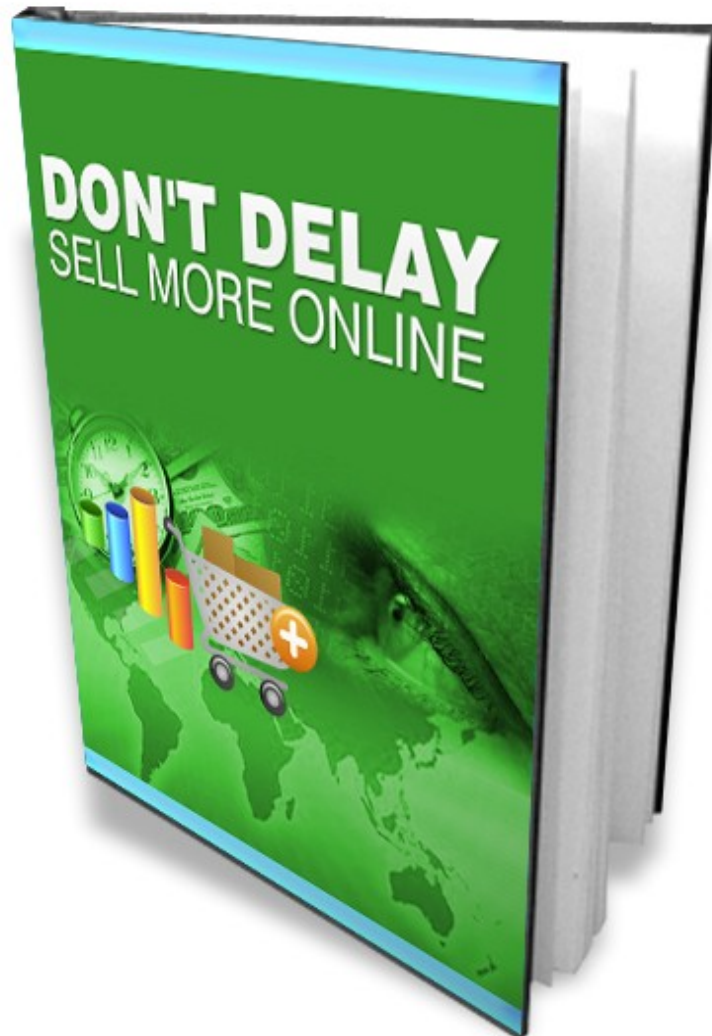# Don't Delay Sell More Online

LEGAL NOTICE:

This eBook contains material protected under International and Federal Copyright Laws and Treaties. No part of this publication may be transmitted or reproduced in any way without the prior written permission of the author.

Violations of this copyright will be enforced to the full extent of the law.

The purchaser or reader of this publication
assumes responsibility for the use of these materials and information.

The author reserves the right to make changes and assumes no responsibility or liability whatsoever on behalf of any purchaser or reader of these materials.

DISCLAIMER:

This e-Book is for informational purposes only.

We assume no responsibility for what you do with the information contained in this e-Book.

Table of Contents

Introduction

I guess that most of us have a pretty clear idea of what selling is. After all, once we reach our adult years, most of us have been 'sold to' dozens of times already and as we go through life, it's going to happen again and again, probably with ever increasing frequency.

But familiarity breeds contempt as they say, so let me ask you a question.

Have you ever really sat down and thought exactly what selling is, or have you searched the net for ideas and definitions of exactly what selling is all about?

I ask because as an experiment for this book, I *did* search the net for ideas and concepts about selling and was quite frankly amazed at the diversification and range of opinions and ideas of what selling really is.

From straightforward dictionary definitions – 'the exchange of goods for an agreed sum of money' (from Princeton WordNet) – to some far more detailed and esoteric descriptions, it's clear that selling means many different things to different people.

And whilst research of this nature might all seem a bit like time being wasted (we all know what selling is, so why bother investigating it?), I disagree for a couple for reasons that are extremely relevant to you if you are trying to sell online.

Firstly, selling online is not the same as selling offline. Whilst the online and offline business worlds have lots in common – far more in fact than

many online marketers would have you believe – selling on the internet and in the local high street or shopping mall is not the same.

Secondly, many people don't think they can sell, or are not at all comfortable with the idea of having to do so if they were to set up their own online business.

Apart from the fact that each and every one of us is already a salesperson – if you have ever been employed or have a girlfriend, boyfriend or spouse, you did a pretty good job of selling yourself to someone – I am going to dispel all of the negative myths about selling in this book and show you exactly why selling on the net is absolutely the best place to do so.

Even if you believe that could not sell iced drinks in the Sahara (a belief which is completely wrong anyway) you're going to discover that you can and exactly how you do eat. Indeed, you're going to discover why if you're running an online business, it is your duty to sell as much as you can to your customers if you genuinely want to provide the best possible level of service you can to them.

Why selling online is often easier...

The dictionary definition in the introduction of what selling is all about is simple and straightforward and covers most of what you need to know about the physical act of selling. This does however ignore the psychology of selling which is something to which we will return on many occasions in this report.

However, if we accept this basic definition for the time being, we can begin to look at the differences between selling on the internet and selling products or services in the real world of high street, bricks and mortar businesses.

The major difference between selling online and doing so in the real world is that the whole process of selling on the internet is far less personal than it would be if you were selling products or services to local businesses in your neighborhood.

For example, imagine that you are a sales person for a local offline business. In this case, you would be constantly calling existing customers and prospects on the telephone, making appointments to go and see them, sorting out problems for your customers and so on.

In short, everything about your job would be hands-on and whilst a degree of what you do would not be face-to-face, a significant proportion of your everyday work activities would involve meeting customers and prospects in person.

As someone who has over 25 years experience running sales teams who sold a huge range of products and services in the real world (from

long-term investment plans to toner cartridges for laser printers), I can tell you that for most people who do not think that they can sell, meeting customers or prospects face to face is the most fraught and stressful aspect of the selling idea. This is perfectly natural because in a face-to-face meeting of this nature, you are at your most exposed and 'naked'. You are in a position where you feel uncomfortable and perhaps even embarrassed which is unfortunately a position where mistakes are most often made.

