

The Complete Guide To

Internet Marketing



**"Learn Step-By-Step How To
Build Your Own Internet
Empire With NO Prior
Marketing, Sales or Business
Experience In 90 Days!"**

By Marty Fiegl



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Free Version
Upgrade To The Complete Version At:
<http://www.completemarketingguide.com/fb.html>

Published by:
Digital Paper Products
256 Harpington Drive
Rochester, NY 14624
Email: <http://www.directsalesmarketingonline.com/nospamemail>

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Introduction

Before we begin I want to let you know a few things about the links contained in this ebook. A lot of people will write an ebook simply to get affiliate sales (usually they are limited, profit wise anyway).

This Book contains affiliate links BUT I never recommend any affiliate program without first using the product/service. If I recommend something, I have tried it and like or currently use the product/service.

None of the links will be shown just to “cash in” on you. You paid your hard earned money for this book and I want you to get the most out of the content and links.

Also, there is a customer only resource page located in the member's area.

You will need to upgrade to access this. Upgrade at:

<http://www.completemarketingguide.com/fb.html>

This page is directly related to this ebook. It is a very important part as it contains resources to many important and helpful links.

You should never use an affiliate program that you've never tried the service/product. If it stinks you'll just look like a fool and you just lost that customer for life.

Honesty is KEY in this business, so if you're dishonest you might want to do something else...

Also, I want you to throw the concept of getting paid per hour out the window. We've all been brainwashed into accepting this ridiculous method of being paid. Even Salary. Paying you to work as much as they ask you to for a specific figure?

If you are a company asset and save the company \$5,200,000 a year, don't you think you should be making more than \$45,000!

Shouldn't the quality of service you provide to the company be given back to you what it has earned them? At least you should be compensated with a reasonable percentage!

With this type of business you no longer get paid for 5 days of work. You get paid 7 days a week, 24 hours a day.

While you are sleeping... You are making money

While you are in the Bahamas... You are making money

While you are with your family... You are making money

No matter what you are doing, where you are going, you are still making money. Once you set up an automated business and multiply this several times, you can have all of this and more.

You can do whatever you want, whenever you want! And you will be getting PAID the whole time you are doing ANYTHING or NOTHING!

The Internet has made it possible for ANYONE to become rich. There has been no better time then right now to make money, ever!

Chapter 1 – Setting Your Goals

“If you want to be successful, find someone who has achieved the results you want and copy what they do, and you’ll achieve the same results.”

--Anthony Robbins

Are you excited yet about making a real, “Better than a Full-Time” income from home? I hope so!

You need to set Goals!

Your brain is a goal-oriented machine. It wants to constantly meet the goals your conscious mind has programmed into it.

Setting goals is vital to your success. You must not only set goals you must achieve them. If you can’t set goals you will most likely fail!

How Do You Set Your Goals?

The easiest way to set your goals is choose someone successful.

Then say...

I want to be like.... (Fill in their name)

Their success is YOUR goal! It’s that easy.

Then simply, learn. Learn as much as you can about how they got where they are/were. What they do or how they did it.

You don’t necessarily have to use their financial success or their corporate success.

You may have a goal of simply having the ability to do more with your family? Maybe you don’t want to be a millionaire, that’s OK!

There are plenty of marketers out there that instead of coming out with that new product, they’d rather spend the day with their family and bring in six-figures while barely working.

It's up to you!

The more you learn and the more decisions you make and act upon will determine your destiny.

"You must believe to achieve." This guide is going to go through the steps you need. If you follow this, don't give up you will be a far better person than you could ever imagine.

When you lay down to go to sleep, rehearse these thoughts in your mind. Speak in your head to yourself, and say "I am successful, I am successful" It really does work, no matter how corny it sounds. You can easily persuade your mind into thinking things and then achieving them!

I'll be giving you the foundation of success on the Internet. You must use what I explain and have a clear definitive answer for what you want to achieve for yourself.

Do you want to do this in your spare time for extra income? Do you want to get out of the rat race and pursue your own profitable, self-gratifying business? Do you want to make it BIG?

You need to be motivated to do these things. You need positive influence. You need to know why you're doing what you are doing.

Do you want to better yourself? Make a better life for your family?

You need to decide why you're doing what you're doing. This not only applies to online business and marketing, this applies to your life in general. This is your "Ideal Self"

One of the most important things you must do for yourself is learn. Learn as much as you can about what you enjoy doing.

