. Link directories are only valuable to visitors to your site when they are targeted after a specific common theme. Like for example, if you go to my Diamondbroker site, EDiamondbrokers.com, you'll notice that I have jewelry and diamonds link directory. And the cool thing is I have about 3,300 different jewelry and diamond links in there. Some of the pages you know... in loose diamonds I have 500, some of them, I want to say like costume jewelry have a lot less. But this program Zeus what it enables you to do is 1. It goes out and finds all the sites for you 2. You can then email those sites a personalized merged message. 3. The Zeus programs creates this entire link directory for you. So you're thinking, okay what do I get out of this, I'm creating this link directory, how does that make people come to my site? Well most of you I'm sure have heard or should have heard of a man named Robert Calidiani, he wrote a book called "Influence".

Now if you haven't read the book "Influence" you need to go to Amazon, you need to type in Influence or Calidiani. Basically it boils down to Calidiani was the all time butt of every sales pitch that he'd ever received. He became totally fascinated by the concepts of sales. What made people buy things? So he came up with these seven or ten different

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laws of human nature that enabled people to successfully sell things. And one of them is called Reciprocity, so reciprocity in the linking strategies is simply... say for example I have my jewelry and diamond links directory and Ted has a jewelry site, the first thing that happens when I use the Zeus software is he'll get an email from me that says "Hey I found your site and I liked it and you know, I'm really interested in jewelry and diamonds, and I noticed that your site was all about jewelry and diamonds, so what I've done is added you to my link directory. You can go to my link directory and see that you appear in the loose diamonds section, and there's your site, it has a title and description and it's a link back to your site. I've given you a link, now what I'd really like, if you could do me the favor, is if you could give me a link back on your site." Now see how the reciprocity works is I've already done something for them. I'm not just asking of something out of the blue, I've already done some work, and put them on my site. So what happens simply put about 17-20% of the people you contact will put a link back to you on their site, now the real power of this, is within a couple of months you're going to have hundreds and hundreds of links all over the web from sites that some people would call competitors, but are actually linking to you. The real power of this is you get traffic in three ways. Well the obvious thing is the first thing is you get traffic from those links that you have on all those sites all over the web, you know that's the obvious thing. The second thing is, and most people don't understand this, is that in all the search engines all of a sudden magically, mysteriously, your search engine rankings increase dramatically. Because what happens, is the search engines they're not human obviously when they evaluate these sites, they're just, they have to have some number that they can go off to tell which site is better than another. So if all other things are equal, if you have two sites, say they look almost identical, created about the same time. Which site is probably

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better? The one that has a thousand links back to it or the site that has zero, of course the site that has a thousand links back to it is going to be obviously is a better site according to the search engines. So they rank your site much, much higher accordingly to that.

And then the third thing is. Is that Zeus the one that is creating your link directory, it creates it in a bunch of different categories. You know in the diamonds, you have loose diamonds section, you have the costume jewelry section, you have the emerald section, you get the picture. Now Zeus when it creates each of these pages those are a separate page for the search engines. So what do you think happens when you have a page that has 50 different sites on it, all about emeralds, it has your full site header and footer and it's submitted to the search engine. Do you think that page would rank pretty well under the phrase emeralds? Well of course it does. It's all about emeralds and that's it. So that's the real power of the Zeus program, it runs automatically, it gets these links for you automatically, and it does require a very minimal investment of work, but then all of a sudden after a few months, you'll see your search engine ranking just soar through the roof, and your visitor traffic will increase tremendously.

For example, on my Ediamondbrokers just using linking strategies, I increased the site traffic, I think about nine times and of course in a couple of months. Now that's what I call money on demand. Because the site was already making money, but when you increase the traffic by nine times, do you think the sales are going to go up to? Well of course, I mean I don't even care if they go up a full nine times even if they go up by two or three times, I'm sure most of us would be very, very excited. So that's another money

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on demand system that you can use, not very many people are aware of it. And the Zeus program is like I said very, very powerful you have to use it in the correct way though. You'll have to use that caviar and but you can download a free demo of it, just go to the Cyber-robotics.com website and of course if you have any questions make sure you contact me. But that philosophy, and the whole concept of linking strategies, I think I is one of the most powerful money on demand systems that you can use. Because no one else is doing it, it's just amazing the potential that you can have for any business that you are in. Any product, any service. And with that do Terry or Ted have any comments on that or anything you want to throw in?

TC: Well, you know I can't help but be flabbergasted because of the improvement and I just want to mention that, so that it calculates correctly in everybody's emotional register. When you talked about it in a number of months and I think you said three to six months, you increased your traffic by nine times, that's 900% improvement.

KC: Right exactly.

TC: Then when you said that you might be happy with two or three percent increased revenues. That's two or three hundred percent increased revenues.

KC: Right exactly.

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TC: That's pretty good, that's money on demand and also by the way that's one of the things in a conventional business it would be impossible to do, what business could with no more than a software investment also, possible to increase two or three hundred percent.

KC: Right, and here's even a crazier thing, on the search engine Google, which by the way is becoming the most powerful search engine on the web it's used like a backend for other search engines. If you do a search under the phrase loose diamonds which is a very popular diamond phrase, I mean that's one of the top ones, if you scroll down the page, my website is number four. My home index page and I didn't even submit it to Google. It shows diamonds get certified wholesale. Loose diamonds here, and it has my little description. Now the absolute funniest thing, is who is in position number five? And it's been this way on Google for at least the last two months. The company that is in the number five position it doesn't even... the page doesn't even point to the main page and they are one of the largest diamond retailer on the internet, they're funded by Venture Capital, they have \$20 Million dollars of Venture Capital funding. Is that not fantastic, I'm sure that they have tens and tens of people who work on search engines optimization. But me using a simple little program, and not even trying, my site the main page is ranked number four, when one little dinky little page on their site is ranked number five.

TC: That's pretty good guerilla results my man.

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TD: I can definitely agree with everything you just said, because once you get those links generated, that's what people really need to understand from this, back in the past I used to play with the search engines you know what is called the search engine game. One month you're on top, the next month you're on the bottom.

KC: Right exactly

TD: And you have to constantly work at it. There is no way to just basically in most cases... in the old way of doing things of just trying to figure out the right algorithms, what ever else and try to submit your page that way, without having to constantly redo it.

KC: Exactly

TD: And constantly work on the search engines, what we're talking about here is the fact that almost everyone of the major search engines now ranks the link popularity of your site as the most important thing.

KC: Exactly

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TC: And how much they link to it. And what you've just given people here is a simple step by step solution of how they can get those links, and not only generate traffic constantly from those links, but get the top search engine ranking.

KC: Right

TD: Which the old way of doing things meant 20 or 40 hours a month just working on, but now you work one time and it's money on demand that you now have the ranking pretty much forever, because nobody else is going to have that same link popularity, that you have. They're going to keep fighting the old way.

KC: Here's another just crazy thing about the money on demand philosophy, and I think you'll both agree. Isn't it true, that it's always better to get some instant results, than to get great long-term results? What I'm saying is, when you do something it's so much better when you see the results now as opposed to a month from now. It's just so much more motivating. For example, in the search engine game, like Terry so aptly put it, you redo your pages, and you figure out how to..what to put here, what to put there, and then you submit them to the search engines, but how soon do you see results? Not for a month at least. Now with linking strategies, when my Zeus program finds a list of sites that we think match up, and we want them to link back to us, we want them to become link partners is what we call it. When we send out those emails, how long do you think it takes before we receive responses back? It's instant. If we send out a 100 emails, I can guarantee you within a couple minutes, we're going to have at least 5 or 6 people that are

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going to email us back and say, “Hey that’s fantastic, I’m so glad you gave me a link on your site, I’d just love to give you a link on mine, You know, tell me exactly what I need to do.” That’s so much more motivating, the quicker that the reward is to the action.

TC: Well, it does tie in very well, but, and you said it to when you were talking, it’s the leverage that fascinates me too, and believe me I feel so sorry, I have so many friends and neighbors who are struggling. By that I mean they’re getting a paycheck, you already said it, trading hours for dollars, if they don’t work for two weeks, they’re in a hurt. They’re struggling, they may be in a financial crisis that might take them months to rectify. On the other hand, when I do something, create a product, write an ad, this stuff we hope that makes money immediately, and it usually does, but you know it also goes into inventory and becomes, if you will, it becomes a harvestable product, where it grows and grows, year after year.

KC: Exactly.

TC: It’s good. Well listen, we are going to take a short break, and we’ll be back on the next side to continue our conversation with Kirt Christensen, Ted Ciuba, and Terry Dean, talking about “Money On Demand”.

TD: One other thing I want to comment, that Kirt just said, about the fact said we don’t think like average individuals once you get into the Money On Demand system. For

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myself when I want something, or I want to buy something expensive, for example the last month I bought a Mustang Convertible, I don't sit back and say okay I'm going to have to save up this long, or save up this much money to get it. My mind just says, what kind of product do I need to sell, what joint-ventures do I need to do to generate this cash. When I went this past month, I went out and I started test driving cars, I went to car to dealers, I looked at BMW's, and Mustang's, I went and looked at Eclipse's, all types of different convertible sporty type cars. Well guess what? I went into the dealership, with a salesperson, after taking it for a test drive, they be like, how do you plan on financing, what's your down payment going to be? And I always just tell them, well I think I'll just pay for all it. I'll just pay cash for it, when I'd like to buy it, but you'll have to wait till next week, because I'll have the cash for it next week. See I have the money for the car ready, but not in my checking account, I didn't want to go into the brokerage or anything else to get the money. I didn't want to take out of investments, so we'll just....what I decided to do was, okay I want the car, how much does it cost? What project do I need to do to get it? And so the dealers, I would just tell them well, I'm going to have to wait until next week, I'll make a decision next week when I'll have the money to buy it. And that's was on the day that I decided okay let's do the project, let's mail to my list, and let's bring in that \$31,000.00 on the weekend. Which more than pays for the car, that I wanted to buy. And as you can see, that's a whole different than what people think of. For most people, when they go to get a car, they think of okay, what monthly payment can I afford, that's the most often one, because I know just from visiting the car dealers, they're like how much monthly payment can you afford. So my answer to them is, I don't like monthly payments, I'll just pay for all of it. And, you'll just have to wait until next week, so I can get the money for it. And you know what? I regularly do that type of thing,

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for different things. And I even know a lot of the other people that I've talked to online, who are experts online in the internet, or direct mail, or other types of direct marketing, they have time of aspect, they want to get a house, for a down payment, or they want to get a house itself., they'll just say okay, what project do I need? How long is it going to take? And what do we need to do to get the money? It's a completely different aspect than how much can we afford monthly, and put ourselves into payments forever, or how long is it going to take us to save the money? As you can see it's a different mindset, of thinking, of what you want to do in this, and that's part of what we're talking about, it's Money On Demand. I want this much money, how long is it going to take, what do we have to do. That's exactly the Money On Demand system that we're talking about here. And Kirt just basically laid it all out to you both in his explanation of the mindset thinking, and his linking strategies which I go along with completely, on the linking strategies. With the linking strategies, once you've generated the links, they're there. You can almost call that an investment for your future, that generates income month after month. You don't have to redo it, like you'd have to redo search engines, you don't have to do it, like replace another magazine ad. It just continually generates income, over, and over, and over, again for you.