For instance, I have seen many young salespeople being far too eager to please prospects and customers who have fallen into the trap of making very basic errors in their understandable eagerness to keep their customer (and their boss) happy.

One classic situation is where, upon being faced with a question to which they do not know the answer, they make what is (at best) a fairly uneducated guess at what they think might be the correct response.

This is instead of doing the correct thing by telling the customer truthfully that they don't know the answer but that they would go straight back to the office to find the information before reporting back to the customer.

The latter 'investigate and report back' strategy becomes more natural and comfortable as experience teaches you that you can never know everything about your business and that your customers don't really expect you to either. In the early days however, it's a different story, because it is often hard for new salespeople to admit that they don't know everything.

Now, contrast this scenario with the online selling situation.

When you promote a product or service online, you almost never end up talking to a customer on the telephone, far less meeting them. This does not of course mean that you cannot do so and there might be advantages to doing so as we shall see.

Nevertheless, partially because of the truly global nature of online business and partially because it is not really expected, the vast majority of online marketers will only ever have a limited amount of personal contact with their prospects and customers. Furthermore, any personal contact that exists is unlikely to require an immediate, 'on the spot' response to queries or questions either, so there is a good deal less pressure involved too.

As most communication between online business owners and customers or prospects is likely to be by e-mail or by short messages being pinged backwards and forwards via a messaging service such as Skype, Yahoo or MSN, it is far less likely that you will make the mistakes prompted by trying to provide immediate information in the way that there is in the offline business world. There is considerably less pressure in other words.

Now, this is not to say that the world of online business is perfect as this lack of personal contact or inter-reaction can bring its own problems. For example, if you are dealing with a prospect or customer face-to-face, you can read their body language and make decisions based upon their reactions to what you are saying, which is something every good offline sales person learns to do sooner or later.

If however you are dealing with someone via e-mail, you obviously have no ability to 'read' what your prospect or customer really needs or wants from their body language in the same way.

There is therefore a slightly increased potential for misunderstanding and even disputes. This is for example one of the reasons why using humor in this kind of situation is often a bad idea, because humor does not necessarily translate particularly well across international boundaries and what you think is funny could appear to be sarcastic or demeaning to someone on the other side of the world.

There are therefore some undeniable advantages to being able to meet prospects or customers face-to-face. This one of the reasons why an increasing number of businesses which sell products or services on the net (particularly digital information products) are beginning to feature information about the physical location of their business on their websites.

For instance, I have seen a few sites recently which displayed a picture of their office location, together with detailed instructions on how to find them with telephone and fax numbers attached, office opening hours detailed and so on.

All of this is an obvious but nevertheless worthy attempt to establish a degree of personal contact with potential customers. Whilst there should be little doubt that this is 'window dressing' to a certain degree – remember that anyone selling a digital information product is selling it all over the world, so the percentage of prospects who are local enough

to visit them is tiny – it is still a clear step to becoming more 'people friendly'.

Whether you choose to do this yourself for your own business is entirely up to you, although if you do something like this, I seriously doubt whether you are going to have a torrent potential customers coming through the door every day for coffee.

Nevertheless, the bottom line still remains. Running a business on the internet makes it a little easier for you to remain in control of most sales related situations because there is always time to think of the correct response in almost every situation.

This does not however suggest that you should shy away from building relationships with your prospects.

This in fact is the last thing you should do, because as you will read in the next chapter, the strength of the relationships that you can build with your prospects and customers will often be the factor that decides how successful your business is.

The point however is that everyone can sell online, because it is entirely up to you how much you immerse yourself in the sales process. You could for example set the whole thing up so that 99% of your sales business runs itself if you want to (although I would not recommend it).

Consequently, even if in reality you are an incredibly shy person who probably wouldn't be particularly profitable as a sales person 'out on the road', no-one out there on the net has the first idea about how shy you are and they have no reason to discover this either. If you can run web

searches and send e-mail messages, you can sell products or services online, it is as simple as that.

Thus, the first step to selling more online is to believe that you can do so.

If you have a 'can't do' attitude, you almost guarantee that your prediction will come true and you will fail. The truth is, you *can* sell online – anyone can with the right systems and processes in place – and the first step to selling more is to banish these negative thoughts forever.

People deal with people

It's all about communication...

Although instant communication via the internet is becoming increasingly common, it is still nevertheless a fact that the net is probably the most impersonal way of conducting business yet invented by man.

This lends internet-based businesses the advantages highlighted in the previous chapter. However, it also has disadvantages as well because despite the fact that the net is by definition an extremely impersonal communication medium, it is still a fact that people do business with people. Moreover, the majority of people prefer to do business with people they like rather than with people about whom they have no feelings whatsoever.

I see a very simple, straightforward example of this every day in the place where I live, watching people buy their bread and milk from a local corner 'Mom and Pop' store.

The people who shop there know that the prices being charged are slightly higher than they are in the local supermarket but they nevertheless continue to buy from the same place day after day, and the reason they do so is tied up with basic human nature. They like the couple who run the store and are willing to pay a few cents more to have the opportunity to chat with them for a few minutes every day whilst helping people that they like to keep their business afloat.

A classic example of people choosing to do business with people they like, mainly because they like and want to help them.

As suggested in the previous chapter, it is all about building a relationship with your prospects or your customers because it is the strength of your relationship with them that will to a large extent dictate how successful your business is. If your prospects want to become your customer because they feel that they have grown to know and like you, the chances of you landing the sale that you are chasing have significantly increased, so it is in your interests to make them like you.

Similarly, once someone chooses to become a customer of your business, it is absolutely essential that you continue to build up your relationship with them as this turns the one-time buyer into a regular customer, and as any high street business owner will tell you, regular customers represent the highest value customers to any business.

This relationship building process should start from the very beginning of your attempts to convince someone to buy a product or service that you are marketing.

Fortunately nowadays, the technology and resources that you need in order to start this relationship building process in the most effective way are easily accessible and relatively cheap. Whilst you honestly cannot meet every prospect personally, there are many things that you can do which represent a highly effective way of doing the next best thing.