"You see, in life, lots of people know what to do, but few people actually do what they know. Knowing is not enough! You must take action. " -- **Anthony Robbins**

Learning + Dreaming + Action = Ideal Self

If you don't know where you're going, how are you going to get there?

You need a role model. You need to find someone who has done what you want to do. You need to tap into their knowledge, how they think and want, their direction and how they got to where they are.

There are thousands of people like this that you can model. *Albert Einstein, Martin Luther King, Abraham Lincoln, and Benjamin Franklin* to name a few.

These are inspiring people that will motivate you.

You will realize the ways I explain, do, and act on things are brought about by other previous actions and methods.

With this knowledge, their knowledge and inspiration of others, you are bound to succeed in whatever you do in life.

You must stay persistent. When you are not achieving the results you want change the methods that you use to get the result you want and continue until you get the results you want.

You have total control of your destiny. Nothing in life can hold you back except the beliefs you have of not achieving your goals.

You are responsible for your actions. These actions can determine if you will be successful or not, you can always change your actions. You **cannot** fail if you are persistent with your ultimate goal in life.

Most people plan their vacations better than they plan their life. They pay more attention to the near future more than their long-term future.

If you can plan your life like you plan your vacation you will be ahead of 80% of anyone else on the entire planet.

It's very important to understand that you are where you are today because of your prior actions and decisions. Too many people blame their lives on their parents or another external source.

Isaac Newton's "Law Of Motion" states.

"A body in motion stays in motion unless acted upon by another force."

This is true for your life too. You can change your decisions and actions to change your lives motion.

If it's going in the wrong direction, where you don't think it should, impose another force or action upon it to change the motion.

It's time to stop blaming others for where you are, take control of your life. Set your goals, make the decision to change, and dream BIG!

Now, let's get into some marketing!

Chapter 2 – Basic Marketing

There are rules you must follow when marketing, writing sales letters and creating a product. You have to remember a few things. Mainly, what your market wants and who your market is.

It's very important. Back when mini-vans came out, do you think that the car manufacturers just decided to make a vehicle that could seat 7 and then hope there was someone who wanted it? No way!

They conducted surveys, they found out what people WANTED and then allowed them to buy it from them!

Market Size:

If you were selling information on how to buy a home, you are targeting a larger market than if you were selling information on how to become a hair model.

Having a larger market segment isn't better either. Defining a niche or a group of people who have a specific interest in your information

will make you far more money in the beginning than a broad market. This is due to many factors; some are that highly targeted niches will buy from you again and again.

If you have a few MILLION dollars to spend on marketing, then you can target a HUGE market. We however want to make money with little or no money.

A broader range market will put you in the middle of more competition and can start price wars in the market.

-----Side Note -----

I'm not saying Competition is bad. Competition is very good, to a certain point. If there are 100 others you are competing with, this is fine, if there are 4,000,000 this is bad (when they are in the same market).

With competition it's easier to define your USP (Unique Selling Proposition) and therefore tell you customer why they should buy from you and not the other guys or girls.

You can overcome this, but since we are starting with the basics and assuming you are not familiar with markets in general and how they work, you should specify a highly targeted niche market, then you can expand as you learn and as your business grows.

Basic Buying Habits:

You need to remember people buy things based on emotion and the ID concept (Remember Sigmund Freud?). Everything we do is selfishly motivated and is done only for ones self-interest.

-----Sidebar-----

If you aren't familiar with the ID concept here is the definition...

The “**id**”(Latin=IT) (fully unconscious) contains the drives and those things repressed by consciousness

Basically the Id is your wishes and instincts.

It may be hard to believe that people buy with emotion and the ID concept but if you think about it.

Why do car manufacturers sell expensive cars? Why do some people drive BMW's, Mercedes, and Jaguars? Why do people own 10,000 square foot houses? They don't need to, they want to.

They don't NEED to, but they want to as they feel this will perceive them as powerful and it's in their own self-interest. At least I never gained anything by someone else owning a 10,000 square foot house or a Jaguar!

Hopefully you are now starting to understand WHY people buy things. They buy from WANTS NOT NEEDS and this is what you will need to do, help them understand WHY they WANT what you are selling.

Problem Solving/Removing Pain:

Solving a problem with a product is a WINNER! If your product can truly deliver as you promised and can make the pain go away for your prospects you have a winner!