TC: I tell you what to, the reason why this mindset is so uncommon, is just because it's not taught in schools, I mean, there's just no way, not taught in conventional channels, but once you get around people like, of course here you are, you're listening to this cassette program, you darn well know it, once you get around people that are doing it, you start seeing and opening up the possibilities in your own mind and consciousness, and just listening to Terry's Mustang Convertible story, I'd like to throw one in. It's

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significantly more common, more humble, but it shows how quickly you can learn this stuff. I married not to long ago, to a beautiful young lady from Columbia, the nation, so I bring her here, she comes into the business, now she doesn't speak any English, I mean she's never even had a class that she paid attention to in English. (Laughter) So she comes in, starts seeing what we're doing, and she comes up to me one day a couple months later, and says, "Ted, I need \$2,000.00." and I said, oookayy. I saw my old bankbook vibrating, it was about to go out, but before I could say anything, well I wasn't going to say anything, but before I could, she said, "But you don't have to give it to me". I said oh, what are you going to do sweetheart, she said, "Well, I'm going to run a promotion on 'Secrets of writing direct marketing letters that sell'." I mean here we have an immigrant, that didn't speak the language, who picked it up that fast, because she was hanging out with people that are doing it. Take what Terry said to the bank, he did it, there are others are doing it everyday, and you can do it too. (chuckle)

TD: I mean, it's the exact same process, you said they don't teach it in the educational system, what they teach in education is you trade time for dollars. You give your boss so much time, and he'll give you \$10.00 an hour, \$20.00 an hour, or \$30.00 an hour, and even if you're making a good income, your up at \$50.00 an hour or more, you're still an employee, you're still enslaved to your business, if you want money, you have to work. If you ever got to the point where you couldn't work for awhile, guess what? Your income is gone. What we're talking about, the Money On Demand systems stay in place. They continually make money for us. We're talking about using leverage and to put automated systems to work for you, instead of you constantly being the employee yourself, you have computers being your employee, and just in the mindset, it's such a different mindset for

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people to see. As I said, when I talked to car dealers, they're all like, how much monthly payment can you afford, and my response to that is, well I'll get the money next week for the car.

KC: Exactly.

TD: Even if you want to take it a longer process, someone who's starting out, they might say for the same type thing, well you know 3 months from now I'll have the money for this. Just from doing this one project. It's not a forever bondage to how much can I make, and that's where most people put themselves, is they see how much they can make from their jobs that their constantly working overtime, and then they buy up to their monthly income, and their stuck in basically slavery.

TC: Well it is, and you know why they do it? Because they've got security there (laughter).

KC: Exactly. I had a really, really interesting experience on that same topic, just last week in fact. I'm sure most of our listeners are at least aware of the book, "Think and Grow Rich", by Napoleon Hill. And if you haven't read it, by all means pick a copy up and read through that. But one of the things that Napoleon Hill talks about, is the misconception of the concept of luck, because he talks about how, well luck is simply where preparation and opportunity get together. It's not really luck, you've been

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preparing along. But most people would consider the stuff that we're talking about lucky, or just plain old luck, which it simply is not. And I'll give you an example, I was considering, well obviously now I'm not, after this experience, but I was considering attending an executive MBA program, and so I had an interview last week, and I was talking with the person interviewing me, who was a professor at that business school. You know obviously someone that has worked for a school his entire life, and has a really set stable, trading hours for dollars type of mindset. And we talked about a few different, and somehow it came up about, in my Diamond Brokerage, last year I sold a quarter of a million dollar diamond, and made 20% profit, so I made about \$40,000.00, in about 2 days, just from selling one diamond. Somehow that came up in the conversation, and he really emphasized, and not in a positive light, how lucky that was. It wasn't, for example like Terry or Ted would say, uh that sure was lucky, what they really mean is, man you were in the right place at the right time. But this business school professor, what he was trying to get at, is aww well you know, you shouldn't count on things like that happening, I mean that's just a really rare thing, that was just random chance.

TC: Yeah, like it could have happened to him.

KC: Right, exactly. As I sat back and thought about it, I thought well wait a second, I'm the one who had the opportunity, so I'm the one who had the chance to make it happen, how likely is that to happen if you have a normal job, and go to work for your employer all of the sudden they just give you a check for \$40,000.00 and they go, oh you know that idea you came up with last week, well we put it into practice, hey it made us \$40,000 so

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here you go. I mean it's just amazing the mindset that most people have, and how different that is than from Money On Demand. Money On Demand, the mindset is, you go out there, and you create assets, like Ted was talking about, you create things that have a lifetime residual value, that can earn you profits, and every once in a while, you get a big score, you get a big hit, you make a huge sale, or you know you do some huge deal. But that's not even the point, the point is, you're making money anyway, those big scores, those you know whatever you want to call it, are just icing on the cake.

TD: Well, I want to go into it even further with that, you know professor said you got lucky, but it's not lucky because, any of us, all three of us in the business, know that it's almost on a routine that you'll have the big paydays.

KC: Right.

TC: Yeah, You will, they're regular.

TD: They're regular. I know that Dan Kennedy regularly talks about paydays.

KC: Right, exactly.

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TD: Special paydays. And for myself, we have the extra ones that we don't expect for someone to come in. Someone comes in and makes a big offer on something, big reprint rights, cash offer on something. Those come in almost regularly.

KC: Exactly.

TD: We have our big cash sales days, I told you every 2 to 3 months, those are big paydays. And they're just regularly, there just planned in for us, and in any business that you're in, if you're in a direct marketing business, you're going to have the big paydays that come up here, that come up there, that you might bring in a \$100,000.00 in one month, when you're normally only doing \$2 or \$3,000.00 that month. (Laughter)..But that regularly just happens.

KC: That's just a matter of being in the right position, having the chance that it's going to happen, I mean it's a dumb analogy, but that's like, and I wouldn't recommend anyone play the lottery, but you have to play lottery to win the lottery right?

TC: Yeah.(laughter)

TD: What you just said, is you sold a \$250,000.00 diamond, you might not sell a diamond like that every week, but you do sell diamonds. (laughter) constantly.

-- Action Notes --

KC: Right. Like last week I sold, I think like, \$13,500.00 worth of diamonds. So you know, that's more than enough to pay the bills.(laughter)

TC: You know one of the metaphors that I use to compare these regular big scores, and I like that particular terminology, its like being a baseball player, we go up to the batting mound, or you know go up to bat, and we swing and nearly every time we're swinging like we want to hit the ball out of the park. Now, it doesn't consistently go out of the park, usually we end up running the bases, but when it does it's because we're always swinging like we want it to go out of the park, and occasionally it connects and it does that.

KC: Right exactly.

TC: But, if we weren't at the batting box, it wouldn't happen. And that's where most people, they're in the stands, saying, "Gee, that was lucky he hit that home run".

KC: Oh yeah, that was lucky he hit that huh.(Laughter)

TD: It gets the same way with creating products, information products

-- Action Notes --

KC: Exactly.

TD: Or any other type of product. What we basically tell people to do is we create bread and butter, you know create your products, you know earn income from your products. Then out of maybe 10 products that you create, maybe 1, or 2, or 3, will be big home runs.

TC: Yuh.

TD: That just go wild in selling. The other 7, or 8, or 9, just earn a nice regular income from selling it, or what you can consider a nice normal income, and people will see a product, and they'll say that person got lucky. (laughter) Well how many other products did that person create. They probably created quite a few others also, that didn't do as well, and the actual average is that usually 6 out of 7 products, totally fail. In my experience, we don't have...you know in our small business, since we have low cost, and low overhead and everything else, out of 7 products, I actually don't have any that fail, but 6 of them might earn a nice good income, and then the 7th one is a big home run, and just goes wild.

KC: Right, that's so important.

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TC: Yeah it is, that's my experience too there Terry. So listen, this is Ted Ciuba, and I'd like to jump into the next section, and it really ties in very, very well, with what we've been talking about, because one question that comes up so often is, okay, sure you've got this Money On Demand lifestyle, and sure you've got these products, and your website is working, but how about me? I am working, I've got a job. Can I get from where I am, to where you are? And the answer is, yes you definitely easily can. We of course, at this point, are independent, all of us are here. But I think, most of us had a job, maybe not (unintelligible), but most people do. But at any rate, simply.....I'm calling this advice to a struggling web entrepreneur, and this lady here where I live, in Nashville, TN, this lady one evening we showed up at the same social event, in fact she had known I was coming, and you know she had known about me internet marketing and all that. So, she had in mind, to catch me off to the side, and I was going to give her these couple of words, that were like a magic wand, and it was going to transform her experience (laughter). Well, we know it doesn't happen quite like that, but, I tell you what, there are easy, and common, and effective ways that she could change her approach and...so basically I'm just inviting you in to a little evening in my life, in internet marketing, and social stuff, so you see what happens.

So basically here we are, Nashville, TN, Julie Rodgers, who happens to be a song writer, and she's involved with a lot of different people writing songs, and so she knew what a song writer needs to keep track of their royalty payments, and the BMI and the C-Sack, or course don't forget when the dreaded tax time, you've got to know who to pay what, and so it gets to be a real big problem, when you've got thousands of details running around, so because of her need in this niche market, niche software, and by the way I say

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niche, actually I believe there are over 250,000 registered song writers with BMI, and that's Broadcast Music Incorporated. You are getting by the way, a little local Nashville flavor here, do you understand. But at any rate, she was an expert in her niche, and she discovered a need. Her own need, now that's a great way to create a product, to discover a need for a product. You know what do people really need, that's what they're most like to pay for. Then she developed an acceptably good product, and she worked with another guy, and they went in Joint-Ventured it. Now let me tell you this, she did another excellent thing there, she owned and controlled the product. That's going to put her in a position, to make more money, than anybody else who sells that, practically anybody else. That is because now she can sublicense, she can sell licenses like Terry Dean, if he was in this market, he might say hey can I buy a license for your product. She would make money off that, but unlike Terry Dean, if you don't buy the master rights, Terry couldn't resell the rights, he could just resell the product. She can resell the rights forever.

And so she's got a good start, she can do updates, so she's done real well, she took something in a niche market, that had a great need, that she's got a good product out there, and she's in the position of control. However, the thing she comes up to me with, she says listen you know a couple of months ago we were getting good sales on our site, and now we're not getting any. I said, well you know, give me a little bit of talk, so I listened to her for about five minutes, and before I had to cut her off, because the whole basic problem is she didn't understand internet marketing and how it worked, and I said listen, what we need to do is get you in a position where you're not thinking this is all mysterious, where it becomes clear, and then we're going to convert your problem. Your problem right now is you don't know what to do, we're going to solve that, because I'm going to give you a little bit of instruction, and advice here, and I'm going to enroll you

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in a boot camp that I know will solve your problems, and it has bonuses and everything, so we're going to get you educated. Your problem will switch to implementing what you know today. So that's where we wanted to get you to.

But what had happened is, they had changed the page on the website, because someone had told them something, you know critique and it should be tried, now, that by itself is good, very, very good, changing a single headline on a webpage, putting in testimonials, you know making it easier to order, any of these things can double, triple, quadruple sales overnight, it doesn't always happen, in their case it didn't happen. Well guess what? This is like newbieism, tremendous newbieism. Where was their original file? Where was the backup file? Where was the one that they used to change the model on right? So they had lost their original file, they didn't even know where one was to backup, here they are a couple of months later running around, what do I do, what do I do. Well of course, we've got to get a good page up, that's basic. Also, part of her problem was, she wasn't capable herself. She was working through a remote webmaster. Now, I work myself through a webmaster too, and I don't value my time most highly on making sure all the links are working, making sure that the page loads properly, and the tables display right in different browsers, so I have other people do that for me most of the time, however, I have, and I recommend everybody has the basic competency to be able to get up there and change this. To know what's going on, to know when you're being smoked you know, so again the issue came back to hey, we've got to get you educated, and the quickest, smoothest, easiest way I know to do it, is to attend this live event, 3 days, and Terry Dean and I by the way, were involved in that Internet Boot Camp, but there's other education. What it really is, it's you can't stand on the sidelines, and tell somebody to do

-- Action Notes --

it, and expect to get results. So now we're going to get her capable on the internet, which is the medium that she wants to be in, and easy enough for education. I asked her a couple other things while we were going through that initial five minutes right, because gee, where are the people that are hanging out, where are the people who would be prospects for your product hanging out. Guess what? She says I don't know, she says they've got to be somewhere on the internet. I said there's millions of people, I says yeah okay, okay, well I'm going to get some advice for you, I said by the way, have you registered any of your keywords, is there anybody in your specific group who had heard any rumors about this product, or with looking for a solution like this, would find you on the search engines, and she had never heard of GOTO.