For example, as part of your sales process, you have to attempt to pull targeted visitors to a webpage which you control.

On this webpage, you should include videos of you talking to the camera (i.e. talking directly to the prospect) explaining your business and the product or service that you are promoting in as much detail as you can.

Of course, if there are any aspects of the product or factors about it which you do not want to reveal because they form the 'central core' of what you are selling, you would keep these to yourself. However, beyond this, if you make a series of 'talking head' videos where you present valuable content whilst also introducing prospects to you, using videos of this nature represents the next best thing to meeting someone in person.

Furthermore, in videos like this you can include key information about your product, the kind of information which is likely to convince any serious video viewing prospect that this product is one that they need. In effect, you can use videos of this type to put across the main benefits of your product or service in a friendly and apparently approachable manner as well.

Using the strategy, you are effectively selling in the same way as would a salesperson who visits the prospects office without the feedback and immediate questions that might disturb your presentation or throw you off balance if you're not used to being in a sales situation.

You can buy a basic web cam to make videos of this nature for less than $10 (although I would recommend that you spend a little more for a better quality piece of equipment), after which you can edit your video using either Windows Movie Maker (which should be installed on your machine already if you are using Windows XP or Vista) or free editing software such as Wax or ZS4.

Publish these videos on your site and send targeted visitors to view them. By doing so, you are starting to build a vicarious relationship with your prospects, albeit at one stage removed from reality.

Incidentally, I would also recommend that you upload any videos that you make to the major networking sites like YouTube using the free mass uploading services of TubeMogul. Before doing so, make sure that you have used one of your most important keywords as the video title and included the same keyword phrase several times in your video description.

Videos are an excellent way of driving targeted traffic to your site so you should every video that you create for relationship building purposes in this way too.

Next, make sure that when you send targeted traffic to your site, these visitors can immediately see many different ways of contacting you on the page they visit as possible. Of course, you must include your e-mail address, although you should not link to it whereas you should display it like this 'me[at]mysite[dot]com' to make it more difficult for robot e-mail address collection software to find it.

In addition, you must also make it as easy as possible for people to contact you by including other methods of contact like your [Skype address](#), [ICQ contact](#) information, [Yahoo messenger](#) details and so on.

With your contact information, try to encourage visitors to take advantage of this information by including a clear and specific call to action as well. Tell them that if they have any questions, queries or comments, to contact you using any of these communication channels and highlight exactly when you are available to give them assistance.

Perhaps surprisingly, if you include a simple call to action of this nature, you will increase the number of queries you receive, and whilst queries do not always turn into business, a reasonable percentage of the people behind these queries will become customers if you can answer their questions professionally, directly and quickly.

And don't just add an e-mail address and the one word query 'Questions?' like so many marketers do. This is lazy and suggests that

16

inviting the site visitor to contact you is an afterthought, something that is not particularly important to you. Make sure that you call to action specifically tells the visitor something like:

'If you have any queries, questions or comments – no matter what it is, we'd love to hear from you. We're here from 8am to 5pm EST Monday to Friday, and always love to hear from people who have something to say about our product or services, so whatever it is, we'd be delighted to hear from you'

How you phrase this is obviously up to you but you get the picture. Make it friendly and also obvious that you really do want to provide help to your site visitor, because in this way, you will increase the number of people who make queries by a significant margin.

If people call or send direct messages, you have just taken a very large first step towards establishing a relationship with that prospect. This is someone that you know is already extremely interested in buying your product or service because if they were not, why would they contact you?

However these individuals make contact with you, make sure that you follow up from the original contact. For instance, a few days after they send you a message or e-mail, get back to them using the same communication channel asking whether there is any more information that they need whilst perhaps pointing them in the direction of a new video or two that explains some more of the most important benefits of owning your product.

Don't neglect your mailing list...

As part of your overall business building strategy, you should be trying to construct a prospect mailing list, so you should try to encourage this new contact to subscribe to your mailing list to receive further information about your product or service.

Once a new prospect has signed up to be a subscriber for your mailing list or they become a customer (thereby adding themselves to your customer mailing list) you must appreciate from the beginning this is only the beginning of your relationship with this individual, and not the end. You will understand this far more clearly by the time you reach the end of this report.

E-mail marketing is often known as relationship marketing for a very good reason and you should miss no opportunity to use your ability to send e-mail messages to prospects and customers in your efforts to build your relationship with them.

Fortunately for you, marketing by e-mail in a way that builds the strongest relationships with prospects and customers is actually relatively easy to do. Despite this fact, it is nevertheless something that the vast majority of online marketers (many of whom will be your competitors) manage to get completely wrong, which is of course good news for you.

Most marketers use their e-mail list to promote products or services to subscribers and customers and whilst this is exactly what you should be doing, it goes nowhere near far enough.

Marketers who do little other than use their e-mail list to promote products or services to their subscribers are making a couple of serious mistakes that are likely to torpedo their business sooner or later.

Firstly, they are not thinking about the true nature of relationship building which lies in the fact that people build relationships with other people. They do not on the other hand build relationships with two-dimensional marketers, 'entities' that only communicate by e-mail that could be human beings but might equally be machines.

If all you ever do is communicate with your list members about business, you will very quickly become a two-dimensional character of whom they will become bored. If you never say anything interesting or challenging in your e-mail messages, something that implies that you are an interesting person with opinions of your own, you very quickly become a cipher, a business automaton of some description whose only concern appears to be promoting and selling.

People do not want to be sold to. They want to build a relationship with someone that they both like and trust, someone whose judgment and honesty they can rely on. If you can get prospects to this situation whilst emphasizing this aspect of your relationship with your customers, your business will ultimately sell a great deal more products than it will if all you ever try to do is sell, sell and sell again.

There are many ways you can turn yourself from being a two-dimensional marketing creature into a three-dimensional human being, the kind of *person* that your prospects and customers will be happy to build a relationship with.

You can be interesting and challenging in what you say in your mail messages. For example, whilst every time a market guru releases a new product, the vast majority of marketers will jump on board trying to promote it to their mailing list members, why not adopt a contrary view? Tell your list members why this product is not particularly well suited for them and why they should not buy it from anyone.