In fact, this should be your goal for your product. People are motivated to avoid pain.

When you are defining your product or services market you should think of your product/service like a product on a shelf.

Your product is in an aisle sitting on a shelf among thousands of other items.

You need to have an interest at least to get the person in the aisle you're located in, and more so to pick your product up and take a look.

Since we are dealing with information the best we can do is give them a teaser of what we have to offer.

More on this later, I wanted to make sure you understand markets a little better.

How many people do you know use diet pills? Everyone knows in the back of their mind this “Magical Pill” really won’t help without eating right and doing exercise, but they WANT to believe this and then, they buy their diet pills.

Forms Of Marketing:

There are many forms of marketing. The two main forms we will focus on in this eBook are, Direct Response and Multi-Step.

Direct Response marketing is simple. Buy, Lead or leave. Those are the only 3 things you want your prospect to do, if they don’t buy, become a lead, than they can leave because they aren’t interested and you don’t want to waste your time or theirs.

You’ll learn a few other ways you can still get money out of the people who don’t buy, lead but are leaving, a little later.

Direct Response:

Direct response on the web is very similar to classified ads, magazine advertising and Newspaper advertising. Remember before the Internet, Don Lapre and those guys telling you how to get rich with classifieds?

The Internet has put a twist on this, making it possible for more people to do this, cheaper, easier and more profitable.

Direct response on the web usually involves a sales letter website. Obviously the web has much more to offer than paper medium. You

can give people samples of products, freebies etc. With minimal or no cost to you.

I say “usually” because if your website is there just to get leads, an email form to capture their name and email and a few “perks” for signing up will work. Basically, it’s a classified ad. Which leads us to... Multi-Step marketing.

Multi-Step Marketing:

Multi-step marketing usually works by your initial offer being 100% free. You get the person’s email and information then you follow-up with more information on a product or service soft selling them.

Multi-Step marketing works great on the Internet. If you were to write a FREE report on something and then give it away and inside the report had a way to capture their information to learn more about your product or a link to your sales letter, you would make a killing.

As long as the initial product was free, benefited the person and useful.

Opt in Success:

There’s no question about it. The most useful tool in marketing on the Internet is your “opt-in” list (ok, well this is true off the internet also, but ... let’s focus). People who signed up, and want to hear from YOU.

Why is this so important? Over 65% of your sales won’t come from the first contact (the visitor reading your sales letter). On average the person needs to see the product or hear from the company 7 times before they make a buying decision.

If you don’t follow-up you could be throwing away over 50% of your sales!

It doesn't take long to get 10,000+ names (2-3 months) of quality leads that you can sell to over and over again (again if you have a product(s) that are wanted).

Please remember. YOUR list and an email list you buy from some one are NOT the same thing. Collecting your own email addresses and emailing people who want to hear what you have to say is valuable. Buying a list of 100,000+ names will get you nothing more than losing your ISP or dropped by your web host.

This goes for other forms of advertising like, SAFELISTS which do NOT work. I don't care if you hear people saying they do. They don't. They are bad as FREE FOR ALLs, which if you don't know, are not worth your time.

Goal Map:

Ok, so before we continue let's lay out our main goals are over the course of this ebook.

1. You need to define a market.
2. You need to create your product.
3. You need to write a sales letter
4. You need to accept payments for your product
5. You need to market your product
6. Expanding your profits through other means
7. Testing, testing, testing, testing...

Now, as you will learn in chapter 3 one and two above are interchangeable depending on what you decide to do as far as creating a product. Basically you are going to decide if you want to create your product or are going to improve upon an existing product.

If you're going to be developing your own product you will need to define the market before you create your product, or create an idea and then define the market (if there is one).

It's true; there are only 8 steps to do! That's why a direct response website is SO easy to make money from. Of course there are many other things we will get into later that'll make it A LOT more profitable.

All of this should take you under 30 days. If this is your first project this may take longer, depending on the amount of time you have to devote to your efforts on a daily basis.

You also need/should plan out what you want to get done, set strict dates and times that you want to get things done. Meet these goals and deadlines.

Think positive. I have read many books on psychology and hypnotherapy. One of the corniest things that really works is to tell yourself that you are successful. Tell yourself your goals as if you have already achieved them.

Remember however, not every product idea you think of will be a winner. You have to accept failure as a learning experience. It's also just as important to not give up on a product that has potential.

If you have researched your market and know there is a want for your idea and you are making a few sales you probably have a winner.