She of course, had heard about Yahoo, but she said well you've got to pay to get on that, and so she hadn't done it. So she wasn't even registered in search engines. She actually, when you put all this stuff together, it amazes me that she had earned \$10,000.00 last year, but she wasn't pleased with that right, and for good reasons, and she had earned that \$10,000.00 by the way because she had done several things correctly. But she didn't have, the overall marketing awareness, the mindset that we've been talking about so much. So that's what we've got to get in here. So what she did, she had also well what she had got most of her sales from, she had attended an industry event, in her industry, this was real smart, she made arrangements with them, she had prepackaged, and "Made a special offer", so obviously you can see that she did make some money, most of that by the way wasn't on the web.

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But, she comes to me, and this was the big questions, she goes where do I get the lists, there's between 250,000 and 350,000 songwriters, where do I get the list. I says, well, how about that big industry show that you just came to. You know those people are interested, and motivated, I mean they traveled across the nation, I mean some of them across the world, I mean this is Music City USA, I said where are all the names from that? Guess What? She didn't even have the email addresses of the purchasers. I said woow, okay, I says well did you even talk to anybody about making a joint-venture, a promotion after the show, where you in fact mailed out to everybody through ezines, or through email. That would give her, of course she'd have to make sure she got the rights, but that would give her that database. I mean so there's a lot of different ways, and so what we basically had to convince her on in that moment, is look, there isn't that magic wand that you're looking for, yes you can actually go and rent and buy lists, but will they be effective, and will they cause you problems, you know that's what you got again. So we had to get her to be able to list, and the consciousness of collecting names had never entered her mind. So of course, we surf up to the website, and man she had something there, and I'm not blasting her, you know here I am helping her, and attempting to help you too. But what did she have? The only thing that she had where people could leave their email address, was an order, but she didn't have effective copy, and she also had a guestbook, now that's from the dark ages when people would have nothing else to do, and it was so novel, and they'd say yeah I'll sign your guestbook. She had no offer, now that's what I told her, she says how, how can I get someone's email address. Nobody wants to give their email address, because nobody was giving nobody was giving their email address to their guestbook right, when they were getting traffic. I says because, they will, oh they will give you their email address, willingly, if you'll give them

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something of value, something that will benefit them. Now one of those greatest things that I can think about in your case, since you're dealing with an info product, and it happens to be a software product, by the way of course, the idea of being an information marketer, which is a whole seminar in itself, and being a direct response marketer, which is the way info marketers like to do it best, those two ideas had never entered her mind, and that's just because she wasn't really properly educated. I mean we can solve that, we can solve that, we can get from where we are to where we want to be, but I said look, your business is set up for this, why don't you give them a 30-day free working model, it will just lock out in 30-days if they don't buy the password. Now that's a real easy way to sell, because it's free. But what is the most effective thing that does, well the people..again this is a niche market, this is her people, the people who use it, they aren't going to be able to live without it. I know myself, a couple of times, and I'm not absolutely unique, whenever I got into the situation where I had to do something, couldn't get online or something, I'd set the date back on my computer a time or two, and I think back in the dark ages, the first release of Front Page I set the date back for a week, till I bought it.

That's what I'm saying, now why did I do that, why would anybody do that? It's because this software becomes part of your life, and anybody, that probably includes you, I know anybody today buying software off the internet, that's the basic standard. She didn't even know that. By the way, I picked up her brochure, and one of the things I'm always saying, and I really really stand on this, is we are marketing all the time, we're marketing online and offline, you know business cards, have prizes, or a statement, or a USP, or a headline. But her brochure, my goodness, you know it didn't even have her name,

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address, and phone number, it had a website. Do you know it didn't have an order coupon? The copy could have been improved, but aside from the copy, it didn't even have a way to order. Now those are colosses, so there again, she's making some killer errors. But it all comes back to where you've got to make it easy for people to communicate with you. You've got to build a list. To build a list, you've got to go where people are in your area. You've got to communicate with them, you've got to advertise in ezines that serve that market, to get them to come and visit you, you've got to give away something when you get that traffic to get their email, so that you can start a relationship, so that you can follow up with emails, let them know exactly how that works. You really ought to go to Goto.com, you really ought to learn a lot about copy, and I guarantee you I will talk some more about that later on. You really ought to put a pop-up box on your page, which she didn't have.

Now pop-up boxes at this point are still somewhat controversial, in that only, everyone agrees that they're a nuisance, but guess what? Anybody who's been on the other side, that is they have been the person who's made it, or been responsible for it, they've seen how it increased their sign ups to their ezine, which of course, increased their revenue. So you know, you really ought to put auto responders. So, she just did a whole lot of stuff, and guess what then also, now this is a big killer, big killer, big killer, I said now those people also that you've sold, well she did of course have their email address, but guess what? She had never given them another offer. Now how can Money On Demand work if we're ignorant of, which in her case, I say it in a very loving manner, because she's a friend, but basically flat ignorant of what it takes, now she heard on the radio there's someone who had another type of product, that was serving another niche market, that

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might be related, had made \$6 Million dollars, why did she only make \$10,000.00, I'm not sure that we can get that I said, but that is the \$6 million, but I said would you be satisfied if you could get maybe \$200-350,000.00 next year? I do believe that you could pull that off pretty easily, if you go with the..Install the Money On Demand systems, gather email addresses, stay up, follow them up, have back ends, continuously do joint-ventures, all the things that we've talked about. I know I kind of rambled, but by the way, since it was supposed to be a model of a conversation that really took place, I guess that would be all right, but what it really boils down to is that yes, I'm very happy because you're out there doing something. A lot of people are on the sidelines. Now that we've got you in the game, we've got to get you educated, and you have to...and she's doing things so it's not a big issue. I said, you've got to install the proper systems, that really comes to education. So, guys do you have any comments on anything that we've mentioned during that presentation.

TD: What I really want to say, is what you mentioned in your conversation with her, is really pretty common, because I deal with emails and form postings, talk to people on the phone, with the exact same problems virtually every day, and a lot of it comes back to just the understanding of testing and working (unintelligible) you said one of the main problems she had in the beginning was she took out something that was working, and she replaced it with something that ended up not working.

TC: Right.

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TD: And she didn't keep a copy of it to replace it, and that's one thing I want to mention here, is really when you're dealing with the internet, although there are people who make money online, all of us here on this call make money online, you know it's really hard to say that anybody's really an internet expert, you know because we're all still basically testing things. We're still working on things, you know we have systems down that work for us, but it still takes time and testing, and we make changes and stuff. There's been a lot of changes I've made on my websites, that ended up dropping the results.

TC: Amen, Amen Terry, I know everything that you're saying.

TD: And so I would make sure that I have a copy to go back to the time before, and I can tell you another....there's another individual paid me a pretty nice fee to write the website adcopy for their website, and it started producing good sales for them the day they put it up, and for the next 3 months they told me they kept changing things because they thought it might work better if they changed things and changed back, and 3 months later they sent me an email saying, they made all these changes and now they weren't getting any sales at all. They asked me if I still had the original copy of what I sent to them because they lost it through all the changes they had made to it (groan). And they said they spent a whole 3 months of all their time making changes to my letter, time by time, and everything dropped their response rate.

KC: Aww Geez.

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TD: And as you can imagine, since I'm pretty well known, I'm not cheap for writing the letters. So they ended up tearing up, what I told them at the time, was I actually did have it on copy, so they got lucky that time actually, I had a copy to send them of the original that I wrote for them on my computer. I told them, they should test stuff, they might find a way they can do better, test 1 thing at a time, and make sure they still have the old one to put back. (laughter) And, because I'm not infallible, they might find one thing on the letter, or two things on the letter that might increase their response rates, or something else, but they need to do it one thing at a time, and that's the basics of testing, with anything that we do on direct response. We always make sure that we only change one little thing, and that we keep the original, in case the changes don't work out for us, if it drops our sales, or a lot of times what I run now, is I run a script that takes people to two different websites. I give them one web address, but it actually takes them to two different sites, so I can see an A/B test, what we call an A/B test split, and I can see which one is selling better.

TC: Terry do you have, or could you give our listeners a URL, or anything that they could go and get that particular tool, because that is very handy.

TD: There is a link on my website for a free version of it, and they can go to www.Bizpromo.com/clicks.zip, and that will download a CGI program that they'd have the webmaster install on their site, and it splits them up between two divisions. We're also installing a script which tracks your visitors, and does the split testing, and

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everything else this month, on NetBreakthroughs, so they should...everyone listening to this should go over to NetBreakthroughs.com, and see if we mention on there that we have the A/B testing script installed for all members. And that will run right from our server.

KC: Wow, that's fantastic.

TD: That's for our monthly membership site, the \$19.95 a month, and they get that plus everything else that we keep. That is a powerful testing feature, because if you're running that, it's much better than just trying to change one headline and see if your results go up or down because your visitors might change. But see, if I'm running A/B splits, I run one ad say in an ezine, and I send them to my CGI script, and then it splits them up between two different websites, one with one headline, one with the other, I can now see which one is selling to these customers the best. That's the best way of actually testing your ad copy, or any type of follow up system is to always run splits, because if you say run an ad in one ezine for one sales letter, and run a different ad in a different ezine, for a different sales letter, you're not going to have equal results, because one ezine might have more customers for you, than the other one would, and so about the only way, and that's true for direct mail, as for the internet, you have to have the same group of prospects to get the same letter to see the best results for your testing.

TC: Some people confuse changing with testing. In other words it goes back to the education thing that we're running. You wrote a letter that was performing, well you

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yourself, would right another headline, and change the headline and test it. But just to get up there and change it isn't the same as doing a test.

TD: That's exactly what we're talking about, so I'm going to go in and test, you know I'll write something, and we'll run that. When we get to the testing phase, which I mean is we change one thing at a time as we go through it, we have to make sure that we're doing some type of A/B split testing, or you know, as much as possible for it, or else we're never going to actually see real results, you know in the changes. One headline might give you three times as many sales as the other one, and even though we're all experts, you could actually give us....one of use could come up with 10 different headlines, and all three of us might get together and have pretty good guesses about which one will work, but you know what, we might put them in tests, and we all might be wrong.

KC: Exactly.

TD: You know that's quite possible. You'll find out that every one of us, the one that we said probably wouldn't work, ended up working.

(chuckle)

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TC: And it works the other way around. I know for one of our products, the Paper Profits course, I had a brainstorm of a session when I created that headline, I remember the event right, because it answered the biggest frequently asked question we had ever received, and our sales bombed, they dropped to 60% of their former level. (laughter)

KC: Oh wow.

TD: And that's one you better be glad you guessed it.

TC: I'm glad, and I eliminated it.

TD: For a lot of internet marketer's, if they had did what you just did, they would end up walking away and saying well this product doesn't sell anymore.

TC: Yeah, yeah, and it's because they confused changing with testing, they just don't know how to do it, and really it's just very simple, keep track. Change one thing at a time.

KC: Fantastic, fantastic stuff.

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TC: Listen guys, we have got about 3 to 5 minutes left on this side of the tape, anything else that we can give our listeners that can really be of good value and benefit.

KC: Wow, just stuff to fit in 3 to 5 minutes..(laughter)..

TC: Nothing like an impossible task.

TD: What we really should be saying is going along the same lines, and that is that, we can all talk about, what you'll see that we keep talking about over and over again, with this Money On Demand is a system, everything is a system. We're not guessing, we're not getting lucky.(laughter) We're not doing everything else, we actually create systems. In every system notice that we have some similarities. We always bring back to some type of email follow up, we come back to developing customers, developing relationships with customers, and selling them back end products.

KC: Right exactly.