It's a little controversial panning someone else's product in this way, particularly if the individual concerned is a well-known name in your market business, but by telling your prospects not to spend money and adopting a contrary view, you immediately stand out as someone who has (and uses) a mind of their own.

Another thing that you can do is allow your list subscribers an insight into some other things that happen in your real life when you are not marketing online. For example, if you are fortunate enough to attend a terrific sport event, tell your list subscribers about it because some of your subscribers will be sports fans in exactly the same way that you are and you have therefore just established a connection with them.

In a similar way, if you get tickets for the latest Bob Dylan or London Symphony Orchestra concert, tell your subscribers about what a fantastic evening you had at the concert. Although not everyone will be a Dylan or classical music fan, many of them will nevertheless be music aficionados and so once again, you have established a real-world connection that goes beyond the narrow confines of online business.

By giving your subscribers an insight into your real life in this way, you begin to establish the kind of relationship that often morphs into a real

friendship. If you subscribers and customers happen to become your friends as well, the chances of them doing business with anyone else in your market are almost zero. On the other hand the possibility of them buying products or services that you recommend because they trust your judgment and like you are considerably higher than they were before.

Don't underestimate the power of this particular strategy for building relationships with prospects. There are powerful psychological triggers involved here, and psychological triggers are what turn prospects into customers.

The key is, always be interesting. If your e-mail messages are interesting, your prospects and customers will continue to open them and as long as they do so, there's always a chance that they will go on to do business with you. If on the other hand they stop opening your e-mail messages because they are boring and tedious, the chances of doing business are nonexistent.

I mentioned that missing out on this aspect of relationship building is the first mistake the majority of marketers make.

The second mistake they make is even more basic.

What to give your prospects?

Easy to answer and very easy to get wrong...

The answer to this question is incredibly simple, but it is nevertheless something that far too many marketers overlook.

They make the mistake of giving prospects and customers what *they believe* those prospects and customers want based upon their own requirements and beliefs.

For example, they might have been doing some work online and realized that a particular software program would be valuable to help them in the job that they are doing. As they cannot find this software, they decide to create it before selling it two others in their market on the basis that if they needed it, other people must need it too.

This may be true if this particular marketer is lucky. On the other hand, they may equally be unlucky meaning that no one in their market has the least interest in buying what they have to offer.

The crucial mistake here is to offer what they believe prospects and customers might want, whereas what these individuals really want is something completely different.

The key to achieving maximum online sales is therefore to give your prospects and customers exactly what they want, rather than what you think they might want.

Also, note that I am suggesting that you should give customers what they want, rather than suggesting that you should give them what they need.

This perhaps runs contrary to the advice that you may have seen elsewhere because many marketers will suggest that the most effective way of maximizing the profits from your business is to find what people really need so that you can supply it. However, whilst there is a degree of truth in this, it is nevertheless a fact that most buying decisions are driven by emotions rather than specific needs.

For example, if someone is grossly overweight or obese, they will go online to look for information about how to lose weight. If you have an information product that shows them how to lose large amounts of weight in double quick time and your sales pitch 'chimes' with what they believe they are looking for, they are likely to buy what you have on offer.

They do so because their *need* is to drop 40lbs. as quickly as possible, which they will probably claim they are doing for their health or because they can't get into the clothes that they could get into five or ten years ago, or whatever the reason is.

But if you look behind this scenario, you will quickly realize that this is not the genuine reason for their sudden desire to lose weight. If for example health is their primary concern, they should have shed their excess weight years ago. Similarly, if all they are worried about is getting into their old clothes, the time to lose weight was a few years ago, not now.

In this situation, the real motivation will be an emotional driver like pride, or shame attached to how they look at the moment. They want to look better so that people will respect them more, because it means that they will feel better about themselves with more pride in their appearance and their ability to control their life.

This is the emotional driver behind their decision to lose weight, the want that is making them take what is probably a very tough and unpleasant decision.

The 'weight loss related thought process' here is one that you have to duplicate with any product or service that you are thinking of promoting. If you have a product or service to sell, you need to establish what the emotional driving factor would be behind anyone wanting to buy what you are offering.

For instance, if you are promoting a natural 'cure' for acne, psoriasis or eczema, it might be a pride driven purchasing emotion involved once again.

On the other hand, whilst some people who buy a product might be driven by a desire to feel proud again, others will do so to escape the shame of being where they find themselves now.

In other words, the emotional driving factors that make people buy products or services are almost always related to the upside benefits of what they want to gain or to escaping the pain of whatever it is they want to leave behind.

No matter what your product or service is, you must always analyze it to find what these emotional drivers are that will persuade prospects to become customers. In marketing circles, people often talk about emphasizing the benefits of your product rather than concentrating on the features which is in essence what you are doing by trying to find the real 'wants' that will make someone buy your product.

Where and how to find this information?

One of the first things that you should understand about the internet if you want to run a successful business that sells more online is why people use the net in the first place, and how they do so.

As it is undoubtedly the biggest repository of information the world has ever known, the vast majority of net users go online to find information. They have questions that need answering or problems that need solving and because of its convenience as well as the depth of information available, their first reaction is to get online to find what they need.

Fortunately for you and your business, most people who use the net as a source of information never really advance much beyond using the major search engines like Google, Yahoo and MSN as the research resources they turn to find what they need.

Although there are thousands of other places where masses of information of the kind that they are looking for can be found, it is still generally accepted that approximately 50% of people who search for information on the net do so using one of the three major search

engines highlighted in the previous paragraph whilst search engine traffic represents approximately 6% of all web traffic in the USA.

The predictable nature of the way people search for information means that it is relatively easy to find what they are looking for within your market by focusing on the search terms that they use when they attempt to find the answers they seek.