Usually a simple market adjustment can make or break your product. Before you ever give up on a product you should try targeting another market.

That's why testing is so important. Once you have an automated system that is making a little money, you know it works. Fine-tune it with my tricks and you will have a very profitable product on your hands!

Here's an example:

My first project over a year and a half ago was to make a wholesale directory. This directly wasn't targeted to anyone; I assumed everyone would be interested in it. Well, I was soon to find out it

wasn't. I was getting a sale every few days, so I knew there was interest, but there was something else.

I finally took the plunge and targeted the product toward people who sell or want to sell on eBay® and make money with online auctions.

A few days after I did this my sales blew up. I was making over \$100 a day with FREE advertising! This is when I realized what I was doing wrong, it wasn't the product, it was the market I was targeting (which was everyone 😊).

This little adjustment gave me the cash to start using Pay Per Click Search Engines, Put out some Solo Ezine ads... Everything took off from there.

I will talk a lot more about advertising in a later chapter. I just want you to understand this. You need to focus in on a niche or group that is interested in your product. A small niche of even 5,000 people is FANTASTIC!

Don't think just ONE product is going to make you rich. You will need more, but you need your first product/successful product to do well in order to continue.

You will learn a lot from your first project, it's the most important and you will learn the most. You will learn how to target markets, you will find out everyone has competition in some way or another, and you will learn what people want in your area of expertise.

Depending on the price of your product (we will talk more about this later) your goal at first is to sell just one a day. Move on from there. Since you're selling digital goods you don't have to worry about shipping, etc. Everything you take in is PROFIT.

However, to build a successful business you need to re-invest in the business, especially when you're first are starting off. The longer you do this the more you will learn and the more you will see how to increase your profits without spending as much on advertising.

You're going to learn how important your affiliate program is. How an affiliate program will bring in over 50% of your sales. Once you build

an affiliate program and have hundreds if not thousands of people selling your product for you, you'll be amazed at how much money you can make.

In a later chapter I will explain how to correctly setup an affiliate program so you can keep in touch with your affiliates, make them happy and you make more money.

Here's our Formula for making Money...

Niche Market + Product/Service + Direct Response Website + Targeted Traffic = SALES!

No-Brainer!

Chapter 3 – Domain Name and Website Setup

Ok, you're going to need to get a domain name and web hosting. Now, what I like to do to save money is just get ONE domain name that is not specific to your products but more generic to the type of products...

So, if you're going to be selling diet information you could register "Getslimtoday.com" or something like that. When you start out with a limited budget this way works just as good as others. When you start making money you'll want to buy individual domains. For search engine ranking and link ranking and other various reasons I'll explain later.

Here are a few hosts I have used/use and like:

\$4.95 a month. Good for sites with a decent amount of traffic but not for higher end sites.

<http://www.lowesthosting.com>

Hosting \$65 year WITH domain registration. You get a lot for a little.

<http://hop.clickbank.net/?webinstall.icdsoft>

\$24.95, tons of options, Host 4 Profit Hosting is a perfect choice if you want an easy to use hosting that you can do just about anything with.

<http://www.Host4Profit.com/cgi-bin/home.cgi?33340>

Ok, so you should register a domain name and get hosted. You need to do this. Don't waste your time with a free domain, it will make you look unprofessional.

The above hosts will be able to register your domain for you and host your website.

A good place to check to see if a domain name is available is to go to.

<http://www.register.com>

If you search for something and the .com is taken, think of something different and try again.

A great way to choose a domain name is to go to one of the following places and find top keywords that match the topic your product is about.

Findwhat – Simply create a FREE account, login and then click on keyword center.

<http://www.findwhat.com>

Overture – Simply go to overture's website, click on "Tools" and then "Term suggestion Tool" and enter your keywords.

<http://www.overture.com>

SearchWords – Simply go to Search Word's website, and click on Top 50 Keywords

<http://www.searchwords.com>

Choosing popular terms will increase your search engine ranking.

95% of people will assume a .com extension. This is because it's the most popular. If you register something under .net or .org you will find out that your traffic is also being sent to the same name under .com simply due to that's what people are accustomed to.

Also, newer browsers will automatically append .com to something someone types in their browser.

Say you own "Widgetsgalore.com" if they were to type in widgetsgalore into their browser the .com will automatically be appended and they will be brought to the site.