TD: Those stay in the system constantly, we all come up with ways to consistently generate traffic, whether you use link strategies, whether you place ezine ads, whatever you do, we always have a consistent way to generate traffic. You could you Paper Click search engines, and did that you know that those three things, you could choose any one

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of them and just do that, and generate consistent traffic. That's where most people are not talking with online, is they're not dealing with a consistency in understanding the system. I would never start a project, if I didn't know a consistent way to generate traffic for it. If I didn't know that I could go out and generate links back to my site, or use paper click search engines, or find ezines to advertise in, then I'm not going to sell that product. If I can't have a nice consistent way to generate traffic, you might as well forget it. If I can't create a sales letter, if I can't go out and create a sales letter that will give me sales on a consistent basis, then I'm not going to do the project either. If I can't figure out a way to get people to give me their email address, then that's not a project for me either. We just need to make sure that we develop everything off the system, and work everything off systems.

KC: That's so true, that's so true. Like just today I'm looking through the email boxes, the inboxes thing of follow up leads I've gotten this morning, and it looks like that I have five people who've contacted just since we've started this call, and looking through here, this is for the diamond business, one guy says, you know he tells me exactly what he's looking for, he's looking for a four carat diamond, another guy says, you know I'm going to have to wait awhile, my girlfriend is still looking, and another one says, Thanx but I'm all set, the ring is being made as speak, so there's a sale I lost, and the other one say, hey I'll give you a call tomorrow, I got hung up in a meeting, the 1.5 carat stone looks very good. So right there, you see the power of what we're talking about. The power of creating systems, that do the work for you. I mean in the beginning it takes a lot of testing, but once the system is set up, it runs forever, I mean, it's just incredible the power that you can have in a business that's systematized, and has business processes.

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TD: Yeah and to close that up I will say that I agree, and I call one of the 13 deadly common internet marketing mistakes, is not automating, not systematizing because you don't want to be stuck all the time wondering why it's happening to everybody else and not you. Okay, hope you've enjoyed this side of the "Internet Super Group" talking about "Money On Demand".

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Money On Demand

Transcript of Tapes 5 & 6

TC: Ted Ciuba

TD: Terry Dean

KC: Kirt Christensen

Terry Dean (TD): And we are continuing our discussion on Money on Demand. And since it is such a tool for me in my business, what I really want to cover right now is I want to cover how to build large opt-in email lists. Over and over again, you've listened to me, or if you've really have studied throughout these tape series, you are going to notice that I talk a lot about the power that is in my email list. How often I will email to my opt-in list, bring in \$31,000.00. Send out another email at another time, bring in \$10,000.00 regularly, just about every single week. I sent an email out to my list and bring in between \$2 and 5,000.00. That's just a normal process in my business and part of my internet "Money on Demand" system.

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And the real key for building that type of income from the internet, building that type of lists that you can profit from, anytime you want, is basically learning how to build the list itself. A lot of times on line you're going to get offers, in your emails from companies that want to sell you their million email addresses, they want to sell you five million email addresses. Well guess what? If you purchase that, what ever cost that they're selling it at for, \$300.00 or \$3,000.00 it doesn't matter. But if you purchase those lists and try to mail out to them, you're going to have some serious repercussion from your actions. You're probably going to lose your web host, and you're going to lose your ISP, your Internet Service Provider, and you're probably going to lose your reputation online for your business. Because that's what we call 'spam', or bulk email, contacting people who have not contacted you before by email.

What I'm talking about, when I'm talking about building large email lists, is I'm talking about opt-in email, lists of people who have asked me for me to send them information by email. For my specific situation, in my business that is my web gold ezine. My electronic magazine, that I send out every week, or every other week to my list. That's the list that I built. Right now we're just over 40,000 subscribers, and that's a lot of subscribers by internet terminology. And we're also growing by close to a 1,000 subscribers every week lately, from all the different things we have in action building our subscriber database. Well guess what? I've learned how to build large email lists on line. Last year... at the beginning of last year we only had 7,000 opt-in email list members, right now we have over 40,000. That's some pretty large growth, by anybody's terms. And we're continuing to grow. One of our goals in this business is to try to build that list

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up to a 100,000 members for our “Money On Demand” system. And the strategies that I have in place are what I’m going to be talking to you about now.

Basically there are seven different strategies I have for building my opt-in list, both in my own business and those businesses that I consult with. The first strategy that I use, that I recommend that everybody do, is you need to put forms for signing up for opt-in lists on every single page of your website. No matter what type of opt-in list that’s your doing whether it might be an ezine, whether it might be a newsletter you send out once in a while, maybe it’s a specific offers that you send out with a little bit of content. It doesn’t matter, you need to have sign up forms on every single page of your website. I make it a priority in my business. If you go over to any of my websites, one of the first things you see, is the ability to sign up for my opt-in email list.

And along with the same tool... we’re still talking about number one, put it on your website. I always have some type of good benefits, some type of bribe that I give you if you’ll sign up for my email list. One of the bribes that I like to give away is I have a book called ‘101 High Profit Businesses You Can Start Online, with little or no money’. This book is in Ebook form, which means people can download it from my website, and read it on their computer. Well if you sign up for my ezine, you immediately have access to this book. If you give me your email address, you get the book. That’s how I convince people to sign up for my email lists.

-- Action Notes --

It used to be online and people would sign up, just by saying that you have emails that you are going to send about a specific subject, that's not true anymore, because there are so many ezines out there and so many email lists. If you're going to sign people up on your website, you going to have to give them something of benefit, a benefit that they can receive right now for signing up for your list. And for me I use this Ebook as a benefit you get when you sign up for my list. What ever you're doing, think of something that you can give away to sign up for your list. If you want to you can go over to my website at BizPromo.com, download that Ebook, and you can give that Ebook away to your list too. And that will give you something to give away to your list. And if you do that, you take my Ebook for free, I'll give you the right to it. You just put it on your website, and you tell people if they want this Ebook, they have to sign up for your email list.

Now lest you think that I'm just being really generous, guess what I'm applying here? I'm applying a traffic virus technique which is I'm allowing you to give away my good content, because you are going to bring more people to get to know who I am. Cause that Ebook has my name in it. And it keeps my name on it. So it's a win, win situation, you'll get more subscribers and I'll get more traffic on my website also. So everybody wins in that situation. So that's step one, is come up with some type of benefit, something that you can instantly give someone, instant gratification if they sign up for your opt-in list, and put that on every single page of your website.

The second technique, that I use to build my list quickly is I also use popup boxes on my website. And there's basically two different types of popup boxes that people use on

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websites, and a popup box just to give you a simple definition of what it is, is if you come into my website, say that you go to the Netbreakthroughs website, and you go in and look at the sales letter and you decide to click away or your attention goes and you go to another website, as you leave the website, another browser will pop up on your screen telling you that you will get this free Ebook if you subscribe to my ezine. So guess what? It's like a second chance at the website. I use other websites also, when you come into one of my websites such as Bizpromo, the main presentation there is for the ezine, and we also have a popup box which is another browser box that pops up on your screen to ask you if you would subscribe to Web Gold. And what we found although some people say popup boxes annoy people, we found that it really, really increases our subscriber percentage.

Such as a lot of times from a website you might get around a 10% subscribe rate, well by using a popup box we've been able to push that up to 30% for many of our websites. 30% of the visitors that visit our website end up signing up for our opt-in email list. And that's powerful for your business to get that kind of response rate of people signing up. And we do that through using popup boxes.

The thing that really annoys people, and this is one of the things that I will put in here for caution, of your going to use popup boxes, is use a popup box only for the purpose of giving something away free. Especially to get the email address, don't have a popup box or another website popup with another sales offer or an offer from somebody else's website or anything of that nature. Use it for only one purpose and that's to get people to

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give you their email address, in exchange for something that you give them for free right now. And if you use it in that type of terminology, and use that type of technique, you're going to find that it builds your email list much quicker than just relying on your website.

A third technique that we use to build our email list is that we sign up for all the ezine databases. Online there are a lot of websites now, what we call ezine databases, that you can go over and you can put down your ezine down, you can give them your ezine name and a short basically almost like a classified ad, for your ezine. And they'll list it there for anybody who wants to subscribe to ezines. Just as an example, you can go over to LifestylesPub.com, and you can put your ezine in there, you can also tell them about ads, if you sell ads, and they have a whole ad database also. Not only do they help you to get subscribers, but they can also help you sell advertising in your ezine if chose to sell advertising. So that's another way that you can start building your email list. And for that, basically just go to one of the search engines, go to a search engine such as Google.com, or any of the others. And look up for ezine list databases or free ezine list databases. And you'll end up having a lot of different places that come up that you are allowed to submit your ezine for free. Now these databases are slowly dying out, now where as you used to be able to maybe find a 100 of these lists, you're going to probably find closer to 30, 40, or 50 now, because a lot more of these databases that used to be free for you, are changing over to another system, which we call co-registration, which is my fourth technique for building lists fast.

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And co-registration is a...basically it's a terminology that means when someone comes to a high traffic website, lets just say that you're a visitor and you're going to come to my website, and I have a lot of traffic at my site, I might have a free offer to a contest or something else and I might have 10 or 20 different ezines listed on my site for you checkmark. You checkmark the ones you'd like to receive, type in your email address and click on submit, and you might be subscribing to 5-10 ezines at one time. Well what happens is all these ezines, they are paying what we call co-registration fees, which is they pay the big websites maybe \$0.25 to \$0.50 per subscriber generated from their form. So you're opting in to an ezine such as we use this ourselves in our business. We use one that's over at ProfitInfo.com is one of the companies that we work with. We use that as one of the co-registration techniques at that site, we pay right around \$0.25 a piece. We may put down a deposit say of \$250.00, and that means for the next 1,000 subscribers that come through their site, check mark Web gold, they get sent over to me, and they just slowly take it away from the deposit that I made for them, and this generates a large number of subscribers. For us for example, that one right there generates around 150 subscribers a day. And that's a lot of subscribers to be generated in a day, and they're only one of many, different co-registration companies.

If you want to find a lot of co-registration companies, then you can go over to Zmedia.com, and you'll find a list for around 50 co-registration companies in all different markets, that will help you build lists very quickly, opt-in lists, and they'll use that same technique. They'll have a list of different ezines on their site and people can check mark which ones they want to subscribe to. And they'll build lists very quickly for you. Like I said a 150 a day is quite a lot of subscribers to be adding to a day.

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Another way that we actually build up our subscriber base, and this will require you to actually start getting to a point where you have at least a few subscribers on your list, at least a couple of hundred, and that is through trading ads with other ezines. We've used this quite successfully especially when we were smaller size, once you get to the large size like we are now with 40,000 subscribers, it's hard to find other ezines to trade with fairly. But when you are a smaller size of only having a few hundred, or a few thousand, there are dozens and dozens of other ezines out there that will trade you ad space on each other, so you can build your list. For example if I have 2,000 subscribers and you'd have 2,000 subscribers, I might say you give me your six line ad and I'll give you my six line ad, and we'll run it in each others ezines, with a free offer on it, such as that free Ebook that we use on our website, and we'll build up our ezine lists. Or say I have 2,000, you have 1,000, we might say that you have to run my ad twice, in exchange so that we get the same amount of exposure. And you're going to find a lot of ezines, this is one of the major ways of building subscriber list, because it's a free technique and it can generate a lot of subscribers for you just by trading ads with each other, with the other ezines in your market.

Another technique we use is we basically go straight out and we use advertising. I will place banner ads, and we do it often or I will pay for an ezine ad in real large ezines. Giving away a free offer again, such as my free Ebook if you subscribe to my ezine, I will actually target the ezine first in my advertisement instead of a product, in many cases. If I can get them on my ezine, I can sell them a multitude of products, or if I just

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went and sold one product that might be it, and that might be all I end up in selling to those customers. Say for example I choose to place an ad, let's say a \$100.00 ad I might be able to sell twenty, \$20.00 products, or bring in \$400.00 right now for a \$300.00 profit. Well I might take that same \$100.00 ad, and add in 200 new subscribers from my ezine. Well those 200 new subscribers are worth a minimum of \$300.00 a year in more often in five to ten dollars a year.