One very useful tool for this kind of research is the free Word Tracker keyword research tool that will show you the top 100 terms that people use to search Google when they are looking for information in a specific market. For example, if we continue to focus on your natural acne products, you can use this particular tool to establish the terms that people are using to search for acne related information:

acne

4,248 searches (top 100 only)	
Searches	**Keyword**
872	acne
233	acne treatment
150	acne scars
126	acne treatments
100	cystic acne
91	adult acne
83	acne rosacea
82	baby acne
82	homemade acne treatments
78	yogurt for treating acne
56	home remedies for acne scars

From this, you can see that people are looking for homemade treatments for acne, and that in particular, approximately 78 people a day are looking into whether yogurt is an effective treatment for acne. This is what people want to know, so this is the information that you should supply to them.

There are several other ways of discovering what people are looking for, some of which are more direct and can therefore produce even more revealing information.

For example, if you have already begun to build your prospect mailing list, why not conduct a simple survey by asking your list members exactly what they want from a product or business like yours. For example, if you have specific ideas about features or benefits that you may include in your product (e.g. 'yogurt for treating acne'), ask your list members whether this is something that they need to know about.

All that you need is three or four questions, and as long as you include a 'catch all' question such as 'what is your #1 question about natural treatments for acne' that allows your member to expand upon the information they provide, the feedback that such a survey will generate can be of outstanding value.

Not only does this help to build your relationship with your subscriber (you obviously value their opinion), it can also furnish you with exactly the kind of information you need to be able to produce a product or service that is a spot-on match for what people in your market are looking for.

Another similarly effective research mechanism is to join all of the leading forum sites in your market, on the basis that irrespective of what market you are working in, there will be active forums where like-minded individuals congregate. By the fact that they are all members of these forums, they already have a higher degree of interest in your topic, hence forums represent an excellent market-targeted research resource.

Find out what questions these people are asking, what the liveliest subjects of debate are and what people need to know from forum sites

of this nature. By looking into these specifics, you are once again building your knowledge of what potential customers in your market really want.

Finding forums of this nature is a pretty straightforward process because all you need to do is run a Google search using your primary keyword term plus the word forums. For example, to continue with the previous scenario, this is the search term I would use to see what forum sites are available in the natural treatment for acne market:
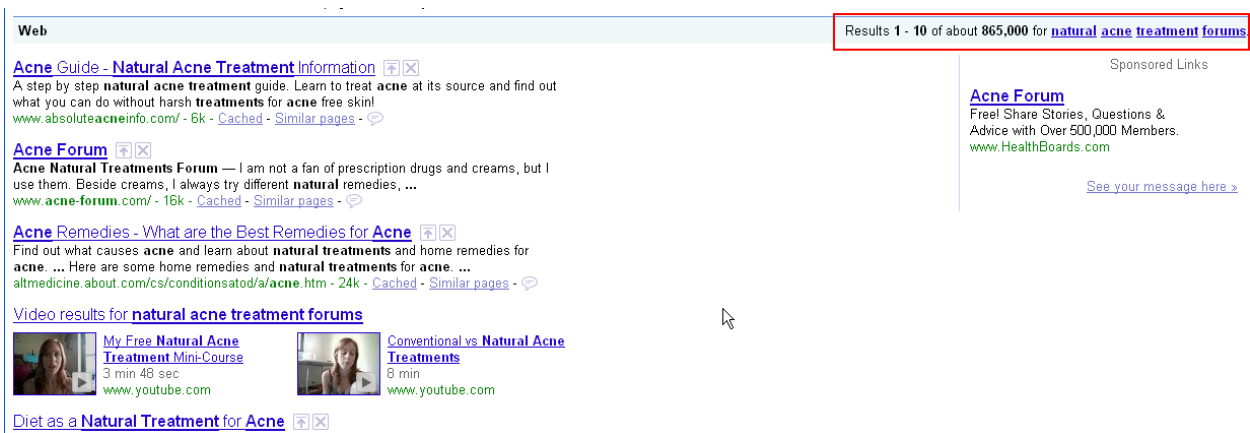
Whilst not all of the results on this page are directly relevant, there are nevertheless several forums in this particular market which would merit investigation. If however you have a market where there are no suitable forums, try extending your search term to something a little more generic. For example, instead of searching for 'natural acne treatment forums', you might use 'natural skin treatment forums' before narrowing your search down from there.

An alternative method of finding suitable forums would be to use the directory site like Forum Showcase or Big-boards because you may find

a few forum sites through these directories that are not shown on the first two or three Google search pages.

Nevertheless, if possible, choose the forum sites that are listed highest on the Google search results page because these are by definition the most popular forums in your market. Join the forums shown, get involved and do some research to establish the questions that come up time and again.

Also, learn the language or slang that people in your market use to communicate with one another because most interest groups who gather on sites of this nature will have some kind of 'in' way of communicating with other members. It may include slang phrases that would not be immediately decipherable to the outside world or particular terms that are used only in this relatively narrow market sector.

If you learn how people in your market communicate with one other and then use that communication style to present your business and your sales message to them, you significantly improve the chances of them taking the action that you want to take.

After all, as long as you use this 'hidden style' of communication properly, you might appear to be an insider who is more interested in the topic or subject matter around which you have built your product as opposed to an outsider who is only interested in generating sales and money.

Again, this ability to use the language of your market properly is another way of encouraging people in your market to do business with you. It is for this reason that many top copywriters spend weeks studying market-specific language before attempting to create their sales copy.

However, as it helps them to create the kind of sales copy that can generate $1 million of gross online sales in one day (studying market specific language in forums is a strategy I learned from a copywriter who did exactly this), it is obviously time very well spent, a lesson to which you should pay heed.

How to use your new-found knowledge?

On your site…

You already know that the prime thing that people want in your market sector niche is information and how they can get or achieve what they want. You can also take it as read that if possible, they want this information to cost them nothing as well because although people will spend money on information on the net, they will equally try not to do so whenever possible.

Once again therefore, it comes down to giving people what they want. If they want free information, you should give it to them.

You have already gone part of the way to doing this by adding informational videos to your site as part of your initial relationship building exercise. Even though these videos are primarily there to make potential customers feel more comfortable about dealing with you, they nevertheless contain valuable information that is focused on the subject matter which brings visitors to your site in the first place. They want free information and your videos provide it.

You should add article pages to your site with exactly the same objective. The more information you can provide to your visitors, the longer they are likely to stay on your site which means that they are making a degree of commitment to your business, albeit a relatively small one at this stage.