Now if you owned a .org or .net or one of the other 20 name types you would lose all that traffic to the dot-com.

So, ONLY register a dot-com! If you need to use a hyphen that's fine, using hyphens will actually help your search engine ranking!

Now that you have your website you should have FTP access to it. You'll need an FTP program to upload your files. FTP stands for "File Transfer Protocol." It was simply created so you could move files to and from servers.

As "HTTP" stands for "Hyper Text Transfer Protocol" because it was originally created to pass text.

Money Saving Tip: If you know someone who owns a website send them an email and your sales letter. Ask them if they would be willing to create a sub-directory or even better sub-domain for you. You'd be surprised how many people are willing to do this if you have a good product idea that could pay them back (A sub domain is like name.domain.com)

There are a lot of FREE FTP programs (you can even use windows internal one but it's just a command line and most people prefer one with a windows interface they are used to).

Here are some FTP Programs you can get:

<http://www.wsftp.com>

<http://www.cuteftp.com>

Simply install one of these clients and put in the information your web host gives you to login. You can then connect to your web host and upload your sales letters and images.

There are also hosts that supply you with upload abilities right inside their control panel. You simply make the html files and upload them through their simple interface.

Once you connect you can also make directories, delete files, upload files etc.

What I used to do to save money is make a directory for each product. So I would call it like "a" on the website this way people could go to

<http://www.directsalesmarketingonline.com/a>

and it would load up a different product page than

<http://www.directsalesmarketingonline.com/b>

All you have to do is put "index.html" inside the directory and you can call it as I showed above and it will load.

Chapter 4 – Million Dollar Product Ideas!

Before I go into creating a product you NEED to make sure there is a market for your product.

Too many people do it backwards (I have before). They make a product then they see if anyone will buy it. You should be finding what people want and selling them that.

You will see in a minute that the way I explain how to create products will already have a pre-defined market, so we don't have to worry about a market for your product, there should already be one! (You can however target it better than your competition).

Let me now explain why you need your own product.

You need your own product because:

1. You need your own customer base
2. You need your own opt-in list.
3. You need your own cash flow.
4. You need your own affiliate program
5. You need backend product(s).

It's virtually impossible to get the above things without your own product.

Don't plan on getting rich without your own product, you can make a decent income with affiliate programs, but don't expect anywhere near the profits of your own product. This is due mainly to the fact that you wouldn't have your own opt-in list or backend products.

One of the least "advertised" methods of creating a product is to not create a product from scratch, but to simply improve upon another product!

Think about it. Why are cars the way they are today?

Why aren't we driving around a car that gets 2 miles a gallon?

Simple, throughout time, Science, People, Inventions and other external or internal forces have made these products better (in some way or another).

These aren't new, you don't need to think of something from scratch and create every idea from YOUR head.

Why not, use someone else's idea and make it better (and make money)?

This will not only make creating your product EASIER, but when you choose your subject you'll know there is already a market for it (I'll tell you how in a minute) and save yourself TONS of time, money and a huge hassle (You probably don't know how to effectively find your market and target it anyway... You learn this as you go...)

People abandon projects all the time. The market is littered with the remains of products and services that were never completed, were completed and never marketed correctly.

Take advantage of this. Throughout this guide you will learn how to market, if you follow this you can succeed with any product you choose.

How many marketing guides are there out there? New guides pop-up every day. They will all tell you the same thing "I've read everything by so and so" and I figured out what works, what they all have in common.

What do they have in common? They are making money by producing similar products that are in their minds "better."

FACT: Definition of better - Greater in quality or excellence.

Even this ebook that you're reading now is simply an upgrade/update/different. I put a twist on Marketing by telling you step by step instead of zooming in on ONE subject like creating an opt-in list. I give you the basics to advanced with my own personal marketing advice and examples of how I do it.

So you see, don't think of creating a product as this huge undertaking... It's more of a research project than anything! (If you find the right product then you will ENJOY making the product and the money!)

Now. It's important whatever you're going to be "making better" you have prior knowledge of. Please do me a favor on this one.

If you do not make money online and never marketed anything,

PLEASE DO NOT try to create a Marketing product. You will fail and become frustrated.

It's like me trying to write a book on rebuilding a car engine.

It would take me YEARS to create a quality product and I'd have to do more research than I ever wanted to, then to sell it for \$20 a copy really isn't a "smart" financial decision.

To help narrow an idea down a little, think about your hobbies and job experiences...