So let's just take the minimum of the $\$3.00 \times 200$ is \$600.00 that they are going to generate for me this year. Guess what? That will be next year to, that they will generate for me to. So I'm actually making more money by advertising the ezine than I am from a product directly. Because once they are on my list, I can run one product after another to the list and generating my "Money On Demand" system straight to these lists.

One of the most powerful techniques of all, that I've used quite effectively to build my list, is 'Joint Ventures'. And in Joint Ventures what that basically means is different ezine publisher's work together for the goal of building their subscriber base. And for example on my website, one technique that I worked with, with some other very good publishers, was that we basically wrote up an article about some of the best ezines online, which was us together, all the publishers grouped together it was around five of us at the time, we really loved each other's ezines, so I wrote up an article about everybody else's ezine and all the publishers ran the article in their ezine and each one of use picked up over a 1,000 subscribers. Because of the recommendations of each other's ezine in that one article. And guess what? A lot of other ezines ended picking up the article and running that

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article in their ezines as well. And generated a few hundred more subscribers each. So that joint venture growing even on it's own. That's joint venture technique number one that we use to build our list.

Number two, the second joint venture technique that we've used is that several other ezine publishers and myself, if we have a lot of subscribers from our website, say for example we each had 50 subscribers a day coming in from our website, four of us might band together and then moment you subscribe to my ezine, I'll offer the other three publishers ezine to you. And they'll do the same for me. Each of us, you subscribe to our ezine we make the offers for the other companies. And now we've changed whereas we might have been generating 50 subscribers a day for ourselves, now we generate an extra 100, through each others techniques, and we're generating a 150 subscribers instead of just 50 subscribers, and that grows our list so much quicker, and really gives us the type of size we have now, of growing up and generating this money on demand, and as your list keeps growing by each of these techniques that you have in place, you're to find that the money on demand just keeps growing at a larger scale, where as you were making maybe a ... when you first start out you might be happy if you make \$20.00 worth of sales in your ezine in your first issue. Well later on as your database grows you'll be making a few hundred, then you go up to the thousands, and just keeps on growing as your lists grows. It becomes a "Money On Demand" system, money that you can generate any time you want as the list size grows.

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Ted Ciuba (TC): Boy, I'll tell you what Terry that's a real well laid out plan. And I really appreciate you ... I was taking notes like crazy. I really appreciate you giving us those references that we can go to and do what you've done, because ... I hope everyone recognizes it. What you're talking about is really focusing in on where the money is and as a perfect example of that which I know is hard for some people to understand at first, is the fact is you don't advertise to get people to buy something, when you run an ezine ad, you're talking about advertising to give them something, you're giving them the free ezine subscription because you've got them captured.

TD: Yes that is it and we actually go to it that is not a new idea, and often advertising such as magazine advertising, when somebody runs a classified ad, they don't run a classified ad to sell a product, they run it so that someone will receive a free report, for example. And that's exactly what I'm talking about here, instead of often advertising something directly, I'll advertise basically a free report series which would be in my ezine, and that way we are following the same exact model that has been around for decades.

TC: Its classic two-step, marketing, isn't it.

TD: That is exactly what it is.

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TC: Of course there is one giant difference, and that is when they do that offline, each follow up costs a significant amount of money. And online it costs how much?

TD: It costs nothing. The only fee that you are going to have in doing all those follow-ups is basically a one monthly fee or yearly fee and that doesn't matter how big your list is. And so you're basically getting all your follow up almost free instead of all the printing cost that people have to do off line. So basically what you can say is I'm just taking offline techniques that have worked for decades and applying them to an online market. And doing it much quicker and much cheaper.

TC: Well, that's great and I tell you what, that's a perfect lead in to what I want to talk about. Basically what I'm going to present to you is money on demand 'Icopywriting' secrets. And it really is taking direct marketing principles that have worked for years and decades, and converting and tweaking them. So basically this presentation they could sound complicated but right up front I want you to know we're going to be talking about four things. We're of course talk about the reason why that 'Money On Demand' fits when we talk about copywriting, and then we're going to talk about a sales letter, and this is not a substitute for a course. We've got four different courses on copywriting that we market all the way from a ten hour course, the Icopywriting intensive, we've got Ted Nicholas products, we've got Brian Keith Boils, we've got copywriting classics where you've got some of the old masters, and you can get all that by the way up at InstantInternetMarketing.com if you're interested. But what this is, we're going to be talking about the sales letter on and offline, then we're going to talk about Icopywriting

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for the web and Icopywriting for email. So I hope you also got your pencil and your paper handy because you are going to get a few URL's.

Money on demand... I tell you there's nothing that I know... and I'm enchanted with the process, that is actually creating money out of thin air. I mean where nothing existed before, you write a sales letter and of course part of this integral process, is you create a product or repackage a product, but it's the sales letter that does the conversion. You write the sales letter and you've created money where none existed before. It is truly a license to print money. And we can talk a lot about the effectiveness and the importance, but just a few quick examples you can do. I remember the first time I did it, I wrote out a sales letter for the first time I sent it out I made \$11,000.00, I thought that was great.

Guess what though? That continued to earn money, and then of course I ran across Terry Dean, and we were at a seminar one time, and he sends out a well written offer, and a few days later, he's pulled in \$55,000.00. Now this is for work, for basically a long weekend. Jeff Gardner tells me "Hey man, sales are down, I've got to do something, so I am going to write a sales letter", he writes a sales letter and in 60 days he has earned \$74,000.00.

I'll never forget, the first time I ever wrote a sales letter and sent it out to my 40 of my prime customers, just 40 and a few weeks later I had \$30,000.00. So we're talking about stuff... but we're talking about that same sales letter, that 'Money On Demand' we're talking about instant payday, but we're also talking about that sales letter can last forever and ever. For instance, back in 1994 I wrote my very first sales letter and....I had by the way I had studied courses by Ted Nicholas and Brian Keith Boils. I actually studied

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letters by Brian Keith Boles and I went and wrote my first sales letter, well that sales letter began to earn money immediately, to this date it has earned over a million dollars worth, and that's money on demand. I know that hey, any time I want more money I can send out that sales letter, send out an ezine that talks about it, right, and it will happen. It's really basic, because the force of your business is in your sales letter. My mother... God Bless her soul. She always had this folksy saying that you 'Build a better mousetrap and the world will beat a pathway to your door'. Nothing could be further from the truth., just because you have a better mousetrap doesn't mean anybody is going to know about it. So your sales letter is where the rubber meets the road, it's the persuasive informative moment, where you let people.. hopefully people who have problems with mice and rats, or what ever your particular product is. Let people know that you have a product, and you let them know how superior your product is, and why they should act on that immediately, to alleviate their problem to give them the lifestyle that they want. So it is the persuasive moment, and again money on demand it is instant, and it can also be ongoing, which I love that.

And one of the other things we talk about and I'm not going develop this point really deeply but it's significant that we get clear on it before we go into some of the other ideas. Is that small changes can make a big difference. In my book, 'Mail-Order Riches' for instance, I showed how making a few percentages points of change on a number of different things, those things being your ezine ad would be more effective, your headline on your web page would be more effective, you add a stronger guarantee which motivates people to act, and by the way, there are people out there who don't offer guarantees that could also partially be illegal if your not announcing it, in addition to the

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fact it doesn't help sales. A bonus isn't everything, but it's pretty easy to bring a production that could be earning some where in the neighborhood of \$103,000.00 up to \$725,000.00. And that is by tweaking the elements. You send out a sales letter, you send out a promotion, you've got your backend working, you can bring those things in. So it's pretty vitally important what we're talking about. And of course tied into this is... Let's talk about the sales letter. Now again this is not a course. But here's how simple I want to understand that the sales letter is. The sales letter... when I look at it the simplest, it don't get any simpler than this formula, it's only got nine points and you can note these down because to take them in order.

Number One: There's always going to be a headline and that headline is always going to make a promise, get their attention, appeal to their interests, offer a benefit that you know your target audience needs.

Number Two: You're going to have to work with, and make sure you have an effective and arresting opening paragraph, very effective to tell a story, put the prospect in the picture, amazing facts, get something going.

Number Three: You're going to have to quickly and not at great depth, but you've got to quickly prove why this person should listen to you. Because everybody who reads an email piece, who reads a website, who gets an announcement on the radio, T.V., whatever it is, they're always thinking what's in it for me, and how do I know this person can deliver it, and that by the way of course is why the (BBB) Better Business Bureau has

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been so strong, because everybody's always wanting to know and checkup, so you offer that. You're going to then go into..

Number Four: The features and the benefits of your products. What you're going to is describe your product primarily what it does, I don't mean what it does, as much as I mean, what it does emotionally for the person, in other words any lawn mower will cut grass, but if you're selling lawn mowers, you are going to want your advantages, Hey this is a riding lawn mower, you don't have to get tired, you don't have to get dirty, and you can cut your lawn straight, and it smells so good, and you'll be the pride of your neighborhood. So that's what it does and how it benefits the user.

You're also **Number Five:** Always thinking about how do you get your USP involved in a sales letter. And it's important that you let people know that you've got something, that you're unique, and that they can't get it, what you're offering anywhere else, because if they think they can, they can go anywhere else any time, and you're going to be telling them now in your

Number Six point: You're going to make a offer ... the whole point of a sales letter is to be persuasive is to get people to convert. Don't weenie out there at the end. So when you also make that offer, you are always matter of course thinking about how many bonuses you can add in, so that you raise the value, and you are going to be talking about the warrantee, so that you raise the value and the warrantee, and the credentializing component I was talking about work together, you make people feel comfortable with

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that warrantee. Then you're going to have a call to action, again with a scarcity component, you know you've seen this course, act with in the next ten days, I only have a certain number of these printed up. When you are writing ... and by the way you won't always do this, but this is your model. When you are writing something that will end up looking very similar to a sales letter, you want to make sure you include a P.S.

And of course the ninth and final point, the whole point of everything is the ordering device. And you know how you have that hooked up is with your own particular points. So basically we've just discovered, and this is the old age old formula that mail order has used. Now we are using it on the web, we're using it in ezine things and we're using it in everywhere we go is the formula. And it just runs nine points from the headline down to the ordering device. Follow that and your sales letters will come out looking real good.

Now there's a number of other technical points right? Basically we're going to move on right here. I want to talk a little bit about Icopywriting for the web. That's our main interest, the web and email. Now, there is an important aspect of Icopywriting, which I'm not going to mention to day. But for a copywriter and a web master it is very important, and that's search engine copy writing. Getting your title work done, your metatags, even choosing your URL, so that's a whole other thing that I want you to be aware of, and think apart of it. Right now, I just want to talk about the sales letters and things that have made the webs the breakthroughs we found that made effectiveness of possible and probable for you on the web. By the way, a few good examples of this to, I'd like to give you those URL's I promised you. You can go to Terry Dean's NetBreakthroughs.com,

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Yonik Silver has a ... it's about sales letters so it should be good. It has a very well written sales letter on his web site at InstantSalesLetters.com. There's another guy that you should see, AmazingFormula.com, that is Marlin Sanders site. Kirt has a good job, on EDiamondBrokers.com. And of course, I'd invite you up to get to my own two sites InstantInternetMarketing.com and RealProfit.com. Now you follow up on those six examples and you follow along with this tape, you'll have plenty to keep you busy and learn from. But here's what I want to reveal now. Ten hot lessons learned from the front lines of the battle of the web. Because sometimes it seems like a battle.

What you want to do, you want to make sure that in spite of getting your sales letter right, you are going to make it load fast. That is of course you'll be slight on the graphics, strong on text, strong on tables, strong on multiple pages. A focused offer is definitely going to convert more. Now that focused offer that Terry was talking about for instance, that focused offer can be two-step. Sign up for the ezine, you have no risk. Or it can be a product, and most internet marketers say the best product price for a straight off the web, first time visitor conversion, is going to any where from \$10 to \$99.00. Headlines are still the most important part of your sales letter, your website, your email, because that's what people see to make their decision whether they are going to read more, it's the ad for the ad.