You must also ensure that you add new content to your site on a regular basis because once you have encouraged a visitor to hang

around for a while, you want them to come back again in the future. The only way of doing this is by offering them some new information or content so adding information or content on a regular basis is critical.

This is one of the reasons why many experienced marketers now prefer to use something like a [WordPress blog](#) for a website of this nature rather than a traditional static HTML site. Adding information to a blog is far easier and quicker, requiring much less work than it would if you were going to add information to a static site two or three times a week, hence you should consider using WordPress for this reason.

At the same time as providing what your site visitors want however, you should not lose sight of your primary objectives either. You want to build your business (i.e. your mailing list) and generate sales, so you must incorporate ways of doing so into your business process.

For example, most marketers build their mailing list by using a landing or squeeze page, a page on their site that is designed to do nothing other than collect e-mail information from targeted visitors. As a general rule nowadays, in order for this squeeze page to be effective, you are going to have to give that visitor a free gift of perceived value to persuade them to subscribe to your mailing list.

This is fine however, because you can seamlessly include this in the concept of providing your visitors with the kind of information that they want for free. Continuing with our previous example, you might produce a short report entitled '7 neat natural acne treatment tricks' and give this away from your landing page as a way of encouraging people to subscribe to your list.

Obviously, everyone you have brought to your site is already interested in natural acne treatments, so this free report should be something that the majority of them will want to get their hands on.

Hence, from every content and video page on your site, you should have prominent links to your landing page with text that highlights that this free report is available by clicking on that link.

Similarly, on all the pages of your site, you might also feature links to the place on your site from where you are selling your product or service. Depending upon the primary focus of your business – whether building your mailing list or selling your product is more important in other words – this link should either be more or less prominent than the link to your free gift page.

Personally speaking, I would suggest that the link to your sales page should be much less prominent than the link to your landing page because after the visitor has become a subscriber by completing the subscription form on your landing page, it is easy to set your autoresponder to send them to the sales page for your product automatically in any event.

Especially in the early days, focus far more on business building than you do on generating product sales because you can always set your business so that they automatically see your sales page after subscribing anyway.

In your e-mail messages…

The idea that you should provide free information to prospects on your site is one that you must extend to the e-mail messages that you send to your list subscribers as well.

Every outgoing e-mail message that you send to a new subscriber has to contain valuable free content that they can use in it. Otherwise, your e-mail messages will quickly cease to have any real value meaning that your subscriber will quickly stop opening them before moving on to see what someone else has to offer.

Nevertheless, from the very first e-mail message that you send to your new subscriber, you must include a product promotion or recommendation. By doing so, you immediately indicate to the subscriber that you are running a money making business, and that whilst you are both willing and able to supply valuable free content materials to them, they must also accept that you're going to promote your business as well.

As suggested in the previous section, when you first convince a visitor to your site to become a subscriber to your list, you should set your autoresponder so that it automatically sends them to the sales page of the product which you are promoting immediately after their subscription has been confirmed.

You should then continue to promote this product in your subsequent autoresponder-driven outgoing e-mail message series as it is generally accepted that you have to present an offer to prospects on many

different occasions before they will finally make the decision of whether to buy or not.

Whilst there is no universal agreement about exactly how many e-mail messages you need to send promoting the same product, it is generally believed to be somewhere between seven and twenty times. Hence, I would recommend that you send at least seven messages all of which are focused on one key benefit of your product in an effort to generate sales.

After that, if your prospect still hasn't bought, it may be because the product is not a particularly good match for what they are looking for, so try promoting a different product with your next seven e-mail messages to see whether that is more successful.

The most important thing to remember is the fact that it is the content, the information that you include in these e-mail messages that will keep subscribers opening them on a regular basis.

As you must on the pages of your site, you have to over-deliver in terms of both quality and value offered by the information content that you provide to your subscribers. Always be willing to go the extra distance to ensure that what you are providing provides superior quality and value as it is by doing this that you differentiate yourself from the mass of other marketers.

Make sure that the content you are providing satisfies these requirements, bear in mind the need to build a relationship with your subscribers and make sure that every e-mail message highlights a key

benefit of your product and you should increase your sales from mailing list subscribers substantially.

The importance of social proof…

There is no doubt that with each and every passing day, the internet is becoming an increasingly competitive environment in which to run a business. With more and more new online entrepreneurs appearing every day, it is undoubtedly true that you have to do a little more nowadays than you would have had to do a year or two ago to increase your sales irrespective of the product or service you are offering.

One trend that has certainly become more noticeable over the last year to 18 months is the absolute need to use whatever social proof you can provide to potential customers that your product or service does what it says it will do and that you have existing customers who are more than happy with their purchase from you.

In truth, if you look at a leading digital information network site like Clickbank.com to investigate some of the sales pages for products that they are hosting, the claims being made by many product creators seem to be becoming increasingly far-fetched and (to be honest) nonsensical.

The unfortunate downside of this is that it is the nature of online marketing that all net marketers tend to be viewed in the same light by the outside world. Consequently, even if you personally have never created a hype-filled sales page in your life, many of your potential customers will view your operation as suspiciously as they would if you were the creator of the most overblown sales pitch on the net!

There really is only one way of escaping this and that is by producing convincing social proof that your product does what it says it does, and that you have many happy customers.

There are two types of social proof that you can use to back up your claims for your product and your business.

Firstly, you can ask for testimonials that attest to the effectiveness and usability of your product that you can feature on your sales pages, your blog site and in your outgoing e-mail messages. Unfortunately however, whilst I believe that it is actually illegal to use false testimonials to promote sales, I have nevertheless seen many sites where the product is obviously being promoted using completely false testimonials of this nature.

This might generate a few sales, but when you are found out – as you inevitably will be – it will generate a tranche of unwanted refund requests as well as destroying your credibility and the small amount of trust that you had built up with your customer. This is not the way to build a relationship that is going to generate a long-term cash stream for your business, so it is not something you should never consider doing.

However, even if you are whiter than white and have never considered using a false testimonial, it is difficult for your site visitor or subscriber who sees testimonials on your site to know whether it is genuine or not.