Here are my hobbies and a few types of jobs I've had...

I play guitar, like to write music, writing in general and spend time with my family...

I used to build computer, Administer Networks and program in PHP (still do this).

Using my situation above I could come up with hundreds of possible products. From How to build a computer to writing an ebook on how to copyright your own music!

In fact I do this all the time, there is simply not enough time in a day to do this. I actually SELL my ideas to people because I have so many. Sometimes I even GIVE them away because I think they are valuable and I want to see them happen!

Here are a few examples of products you could write pertaining to your job...

If you are a lawyer you could write an ebook like...

10 Ways to save \$5,200 on your lawyer fees!

Ok... Lets refine the above example into an actual book name.

How about...

"Lawyer Fees EXPOSED!"

or

"How To Find A Cheap Lawyer!"

Do you think there is a market for this? **YES!**

TIP: You can use Overtures, Findwhats, or Searchwords Keyword Search Tools to see how HOT a topic is. Finding ideas this way is SUPER EASY!

Findwhat – Simply create a FREE account, login and then click on keyword center.

<http://www.findwhat.com>

Overture – Simply go to overture's website, click on "Tools" and then "Term suggestion Tool" and enter your keywords.

<http://www.overture.com>

SearchWords – Simply go to Search Word's website, and click on Top 50 Keywords

<http://www.searchwords.com>

If you're using Google or another search engine simply type in some terms you know about. If you know a lot about computers, music, or even crafts just do a keyword search and locate the words that match your idea.

Now, go to any search engine and type in the terms. See what comes back, check out how many other people are doing this, if it's HOT or not.

I always find a winner when I do it this way. I'll find an eBook(s) in the same market and they'll have a really bad sales letter, but a good product.

You should get the product if you want to "upgrade" it. You want to check it out to see its pitfalls.

Look on discussion boards to see how popular the talk is.

Now, the best part about this is, once we define our USP (Unique selling Proposition – What sets your product apart from the competition, I.E. Why should I buy from you and not Joe Schmo?) It won't take much to sell this puppy!

I created "Auction Sources EXPOSED!" in august of 2001 when I was looking for a wholesale sources guide (it was called "eBay Sources EXPOSED!" Back then). I noticed a serious flaw; none of them had links to any of the sources websites! AHHHHH! How stupid of them!

Since then I have sold over 5,000 copies for **\$24.95-\$34.95** EACH AND have over 7,700 links to my website from this (go to <http://www.google.com> and type in "ebay sources exposed")

Anyway, use existing products to your advantage. Try to find a product that you have a background in and expand on it or put a unique Twist/USP on the product.

Another good way of finding products is simply go to

<http://www.clickbank.com>

Search the 8,000 programs. Now the nice thing about Clickbank is that these are all informational products, exactly what you want to make. So find one that is similar to something you know, purchase it or read the sales letter and see if you could make it better!

If you have a collection of eBooks, free or paid, go through them. See if you can find one that you think you could make better, and DO IT!

Creating A Product From Scratch:

Now, if you want to make a unique product from scratch this isn't as hard as you may think. You will probably find out along the way there is already a similar product out there. Before you go ahead and waste your time please make sure there is a market for this product!

My favorite ways of doing this, which is the same way I described before is, using Overture or Findwhat's search terms and see what's out there. Or what people are looking for.

Findwhat – Simply create a FREE account, login and then click on keyword center.

<http://www.findwhat.com>

Overture – Simply go to overture's website, click on "Tools" and then "Term suggestion Tool" and enter your keywords.

<http://www.overture.com>

You can see if you do a search for "ebay auction" on either one of these sites there is a massive number (around 550,000 to 1.5 MILLION!) of searches being done EVERY month on these. If you can market a product around eBay... You have a winner.

Continue doing searches for things and writing down your ideas and the keywords that brought you to them.

Tip: Here are the most common things people want more of in their lives:

Make money - Saving effort - Impressing others - More leisure time - Self-improvement - The need to belong - Security - Getting something others can't

Once you get a few ideas, search further into the topic of your interest...

You can search newsgroups, book sites, etc. to see what people are talking about.

<http://www.groups.google.com>

<http://www.amazon.com>

Check the groups out and see what people are talking about. If there are 10,000 people talking about something, they are interested in it, there is more than likely a market for it.