Your sales letter on the web need to be a little bit more, punchy direct clear than they do offline. They can run blind more offline, on the web needs to get more to business. Big font is the winner, using fewer words, using words more clearly, stay away from exotic

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fonts that are hard to read. Upper left on your web page is a good hot spot, that's why you see a lot of times, that's where the navigation bars goes, so you need to be aware of that. You want to keep your content above the fold we say, there's an emphasis, you want to make sure you get your USP, get your headline, so that when people see their first screen full, they are seeing enough to make their decision to move on. By the way, when I said to keep the content, I didn't mean all the content above the fold, I meant what's going to be motivating above the fold. Because the other side of that is you've got to give them sufficient content to want to click through. And remember now once you get going, you don't have to have your page loading so fast, as we talk six or seven seconds. Interior pages, you have to still need to be thinking though, we...we chosen ourselves twenty-two points, that's on 28.8 modem by the way twenty-two seconds is the click point. And also old copywriting basic, give them the ability to order at any point. That way they don't have to go all the way to the end of the sales letter, especially if its multi page, four to six pages. You don't want to have to go all the way to the end. Navigation bar on the side, order now is good. So those are things that can make a difference on your website. Now I want to jump quickly into Icopywriting email. And here I've got eleven basic points.

Number One: Your subject is your headline. You get one shot so make it work.

However here's 1A: Is your subject line is your headlines, so you need to be descriptive, you need to be honest, but you've got to avoid hype. On the internet, the words that are so powerful offline... Free Amazing, break through, a lot of times those are spam indicator words, people don't open them or some of those automatic spam things get them off so you've got to avoid that hype.

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Number Two: Think when you are writing your email, of a memo style heading table of content. Short, direct, personalize it, your response will go up dramatically if you need a website, or a system to do that AutoPilotRiches.com is the foremost one that we recommend. There's a number of different programs that will do that. Basically thinking short on your web advertisements on your promotions. And what is short? Well it can be anywhere from a page to seven pages, but you're thinking short, you're not going to want someone to print off an email of twenty-one pages, you're really thinking about a hyper links for the web page and that's point number five. You're trying to get them to the web page primarily, because the web page is where you really got your sales letter. The email marketing is a relationship-building tool, is a lead generator to get them to go to the web. Here's a technical point but it's important, make sure that your characters are cut you're your line is no more that fifty-five to sixty characters in length, otherwise it will print it off one long line, one short, short line it gets real annoying. On the web in your emails remember to **P.S.**

Point number eight, always include an opt out in your email correspondence By the way at this point the legislation it's all being batted around, and who knows what will come down, but we do know that one of the main common points that all the email legislation has, is there's got to be, number one accurate return address and number two, a way to opt out. And so basically for us of course that's not an issue, we're sending stuff that we want people to respond to us, but always include an opt out.

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Number nine is you can include a tell-a-friend offer in your email and people pass it along when they have something good to say. And the tenth and final point is ... I say be cautious with HTML email that comes across it reads like in a browser, I don't say don't do it, but it is something you need to do consciously and be aware of your market, maybe do some research. So that was the quick tour of 'Money On Demand' from one little document. I gave you the points that I pulled out of it, all of my experience that I think that are most important today, so you can earn money immediately...money on demand...and out of these same tools and same letters you can earn long term residual income. Money on demand and that is great.

Kirt Christensen (KC): That's fantastic Ted, I mean those tools you gave us, the step by step formula those are really going to help a lot of people. Just simply listening to this tape, you know just check out the sites you mentioned and start plugging away with their first sales letter, that's amazing.

TC: That's how easy it happens isn't it?

KC: Yes... it's more... the main focus being is you have to get started. You don't have to get it right the first time, you just have to get started and start working on it.

TC: Absolutely, it's the biggest hurdle of all.

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KC: That's the biggest holdup for most people they just simply never take the action necessary to get any results. Let alone get good results. Well I'll continue with the portion of the tape I am going to cover. And what we are going to talk about on this section ties in very nicely with what Terry and Ted have already said. Now what we're going to talk about is how to turn a much greater percentage of visitors to your site into buyers, and that's why nothing else matters on your website. And this is a thing that's going to be really mind expanding for most of the listeners of this tape, because it's something that I doubt that they will have heard before.

We are going to talk about a concept called conversion rate and why that equates directly to the success of your website. Conversion rate is the percentage of visitors to your website that do exactly that you would hope that they would do. So for example if we get a 100 visitors a day to our site and 1 of them buys, we have a 1% conversion rate. Now by conversion rate on some sites the conversion rate isn't to make a sale. For example, If Terry Dean on his main Bizpromo.com site, if the main goal that he's decided is to get people to sign up for his ezine, and if he gets a 100 visitors and 30 of them sign up for his ezine, he would have a conversion rate of 30%. So basically you need to decide on exactly what you'd like to ... you know if the world were perfect, what everyone who came to your website, would do. And that percentage compared to the total number of visitors that come to your website is your conversion rate. So you know on the lead generation sites to fill in a form, on a retail site it's to place an order, on a content site you sign up for an ezine. And so that is a very, very important concept. And so this is something to write down. If you haven't done this yet, you absolutely, positively must know what the conversion rate of your website is. If you don't know what your

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conversion rate is, is you're basically flying blind, there's no way that you can make any really substantial money on the web, until you have this concept firmly ingrained in your mind.

Okay now one of the reasons... here's the reason for the conversion rate, it matters so much, because the most overlooked aspect of marketing, and this happens to everyone, regardless who they are, is that they don't make sure that they are getting everything they can from what they've already got. Let's think about it, on the web it is pretty hard to find things, its not just a simple matter of sitting down at a search engine, and typing in one word, and find exactly the site you're looking for.

If somebody happens to simply wander into your site, that's very rare. A vast majority of visitors to your site are there because they're interested in what you have to offer. That's true for almost any site. You know if someone finds us through a search engine, well obviously they must have been somewhat qualified, because they typed in some search engine phrase that led them to our site. Increasing our conversion rate on the site is by far the cheapest way to make more money off our website. It's a simple matter of .. we'll give you a simple example of how conversion rate works.

Suppose that you sell some special type of Italian shoe, or something like that online, and you currently get 3,000 visitors per week, and you make 30 sales per week so your conversion rate is 1%. And let's say you have an average order size of a \$100.00, so put that simply that your making gross sales per week is \$3,000.00, so you have an option.

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One you want to increase the amount of the sales you have coming to the site. One can spend more money on advertising, or two, you could increase your conversion rate. Now at this point most people would say, “Well, lets just spend the money on advertising, I mean that’s the simplest way to do it. Conversion rate that’s too vague. Lets not just worry about that.” But lets see how the numbers workout when we show you this specific, specific example, and this is very realistic, because what we want to do, basically we want to double the site traffic to 6,000 visitors per week, with option number one, ‘Spending more money on advertising’, so we say, we want to double the site visitors from 3,000 to 6,000, and if we’re like most web businesses out there, we decide to do one of the forms of advertising we’re generically going to call it banner advertising, it doesn’t necessarily have to be banner advertising, but that is the example that we are going to use. And so what would that cost to increase our traffic from 3,000 visitors to 6,000? Well we’re going to assume a couple of things, banner advertising currently gets about 1% click through across all industries. Basically a very, very bad response but suppose we are very optimistic and we’ve studied banner ads, and we studied all the direct response banner ads, products on the marketing, we’re very optimistic, and we think that we can get 3% response. So to get that additional 3,000 visitors a day to our site at 3% click through. We’d need to buy a 100,000 banner impressions. Okay so stay with me here. And banner ads are sold in blocks of a 1,000 units, we need to buy a 100 blocks. Average price of each unit say is going to be \$25.00. So to get that extra traffic to our site, we’d spend \$2,500.00 per week to get those extra 3,000 visitors. So what’s the final result? On this option number one: If we wanted to make more sales on our website, and we chose to do it by doubling our visitors from 3,000 to 6,000, we’d end up spend \$2,500.00 per week to double our traffic and we’d get another 3,000 visitors, so

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predictably we'd get about another 30 orders, cause you know we still have the conversion rate of 1%, and we make another \$3,000.00 in gross profit. So essentially, here's the clincher, we'd end up spending \$2,500.00 to make only \$3,000.00 in sales. Now for most businesses that don't have an extremely high profit margin of over 90%, that's a losing proposition. We'd lose money doing that. But all the numbers we used are totally legitimate, they're the averages for this industry. Do you see how discouraging that would be? You wanted to run this campaign to make more money and you actually lose money.

TC: Oh Kirt, I tell you what, that would be discouraging, and can you continue telling our great listeners on the other side of this tape?

KC: Sounds great.

KC: We talked about besides is purchasing banner advertising and getting more traffic to our site is we could spend some time and increase the conversion rate of our site because, currently it's 1% right? Like we talked about in the beginning. The other advantage of this is it doesn't cost any real money to do this. So we don't have to pay any money out to do it, we can do it all on our own. So lets say instead of spending any real money, we decide to do the work ourselves, and spend forty hours of our time. Now for the purpose of this we are going to have to figure out how much that cost is in our time, so we're going to say, average if you do it yourself, if you're a small startup business, have one of your employees do it. Let's say that is worth \$20.00 an hour. So that work is going to

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cost you \$800.00, you know \$20.00 per hour and you spend 40 hours doing it, away from some other profitable activity that you could be doing. Okay, and you know so most of what you are going to be doing in this time of forty hours is applying the internet marketing knowledge that you have. That you gleaned from reading ezines, that you gleaned from reading courses, and lets say you figure out in this forty hours lets be very conservative, you figure how to increase your conversion rate by half of one percent. So now your conversion rate is 1.5%, instead of the 1% you started with.

That doesn't sound like much going in, you spent forty hours to do that, to increase it by a half of percent. But lets see what happens from those results. So before you had a 1% conversion rate, and you were getting 30 sales per week, for \$3,000.00. Now with the 1.5% conversion rate, you're going to make 45 sales per week for \$4,500.00. So you've essentially increased the revenue of your site by \$1,500.00 per week forever, by that one time 40-hour time investment. Now of those two options that we talked about, option one we could spend \$2,500.00 in hard cash to make \$3,000.00 on a one shot basis, using the banner advertising like we talked about in the first example, or option two we can spend \$800.00 of our time, no out of pocket investment and increase our revenue to our site by \$1,500.00 per week, forever.

Now dear listeners, I hope you are seeing the power of this, and why this is so critically important. This is one of the most under looked aspects of internet marketing. Hardly anyone talks about it, but this ties in so beautifully with what Ted and Terry have been talking about, and especially what Ted has been talking about with the copywriting.

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Copywriting is so critical, any little tiny thing that we can do to increase our conversion rate by just a tiny, tiny amount, is going to increase the revenues and profits that we make from our sites forever. It's not a one-time effect, like advertising, it's a lifetime effect. So in conclusion I urge you, I beg you all, everyone who is listening to this tape, to do what ever they can to increase their marketing knowledge by, one signing up for all quality internet marketing ezines out there and two, spend time testing and changing things on your website to see what you can do to increase your conversion rate, it will pay for itself within the first couple of weeks, and then the profits and the revenues will continue forever. What other input do the other two experts on the call have on conversion rate?

TD: One thing that I can mention along with this is what I do with a lot of clients and almost without fail, they come to me wanting to know how they can generate more traffic to their website.

KC: Exactly...

TD: When their real problem isn't the traffic, its what they do with the traffic once it gets there.

KC: Right

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TD: And so many if them, they work so hard to generate leads, so they work their butts off to get a 1,000 visitors a week. But I go and take one look at their website and I know it's worthless because the fact that their website isn't going to sell them, once they get there, and I really want tell people, that in my own business I focused on more than anything, is to focus on getting those response rates up. Because if you get the response rates up high enough, you can basically buy traffic.

KC: Exactly

TD: You can pay for banner ads, you can use paper clicks. There's a lot of places that you can buy traffic, if you can profit from it.