For this reason, if at all possible, do everything you can to encourage the people from whom you request testimonials to record a short video

testimonial for you. Videos are considerably harder to fake than written testimonials and once again, using 'talking heads' in this way makes your business seem more user-friendly and human driven.

By publishing video testimonials on your site, you are vastly increasing the believability factor attached to the social proof you are using, almost automatically ensuring that site visitors attach a great deal more credibility to your testimonials than they might otherwise do.

And if you are finding it difficult to find people who will give you testimonials, the simple answer is to go back to the forum sites that you joined earlier to seek them. Offer a free copy of your product to 10 other forum members with a request that any of them who are comfortable with doing so provide you with a suitable testimonial, ideally on video if possible.

Bearing in mind that every other member of this forum site is inherently interested in the subject matter around which you have built your product, this is a surefire way of landing testimonials as long as your product is good enough for other members to feel comfortable recommending it.

The second form of social proof that you can use are case studies, situations where people have taken your product or service and used it with provable results which they are willing to disclose to you and the outside world.

Because there is an element of time involved in putting case studies together, you should begin the experiment of allowing half a dozen

people to use your product or service in a case study situation as early as possible. If you can do things in this way, it means that your case studies will be available when you launch your product which significantly increases the power and strength of the story that you have to tell prospective customers.

Once again, finding half a dozen people who would be willing to help you by 'piloting' your product for a few weeks in order to set up their own business in your market with your hands-on guidance and assistance should not be too difficult. Your fellow forum members should be able to help you out on this one as well.

Use these case studies on your site (with a short excerpt actually on your sales page plus a link to the full case study) and in your outgoing e-mail message series to emphasize that your product works. For instance, in our previous example, use case studies to prove that natural acne treatments made according to your guidance gets rid of acne quickly and easily, or that your product makes money if that is the claim being made for it, and so on.

However or wherever you find people from whom you can grab testimonials and suitable case studies, it is extremely important to understand how including social proof that your product works will convince many 'on the fence' prospects to get their credit card out. Including social proof is therefore another way of selling more online.

Once you've made the first sale…

For far too many marketers, the ultimate objective of their business is to generate a product sale. Of course, generating a sale is terrific as it puts money into your bank or PayPal account but the critical thing to understand is that the first sale should be nothing more than that, a first.

It is a sale that indicates that your prospect is willing to spend money on a product or service that is suitably well matched to their requirements but as far as putting money into your bank account is concerned, you must view this initial sale as nothing more than the very first step.

By making this purchase, your new customer has made a commitment to your business, and as this commitment can be measured in monetary terms, it is one of significant value. Nevertheless, if you stop at this point, you are leaving a huge amount of money on the table because there is so much more that you can and should do at this point.

The key thing to understand as you read this chapter is that many marketers focus on the idea of bringing more targeted traffic to their site as their primary way of increasing their business income by selling more online.

However, if you follow what you're going to read over the next few pages, you can generate significantly increased levels of income without ever seeing one additional visitor arrival on your site.

Of course, if you can increase visitor numbers at the same time as putting the strategy into place, you will make money from both actions, but the crucial fact is, in order to make more money by selling more online, you just need to have a system that minimizes the amount of 'leakage' that so many online businesses suffer.

To get an idea of where there is extra money to be made, think about the last time you went into McDonald's.

After you ordered your Big Mac, what was the first thing they did?

Did they just leave it at that, or did they ask you whether you want fries with that? Of course, they asked you whether you wanted fries and the chances are that you said 'yes'.

Did they stop there? No, of course they didn't, they asked you whether you wanted to supersize your meal and whether you wanted a Coke with it. When you confirmed that you did, the next question was whether you wanted a regular or a large Coke, right?

All down the line, they are offering additional choices and options with which you can optimize your experience and customize your order to match your own exact requirements. They are therefore offering you a service of value and quality whilst of course generating additional income for their employers at exactly the same time.

This simple practice of offering the option to customize or optimize your order is worth millions of dollars to McDonald's every day, and (crucially) in order to generate these additional millions of dollars, they

do not need one additional customer to walk through the door of any of their outlets!

In marketing terms, this process of introducing additional products or services into the sales process is often known as upselling but this is a phrase that sometimes has negative connotations. Consequently, in order to appreciate the true significance of this practice for your business, I would suggest that you change your own perception of what this process really represents.

Whilst some people see upselling as being evil in some way, this is simply not the case at all. After all, you wouldn't accuse the assistant who asked you whether you wanted fries with your big Mac of doing anything wrong other than offering you an additional service or experience.

You should view your own business in exactly the same way.

Once you have completed the initial sale to your new customer, you should then offer additional products or services that will *enhance* the experience attached to buying your initial product.

This is in fact a great example of giving your customers exactly what they want. It is after all reasonable to assume that having spent money on the initial product, they want to be able to use that product in the most effective and efficient way possible, so why not do whatever you can to help them achieve what they want?

If therefore you are in a position to provide additional resources or products that will help them to get the most out of what they have just

spent their money on, you are offering them the ability to optimize their experience in exactly the same way that the assistant was doing in the fast-food scenario highlighted earlier.

For example, say that you have just sold a $47 e-book to your new customer that teaches them what the best natural treatments for their acne problem are. Of course, the reason that they have bought this particular e-book is because they have an acne problem and they want to treat it naturally without resorting to chemical-based pharmaceutical drugs.

Now imagine that many of the natural remedies that you suggest in your guide are based on home recipes that you create using herbs and other natural household substances like yogurt.

How useful would it be to your new customer if you created a series of videos that demonstrated exactly how you make these natural home-made treatments? Although by following the instructions in your manual, they may be working to some kind of recipe in the same way that you would if you were attempting to create a gourmet meal, you probably know from your own experience that following a written recipe is never the easiest way of learning how to make a gourmet meal properly.

However, if you were able to offer them a series of video demonstrations that show *exactly* how to make your natural acne treatment 'potions' rather than offering only your e-book, these videos would clearly make it easier for that customer to use the product that they just bought from you.