Another way to find a market and create a product for that market is to find people who have already purchased certain types of product. You can do this easily at:

<http://www.edithroman.com>

You can search the buyer's list after you register an account. This means you can get lists of topics that people have actually purchased!

Survey Says?

You could also make a survey up and if they fill it out, you give them something. Could be a free ebook, or a free prize entry, anything that's 100% free to them and can benefit them in some way.

Here are a few example Survey Questions:

1. What are you looking for online?
2. Why are you looking for that?
3. How did you get to this website?
4. What is the maximum you would spend online?
5. How would you pay?

6. Are you male or female?
7. Annual Household income?

Anyway, if you want to make your own product from scratch think about what you know. Do you know something maybe a lot of other people don't? Do you know more than most people on a certain subject?

Did you have a job or have a life experience that could benefit others? Maybe you are a good talker? Like to take pictures? Sing? Play an instrument?

Any of these could become a product. If you like to sing or play music, maybe you could write something about getting your music copyright or published? Or how to learn to play or sing?

Here's a Quick way to see if there is a market for your product or a product for your market:

1. Make a list of any topics you know about. Whether it's sports, writing, music, dancing, mechanics, ANYTHING you know about, write it down.
2. What group of people share these same interests with you? Are they young? Old? Rich? Blue-collar workers?
3. Are there already products that are being sold to these people and are being bought?
4. Can you reach these people with, email, a newsletter, or other Internet means of advertising (and off)?

If so, you may have just identified your target market.

It's easier than you think, If you think about what you do everyday I guarantee you could think of something you do or know that may interest others.

I get people emailing me all the time "I am 50 years old and I worked in a assembly line for 30 years, I have nothing to write about." A quick

email back to them asking what their hobbies were and I get “Fixing cars.” BINGO. That was easy!

How many ideas from your own experience, AND the information on the Internet combined do you think you could come up with? A LOT!

Here are a few Ideas:

“How To Save 42% On a New Car”

“How To Buy A Car, and NOT Get a Lemon”

“How To Fix Simple Car Problems”

“Mechanics Jealously Guarded Secrets”

Come ON! It’s EASY! I guarantee you’ve got a life experience or some knowledge that others are interested in!

Maybe you’re just interested in doing something on the side. You have a hobby, start learning everything you can about that hobby and become an “expert” on the subject.

It doesn’t matter if 100,000 people know the same thing either! If you are the few who actually act on this and create a product about it, you will be the one making money. Remember, 80% of people DO NOT ACT upon ideas and decisions.

Here are a few more sample product ideas:

“How To Make Money Taking Pictures”

“How To Find Free Stuff On The Internet”

“Save Money Every time You Go To The Grocery Store”

“How To Make Gel Candles”

“How To Find Priceless Antiques At Public Auctions, And Pay Penny’s For Them”

“How To Start Your Own Pet Store”

“How To Groom Your Dog”

There are so many things you can do, there are almost an infinite number of possible topics!

I get a lot of people saying “Why would anyone pay for information when there is so much FREE stuff on the Internet?”

The fact is, there is so much information and the majority of it is unorganized! You basically are offering an organization service by turning a certain area of interest into an ebook!

If you’ve been around online for at least a year or two you know how popular the “Cyber Spy” Software on ebay was (go to ebay and do a search for Spy and you will see what I mean, people are STILL selling it!). All it is is a collection of tools that you can use to find information about people.

ALL these services are FREE! Someone was just smart enough to compile it into a simple to use resource and save people who don’t know how to find this stuff individually into one simple software package!

How long do you think it took them to complete the first version? A week? MAYBE! Seriously, if you think about it, it really is easy. You just need to act on your ideas instead of telling yourself, “That won’t work” or “I can’t do that” why? I am here to tell you that you can and when you are done with this guide YOU WILL HAVE!

In fact people are still taking the “CyberSpy” software and making different versions, marketing it to different kinds of people.

Once you get an idea you should name your product.

An easy way to name a product is to fill in the blanks below:

How To _____

_____ EXPOSED!

_____ REVEALED!

101 Ways To _____

The easiest way is “How To.” Say you know about copyrighting music... You could name your product “How To Copyright Your Music” TA DA! Seriously it’s that easy!

When you’re first starting out, you just need one product, a website, an Autoresponder and a way to accept payments.... And you’re ready to make money!

If you still can’t think of a product idea the best ebook I’ve ever read on creating products is “The Million Dollar Idea Generator” by Jeff Gardner.