KC: Right, exactly. And that's where most people fall down. They create a website, then they go out and buy the traffic right now, and it's not profitable, and they get discouraged and they quit. If what they did instead is do something simple, like maybe spend a small amount of money, getting some traffic to the site using something like GOTO, and test that traffic to make sure that their getting acceptable response rate, where they can make a ton of money selling the product before they roll out, and actually buy all kinds of other traffic.

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TD: Along the same line we also have, if people want it, we have a free script on our site as BizPromo.com. If you go to BisPromo/click.zip, there's a free script that you can download that basically allows you to do a split test at your website so that your traffic is sent to two different websites.

KC: Exactly, and that's so powerful because you can alter things ever so slightly and see if it increases or decreases the response rate.

TD: Because what Ted was talking about and it goes along with what you were talking about to. You change one headline and it can change your response rate by incredible amounts.

KC: Incredible amounts.

TD: Incredible amounts, and the only way you're going to know is, by doing a split test. And that's one thing people need to be doing online. I really, in all the consulting I deal with and all the clients I deal with very few people do any type of split testing or really testing their ads at all.

KC: Exactly, and one statistical rule to remember is just when you are doing these split testing is to always make sure that you get a least 40 responses or 40 variables before you

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make it a final decision. You know if you just do it for one day, and set up the click script and in one day, you know one copy of your site gets two sales and the other site only gets one, that's not enough statistical information to make the conclusion that the one is better than the other. You have to wait until you get about 40 orders between the two of them. Otherwise you can come to some erroneous conclusions. But that aside it's so important, that people do these things and work on increasing the conversion rate, because like Terry mentioned, once you have a very, very high conversion rate, you can afford to spend tons of money to get visitors to your site, and you know it's going to make you money.

TD: And that's where people really need to eventually move to anyway, cause a lot of people, they really focus on the free advertising, which is good, but free advertising only seems to take you to a point in generating income. And by that I mean, you send out articles and things like that to ezines to do a lot of trades and stuff like that. And it might take you up to maybe a profit of a \$1,000.00 or \$2,000.00 a week. If you really want to start moving up from that point, you need to work on paid advertising, because there is so much unlimited paid advertising out there, and work on your response rate, so that you can almost write your own ticket, you know, and your own Money on Demand System, because if you have a good enough response rate you basically can buy as much advertising as you need and generate that traffic, and make those sales. And along the same lines I took down a little note while you were talking about the response and really going after that goal response, and having a most wanted response in your website, that's another mistake I've seen a lot of people are making online, is they don't really have a goal for somebody when they get to their website. They might have ten different links on

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their website, and they don't care... it's almost like, I hope they come and buy something.

KC: Exactly.

TD: And that's no way to be doing business, every website needs to have one clear focus that they have a specific purpose that you want that person to do when they get there, it might be subscribing to an ezine, it might be buying an entry level product, it might be to call you on the phone, so you can sell them on the phone, or it might be just to generate leads you mailed to. But you need to have a specific goal and a specific purpose that you have for your website that if every web visitor came, you'd want them to do this one thing first.

KC: Exactly, Do you have anything to add on that Ted, on the conversion rate?

TC: Well, you know of course this subject is super fascinating to me, and the reason why I have been kind of quiet in the discussion is because I am just one hundred, one hundred ten percent in agreement with everything, you've said, and everything Terry is saying, and so really what I do have to add is really reinforcing what's been said. It is the conversion that is the point of how persuasive is your sales letter, and the product has to be good, has to be basic, has to deliver. But beyond that, it's really not the product, it is what people see. What people are confronted with to make the, emotional generally,

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decision to buy, or to leave their email address, or to move on. And it is your copy, it is your web page layout. And again, you know it's got to be repetitive, but it's got to convert. And that's why Terry again... this is copywriting basics Terry was talking about. Two-step, and when he writes his ads, he's not asking for a big offer. That's a conversion point. When you write an ad, your conversion point your wanted response is getting them to go look at the sales letter. The sales letter is where you want to get them to make the conversion point. But that has to be persuasive, so these variables, these leverage points are incredible. Of course what I keep coming back to, and you said it again Kirt. Is that these changes, these massive changes in response, and in profitability are essentially, once you've got your system set up running, are essentially free. What does it cost to do an A, B split to find out that one headline is twice and three times as good? Which is very normal by the way.

KC: Of course, It's fascinating, this whole concept that on the internet we can essentially engineer our sales letters to a point, where they are almost perfect. I mean if we take the time, we can get sales letters that beat any of our competition, absolutely blow away our competition simply by testing different things and keeping track of our conversion rate.

TC: Absolutely...

KC: I mean so many people ...like Terry mentioned, just focus on I've got to get more traffic, more traffic, more traffic. There are websites out there that have incredibly good

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conversion rates, that are making well over a half million dollars a year with just a 100 visitors a day.

TC: That's definitely not what people would think, the people would think half million dollars they would have thousands and thousands of hits, and so it all has to do with the conversion.

TD: Right

KC: It's the conversion and also the same line, something that people don't think about, in traffic is, thousands of visitors that aren't targeted from our market really don't matter. I'd rather have 1, who's excited and ready to buy something show up on my website than a 1,000 who aren't ready.

KC: Exactly.

TD: Because a lot ... I've done a lot of tests at my Netbreakthrough site. I've done a lot of tests, some of the guaranteed visitor sites.

TC: Yes right.

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TD: Without sales, nothing ever works, those are worthless visitors.

TC: Yea

TD: Every single one of them are guaranteed visitors companies. No matter ..basically almost who they are almost worthless for any type of offer because, they're not targeted for anything specific, they're targeted usually for free stuff. That's all they want.

KC: Exactly

TD: and that's... basically we talked about a whole mind set change of ... Let's go back to the response, what gives us the best response and where can we make the most sales? Cause I'm not here, my internet business is not there for the purpose of giving away free stuff, it's there for the purpose of selling things. We give away some free stuff on the way to selling things. Our purpose is to make money in the business.

KC: Exactly, Your purpose isn't to have this humongous site which gets all these visitors you don't want all these impressions, the purpose is, is if you could get one visitor a day and make a million bucks a year, I'm sure you'd be happy. The visitors don't matter, all that matters is how much money we're making from the site.

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TC: Well of course we're speaking at a commercial site, I call it the academic syndrome it's not a put down, but it's the fact that a lot of academics would feel very good just if they knew they had some traffic and people were being exposed to their ideas, and they were having their say. Right?

TD: Right exactly.

TC: But we are business commercial people and cut away all the clatter and cut away all the awards and our bottom line is what tells us if we're providing a good service and if we're effectively presenting it or not.

TD: Exactly. Fantastic,

TC: Well Mr. Terry Dean, I believe you've got an exciting presentation for us.

TD: Well we are going to keep on going along on the same line in the increasing your response rate, and I'm going to talk a little bit how we can use auto responder follow ups, to increase your response rate at your website. And we're basically combining in what we talked about so far. About having to work on our sales copy and the internet sales copy and working on increasing our response rate. And one of the biggest tools that I have used on my website to generate a high response rate is through using a follow up

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system. And one that I really want to people to see that I've used real effectively as a follow up system is I have a setup... you know that marketing tip called a hundred and fifteen tips which people can get a hundred and fifteen tips at AWebber.com, if they want to see a sample of what I am talking about. And this is a seven-step email follow up series, that sells our marketing course over at AllTheSecrets.com. And what I've done with this, is basically make a whole selections of some ideas, and tips, and internet marketing strategies and separated them up into a hundred and fifteen different tips, and they're sent out to your email, in basically in a six-part email. They are sent out with people with six emails with twenty tips on each one and fifteen on the last one, and we also have a seventh email, which comes out and is almost strictly a sales letter basically.

And why I've done this and what I've done with it, is by using this type of system, basically we can often get our we can get to 4 or 5% sales rate, whereas the website sales letter itself, if you just go to the website often you will only get around a 2%. Now there's a big difference in sales and that's through using email follow-ups. And one thing I should mention along the same lines to, is basically I'm laying out all the secrets to my business here, and one of the techniques I used when I was generating the subscribers for my Web Gold newsletter, is when you subscribe to Web Gold, I have an instant follow-up series that starts on you automatically, telling you about Netbreakthroughs website. Right as soon as you subscribe, the next few days you will get some notices, some basically reports, some training, some samples, from Netbreakthrough trying to give you a reason to come over to NetBreakthroughs.com and sign up. So in other words I'm generating two purposes at one time in that follow-up series. Is first off all I'm generating subscribers for my ezine that I sell to you later on down the road, and I basically sell to

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every week, but I'm also doing an instant follow-up for around three follow-up messages is what we have it set at right now, that the moment you sign up, you'll get one message and the next message the day later and another message letter two days later, telling you about Netbreakthroughs, telling you why you should be signing up for it also, so you can see now only am I signing up free people for free ezine, but I am also using follow-ups to sell them into a paid product at the same time.

Now back to the hundred and fifteen internet marketing tips, the reason I really want to focus on that, I'm showing you how to do email follow-ups, is because the system that I use to create that follow-up is one that really anyone can use in any market, because it works so well. A few tips to go along with this, and just so you understand about using email follow-ups is, number one you always want your email follow-up has to be personalized, well actually doing that now, so many people get basically hundreds or even thousands of emails in their email boxes. And if you want them to really read your email, you're going to have to personalize it with their name on it. Luckily just about every auto responder follow-up system out there now gives you the ability to personalize. And that would be step one. I would ... one of my techniques that I use, is I always put their name inside of the subject line. I always have their name inside the subject line or even on the Web Gold newsletter itself, it always comes out with a response such as "Hi Terry Web Gold is here" or something similar to that or as Hi Terry as in the headline of the article, that I am using in ezine. Because I always want to get their name in there to get their attention, and get them to read, because an old copy writing principle that everyone knows of is that the first thing that someone wants to read, is something that has their name in it. And so I always personalize my follow-up emails, and I make sure that I

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personalize both in the subject line and I'll usually start out with Dear Terry or Hi Terry or Hello Terry something similar to that, to grab their attention.

Another thing that you really need to think about when you're doing your auto responder follow-up is not just to focus on the selling. People online in general do not like to be sold to, they like to be informed and educated. So step two that I want to talk about in doing auto responder follow-up is always deal with some type of educating your buyer, educate them for buying decision, think of selling online more as educating your prospects then just in selling your prospects. And by that I mean, you want to educate them in your benefits, you want to educate them in what you have to offer, but you want to do it quite often in what we would consider more of the educational type material, in the follow-up, than just in sales type follow-up. Like again on my hundred and fifteen internet marketing tips which does better than a sales letter from the website. What I'll do is, each email has for example, fifteen to twenty tips in it, and then it'll have, for example one of the emails has a list of testimonials underneath it, for the fifteen tips for the email and then some testimonials for all the secrets. Another email comes out with another fifteen, twenty tips in it for internet marketing to give them some good information, and then it talks about guarantee for all the secrets. The next email comes out and it'll give another fifteen twenty tips and it will talk about some of the benefits, and it will be a list of some of the bullet points that are in the sales letter. Basically we can almost call it almost a drip system or where I slowly convince them, while educating them on internet marketing at the same time.

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A third thing that you need to know is that you need to keep your emails short and concise. Whereas sales letters and even for website sales letters, I found that the more you tell, the more you sell, and whereas a lot of companies like to keep very short websites, they are saying the long copy doesn't work on the web. Well I've proved that very inaccurate, and in some of our websites, if you print out some more websites, we have sales letters as long as twenty-one pages long, on a website with extremely high response rate, which proves that the more you tell the more you sell online. And long copy works on the web. But, I found that in email, we'll often find that shorter, email copy works better and then take them to the website. For example, if I was going to send out a sales presentation to my Web Gold list, I don't put the whole sales letter in the email. I'll put a very short sales letter, maybe if you print it out it would be one page or two page sales letter in the email, and tell them to go to the website for more information. And I found that short email copy works better. And then use the website for the longer email copy, a longer sales copy.