45

Thus, by offering these videos as an upsell on the back of the initial purchase, you enable this customer to optimize their experience by helping them to achieve the best results from their efforts that they possibly can.

Remember, this customer wants to get rid of their acne problem and you have just offered them an additional way of optimizing their experience or customizing their order that will help them to take a giant leap towards achieving that objective ('what they want', remember?).

Why would the customer not want to see this offer in these circumstances?

Obviously, not every customer who bought the initial product is going to be willing to buy this additional one, but if you do not offer it to them, there is a valid argument that you are doing them a disservice by not presenting them with the opportunity of achieving their objectives more easily.

In this scenario, what you would therefore do is complete the first $47 purchase and then set your payment processing system to send them automatically to the offer page for the next product in the 'chain'.

As a general rule, most marketers will offer a first upsell product that is more expensive than the original product for a couple of reasons.

From the point of view of your business, by offering a $67 or $77 product after you have already sold a $47 product, you begin the process of qualifying the value of this new customer to your business.

46

Most people who have any business experience have come across the Pareto principle or 80/20 rule which suggests (with surprising accuracy) that eventually, your business will generate 80% of your profits from 20% of your customers.

Consequently, as soon as someone is in your sales system or funnel, you need to start qualifying how valuable this they are likely to be to your business over time. You already know that they have the ability to spend $47 on a product as long as it matches their requirements, so the next logical stage of the qualifying process is to offer them a more expensive product to see whether they can afford or are willing to spend money on it.

You already know that the demonstration video series that you are offering in this particular example is a perfect match for their requirements, meaning that a reasonable proportion of people who are presented with this offer will take you up on it.

If they do so, try to push them further through your sales funnel system by offering them a $97 or $127 product with which they can further optimize their experience and customize their order. If they say 'yes', they have prequalified themselves still further, meaning that you might at this point decide to really grab the bull by the horns by offering them a premium price product which comes with every possible bell, bangle and whistle attached.

For example, you could offer them some kind of platinum membership to your site which includes personal training from you, trick software that you have spent thousands of dollars on and so on. It does not

really matter what you are including in this platinum membership as long as you remember the dictum of over-delivering on both the quality and value fronts.

However, by pitching a $2000 product at your customer at this point, you can really ascertain their level of commitment and ultimate value to your business. Of course, only a very small proportion of your customers are likely to take you up on this offer, but you only need a small handful of $2000 sales to start generating a very healthy monthly income.

On the other hand, at some point during this upsell process, a proportion of people will undoubtedly say no, which given the fact that you are 100% certain that the products you are offering are superbly well matched to their requirements can only mean one thing.

They want the product but they don't have the money to pay for it.

In this case, if they say no, why not offer them a 'lite' version of the product that you just presented to them? For example, if they bail out at the point where you're making the first upsell offer of 20 videos for $67, why not offer them a 'lite' version of 10 videos for $37?

Some of your customers who are offered this 'downsell' will still ignore your offer, in which case it is probably best to accept that this particular individual is never going to be especially valuable to your business and move on.

However, every time someone says 'yes', you should keep pushing them through your sales funnel, but in this 'downsell' scenario, do so at

a lower level. Once they have accepted the $37 offer, pitch the next offer at $57, with the possibility that you can downsell this offer to $47 if necessary.

In effect, you have to try to cover every possible base and scenario by offering every one of your customers choices that seem to match their requirements (both product and price wise) as closely as possible.

By doing this, you maximize your income without necessarily increasing the number of visitors you bring to your site.

Nevertheless, whilst this whole process obviously has significant benefits for your business, it also has significant benefits for your customers as well, which is something you should not forget.

From the very moment they bought your first product, you have a clear idea of exactly what they want to achieve. Thus, as long as every upsell product you offer to them in your process matches their requirements, you are helping them to get what they want which as has been mentioned many times must always be your main objective.

The fact is, if you are building a business for the long haul – which you must do – as long as you look after your customers, they will look after you in return. Providing a chain of upsell (and also downsell) products as highlighted in this chapter enables you to provide your customers with exactly what they want by offering them plenty of choices.

In exactly the same way that McDonald's offer fries and your friendly neighborhood automobile dealer offers you the option of taking a 3, 5 or 7 year extended warranty when you buy your brand new Ford, by

offering choices, you enable your customer to customize what they buy from you to match their own specific requirements.

Hence, as long as there is no excessive pressure placed on people to buy what you are offering in addition to your original product offer, what you end up providing is a far higher level of service than 95% of your competition will ever consider doing.

Obviously, this is going to help you to sell considerably more products than you were ever selling previously, and remember, this is all from exactly the same number of visitors who were coming to your site in the 'bad old days' as well!

Conclusion

As you will have gathered by now, there are many different ways that you can increase your online income without necessarily having to expand your business a great deal. There are plenty of 'tweaks' and adjustments that you can make to what you are probably already doing which will help you to increase your income. You will be selling more online because of the improvements in your business systems and processes.

Most of the 'adjustments' that you have read of in this report are more to do with changing the way you view or think about your business than they are about making major alterations to what you are doing on a daily basis.

For example, from my own experience I know that many online marketers never really consciously think of how important it is to provide prospects and customers with precisely what they want.

On the flipside of the coin, I have also seen many reports that suggest that if you find a gap in the market, a software program that you need that doesn't exist already or a tool that you could use if only you could find it, you automatically have a viable business idea.

Whilst this may be true sometimes, you cannot assume this to be the case in every situation. After all, one of the reasons that a particular software program or tool does not exist could be something to do with the fact that nobody wants or needs it!

And do not underestimate the power of upselling and downselling, nor is there any reason to be nervous about pitching two or three upsell offers at your brand new customer immediately after you have closed that first sale.

As long as everything you propose to them will help them to optimize their ability to use the product or service that they bought from you in the first place by customizing their order, what you are offering is exactly the kind of value and quality that is absolutely essential if you expect to maximize the income you are generating by selling more online.

Follow what you have read in this report, and you will inevitably generate far more money from your online marketing activities than you ever have before. And, because there is nothing contained herein that is particularly complex or difficult, you can get started with making the necessary alterations almost straight away.

Might I suggest that getting started right now would be a good idea?