Now to take you actually to another step into the system, I want to talk to you and the reason why we're using the hundred and fifteen net marketing tips again is the technique for using this is what I basically did was I took a notebook around with me, came up with a lot of different internet marketing tips, went through my products, came out with little short tips and created something pretty quickly. And the (unintelligible) report series pretty quickly that has a high response rate, because by using this technique. You'd be shocked by how many times, I have received emails almost every single day of someone saying I accidentally deleted tips forty-one through sixty can you please resend it to me. Well think about it this way, what they're asking for me to resend them is my sales copy

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again, because every tip also comes along with sales copy for AllTheSecrets sites. So I have people emailing me asking please send me the sales letter again. And so guess what? I sure do, I send them over the sales copy again.

If all I was doing was just selling and not educating at the same time, I would never have people hanging on every email like that. I wouldn't have people saying I missed one, please send to me again. By people doing that I know that they're hanging on the emails, they are reading the emails, we also know it because they're buying at the website through the emails. And what I did was something that anyone can do whether they are a writer or not. When you actually get into writing an article, that takes a lot of time, but I found that just about anyone, as your first articles you write or a first follow-up series, the easiest follow-up series for you to write in your first try is some type of tip series, because all of the writing is very short, they're basically just quick ideas. And with that for internet marketing I have short little internet marketing ideas, like one tip might be to use co-registration, and then put the website as Zmedia like we talked about earlier. And that would be one tip. And you see simple that doesn't require any writing skill to do that, but something that's very valuable to people because they can print these out and they can look over them and at some of the conferences that I've been to. I know they print them out, because they've showed me the prints outs they've done of these, and they put them in notebooks so that they can keep track of them, and refer back to my sales letter basically in their own day-to-day life. And this type of system will have been much easier to write for your first follow-up series just because all you have to do is come up with tips. Come up with quick ideas and nuggets that would be interesting to your target market, that will be interesting to your prospects.

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And with doing that step number one is decide on a topic. Make sure it applies to the product you are selling. That's pretty simple and basic since I sell an internet marketing course, my topic was A Hundred and fifteen internet marketing tips. Just the tips of internet marketing, and that applied to my product. No matter what product you are selling, you got to have some ways to come up with some tips series for that. You're selling a product that had to do with golf, any type of product that had to deal with golf you could have seventy-seven tips for a better golf game. And just have quick tips, ideas that you glean out of talking to other people, that you glean just ideas that you might read somewhere else, ideas that come to your head throughout your daily life, training that you have had in the past or anything else.

Step two in this type of system is to create a title, and when I talk about creating a title, your title basically you have something already built in for a title and that is tips that you can use. For example, you could have seventy-four secrets to... you can write these down just to use as a template for creating your own title like this. Seventy-four secrets to... BLANK, Seventy-nine free tips on... BLANK, twenty-eight insider secrets to BLANK... ninety-two ways to BLANK... a hundred and thirteen tips that you can use to BLANK... and each of those blanks insert the benefit that you are going to provide them with, and that's going to come up with a killer title, all ready for you. And then what you do in a follow-up series, is you just break up the tips into different sections, and send them off in separate emails, along with some ad copy from your site.

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Number three, the third step that I was using for this type of system, is that I will usually break it up into different tips and different ways once I start looking at them. I'll carry a notebook with me first, let's actually make step three, you carry a notebook and you start writing down the ideas. You just write ideas as they come to you. Write everything that comes to you, every idea that comes to you, then when you go back to the editing process, which will be step four. You go back to the editing process take out the ones you don't like maybe, rewrite some of the tips over again, and you can actually go through and end up with how many tips you have will work perfect in this system, it doesn't matter how many you have, and then in step five, you can go and separate them up in sections, so we might have say fifteen tips about so and so. For my example, maybe we might have fifteen tips about email, we have about eighteen tips about web marketing, and in my separate follow-up messages, I put the tips together with there following the ones with the certain subjects. They're all in that specific email, along with some web sales letter copy from the website.

And what you can see, is by following this type of method, anybody can write a tips article, anybody can write a series on tips mainly because it doesn't recall writing it doesn't require great writing skills. What it requires is you just take a notebook around with you and think of ideas. Use our template models for a title and then basically break it up, put in a follow-up series along with some of the sales content from your site, like I said, one sales content will have a guarantee. I'll talk to you all about the guarantee in that email. The next one will talk all about the testimonials, the next one will talk about some of the bullet copies and benefits from the site. The third one might talk about one of the bonuses the fourth one might talk about the bonuses and along down this line you can

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see what I actually do is I give them good information so they read the email, I get them to basically collect the emails, and then also they'll collect the whole sales presentation along with it and at any point in time throughout this whole series they click over to the all the secret sites, they get our full sales letter, that they can print out and read, they can find out more about the product, and we can convert those people into buyers for our products. Any more ideas on doing auto responder follow-up?

KC: That is just fantastic, that's just amazing that the power that simply following up with your prospects and doing it in a personalized manner like you described the effect that it can have on your sales, and literally I mean when you can double or triple your sales just by doing that.

TC: Quite literally, and that's going back to what Kirt was talking about the conversion rate. And that's what you're working with. The Sales and Marketing Executive International has done a study that ties in very well with this sequential auto response follow-up that you're talking about. They said what everybody in the sales profession has known for years, is that 80% of all the sales that are made, are made on or after the fifth contact. And it's just because it gets past all those things that I was talking about earlier there. The credibility that who is this and why should I listen to you. With your ingenious strategy of educating them to buy, I mean that's just the perfect and really savvy use of this technique. And you're a master of that by the way. I recommend everybody listen closely to what you said.

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TD: Well basically what we've found is for us that's one of the .. once you actually work on a sales copy for your site, and you've got it to the point of getting a good sales response site, often the quickest way to jump the response rate up and get even more sales, is to use some type of information by follow-ups. And the reason I talk about doing a tip series is because of my deal with... work with different clients, I found a lot of them are really afraid of writing and what they find much easier, is they can write down little ideas, and it doesn't require as much writing skill, and just in talking to the people who use my tips, the most popular follow-up series I have, are the ones that just have tip series.

TC: Well, and Terry tell the readers, because I've seen a lot of your tips to and they're all extremely well done. I in fact, I try to model a lot my writing after you. Is it that you don't go on at great depth, I see a tip from you and it maybe two to three paragraphs, is that true?

TD: That's exactly it, and in many cases we've been testing with it somewhat and we actually like, a lot of markets just doing a tip and maybe two or three sentences. And that's all about the tips.

TC: So it's not really a big mind breaker to create these things, you don't have to be an English major?

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TD: Exactly, and if you find that you need more than two or three sentences to describe it, you probably should just break it up into another tip.

TC: That's a good tip.

TD: There's a tip right there that they can use, and quick ideas, like this you'll find that people really like it because of how busy people are in life, and they like the tips that they can read right through it quick.

TC: Then I'll go one further. If they'll start paying attention to the other material that they're seeing from professionals, like USA Today, Wall Street Journal, Imarketingnews. They'll see that, that's a preferred approach also. You know here's the six steps that you need or the seven dangers of or, ninety-two ways, a hundred and fifteen, you know it's great, it gets that organization that allows anybody who is normal and competent and practically everybody has normal competence to become a writer, cause it's clarity not anything else.

TD: And basically it's built in, the little ideas I gave on your headline was just fill in the blank, those are the headlines that everybody can have for their article, and what I found.

TC: It's an outline for the article to.

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TD: It's the outline for the article and the headline for your article and that's what people really need to think about when they follow through they need to have a really good title for the series because we've done tests with that to. And the title often makes half the difference, we're talking a hundred percent higher response rate going from maybe two percent sales up to four percent sales just by changing the title of the article series. And our most extensive article series title are usually simple tip type articles, like the headlines I gave.

TC: And I thought it was complicated.

KC: It doesn't have to be I guess. Fantastic

TC: Yea, well listen, Mr. and Mrs. Listener and good friend, we're running now about ten minutes to the end of this whole session, and so we're just going to go free form and come up with a couple of other ideas and tips related to anything that in our parting shot that we think that might be interesting valuables specifically as it relates to money on demand, but internet marketing specifically. Anybody have any ideas that we can offer our listeners at this moment?

KC: One of the main things and I'm sure that both of you have experienced this, that when talking to customers and things like that is the importance of just getting started or

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just doing one or two things, don't feel like you have to do everything all at once. I mean none of us start out doing everything perfect, running all our tests and having follow-up emails, or writing a real good copy, you just start out just do one or two things and just progress from there. That's just one of the biggest things is just to tell people, take some enormous action, and everything will just kind of fall into line as you go along. But don't expect it to fall into line the first day.

TD: I would say the same thing, what people really need to do is they need to play the tape on their desk and listen to it over and over again because the fact that we actually presented a lot of different ways to earn money on demand throughout the series and they need to do exactly what Kirt just said. Take one idea first, start working with one idea (unintelligible) you've heard apply it, turn it profitable and guess what keep going through the series and start adding on other ideas throughout this. There is so much content really that we've given you through this set, you have enough to apply for the next year of what to put on your site, basically just in the response rate alone you start, Dealing with what Ted talked about writing your sales letter. After you have the sales letter up and making money, they work on a follow-up series, work on the response rate, play around with the headline, change it, add to it. And along the same lines, again you have so many ideas that we talked about here. Take one focus on it, use it and come back and start using the other ones as you go along.

TC: That is absolutely right, and that's one of the main themes that I keep hammering on in Mail Order Riches, which is designed to show people how to combine... Which

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actually is a primer... combine mail order principles on the internet and internet marketing. But, I keep coming back to the phrase that I use as ready, fire and aim, in other words, you put something out there and that is a result and you come back and the technical term we marketers like to use is optimize, basically it just means, you send out a letter, or you put something on your website. And this A B splitting is a perfect example of optimization, you write the same website except the only difference is the head line, or the only difference is the offer or the only difference is the guarantee or the bonus, you get a certain number of visitors, and you're going to know which one is better or not. . If you had tried to write the perfect one it wouldn't happen and professionals don't think that way, people who don't know better think, one perfect sales letter and everything's perfect. Professionals understand. Hey here's the six headlines... I've delivered jobs like that... here's the six headlines that you all try these ... Don't you know? How do I know which one is going to pull the best (unintelligible) wouldn't you want to risk the improvement?

KC: One thing that I found in my own copywriting for the web, is that with almost without fail there's a guaranteed second revision that I come back with a different sales letter, after the sales letter has been out there for a couple of weeks, because I get a lot of questions that come in about the sales letter by email.

TC: Right

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KC: And I go back in and make some changes to answer the objections and questions that people sent in the email, the sales letter itself. A couple of weeks after the sales letter was put up.

TC: Exactly, and you talk about optimization, one time I wrote a sales letter, that wasn't clear on a point, and that was our most frequently asked questions. So what I did, I thought this is great, this is a matter, you're always experimenting, this is what I'm going to feature in the headline. So I tried a new headline, did the A B split and the sales just dropped to the basement. It was a point that was not important enough to be features in the headline, it had a negative reaction in the headline, but inside the body of the report, it was something that people who got to that point wanted to know wanted to explain. And so who told us this? The customers, the reactions we got

KC: I can mention that along the same line, one thing we found also in doing our follow-up series by email, besides using the tip series, usually on the last couple of articles that we... which I said we do the tip series then we go to a couple of emails at the end, which are more salesy, then the extra article, is what techniques we've used. We've looked at our outbox of responding customers questions, and we've used our outbox actual email as one of the final follow-ups to one of our customers, written to one of our customers, basically answering some of the questions or objections that they sent to us by email. We just put it in our follow-up series it self.

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TC: Boy, that's excellent. Well listener we want to thank you very much, we have worked very to bring you the best and the latest in internet marketing, and on behalf of Kirt Christensen, Ted Ciuba and Terry Dean. We want to tell you that be sure to let us know how we're doing for you, and we want to tell you thank you and wish you the greatest of success in your internet ventures.

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