You can read more about it at (A free trial copy is available on the website):

<http://www.directsalesmarketingonline.com/inforiches>

If you go through Clickbank, the search engine keyword locators, the news groups and online forums and think of all your life experiences, you should be able to come up with a product idea.

It shouldn’t really take you that much time to do. If you are having problems, just jot down every idea you think of, go over them at a later time and see if there is something out there.

Proof Of Concept:

Still not sure if there’s a market for your product or a product for your market?

I call it “Proof Of Concept” others have different terms, though I don’t know what they call it. 😊

Simply put, if you don't want to waste time creating a product that may be a dud, the easiest way that will get you a realistic number is by using "Proof Of Concept"

You need to have the following in place before you can do this.

1. You need your sales letter written
2. You need an Auto Responder Setup

This is going to be very simple and you might already know what I'm going to say.

With the Sales Letter written and the responder setup, instead of going to your order link for them to put in their credit card, you have it go to a page with an Auto Responder form that says "If you'd like more information on this product please enter your name and email address."

Now, everyone that signs up wouldn't have actually bought your product, so don't assume when 200 people sign up you would have gotten 200 sales, most likely realistically you can look at possibly 10-20 sales (MAYBE!)

Why? Because we can assume that 50% of people click on the order link and still don't order whether or not your processing is setup.

I've run tests in the past and came back with some strange numbers.

I was shocked how many customers clicked Order and then backed away.

I already sold 1,000's of copies of my product, ran the orders through to test myself and it worked, so why were they leaving?

Then I thought. Have I ever done this, YES! So I've come up with a few reasons why, starting with the technical ones down to emotional ones.

1. They simply were skimming and wanted to see the price.

2. You didn't specify what kind of ordering options there were, even if you said credit card maybe they only had a dinners club and you didn't accept it.
3. Maybe they did enter their information but their card was declined.
4. Maybe they wanted to pay with a credit card or online check and they couldn't find it.
5. Maybe their country was not in the list of accepted countries per your merchant account.
6. Maybe they recently moved and they failed the AVS check your merchant does.
7. Maybe at the last minute they told themselves not to order?
8. Maybe taking the credit card out was too painful for them and they started thinking logically.

Check your page views to signup ratio. If a lot of people are signing up for your newsletter then you've got a great idea on your hands!

So, what will you tell them in your Auto Responder?

Simple. Just as you would with any Auto Responder the first email should introduce yourself and explain why you are the expert on your topic and why they should trust you.

Build trust, and if the market is interested (which you are finding out with the signups) then you should have no problem selling your product or service to anyone in the market (and on your list).

One last point on "Proof Of Concept."

It's important you don't portray your product as not being ready, people will just click away.

The sales letter should be as if the product does exist and is ready for them!

Buying The Rights!

If you have some money to spend, the easiest way to instantly get your own product AND not lift a finger (maybe to pick up the phone...)

Buying the copyright to an existing product!

No, I'm not talking about resell rights; I'm talking about being the ONLY one able to sell the product or service.

Now, we're not going to be seeking out products that are going to cost thousands of dollars for obvious reasons.

What you want to do is seek out info products with bad sales letters but that have a decent product that you have some knowledge of.

Simply send the author an email like this...

EXAMPLE:

Hello,

I visited your website the other day at: <URL>

I was wondering if you own the copyright to <product name>.

If you do own the copyright are you interested in selling the copyright?

You can simply send me an email or call me at xxx-xxx-xxxx 8-5PM.

Take Care,

<name>

<Email>

END EXAMPLE

I'm not going to go too much into this because there are legal things that need to be taken care of when you buy the copyright to something.

If you are interested in doing this you can go to

<http://www.buyingwebbusinesses.com>

And learn more about buying copyrights.

Lifetime Updates, Resell Rights? What Should You Do?

Once you get a product idea and either start the project or start the planning you should decide what you are going to do about updates and if you are offering resell rights.

If this is your first product, stay away from resell rights and Lifetime Updates. You really need to do a lot of thinking before you go into this as there are a lot of ways to make money, however, if you do it wrong you can waste a lot of time and money.

A lot of people will disagree with me when I say include FREE lifetime updates and resell rights. A lot of marketers will say, don't do it, it's stupid.

I agree, but in a bigger way I disagree. If you do it right you can reap more profits from updates than you can imagine, IF you do it right.

If you want to offer FREE lifetime updates you should also offer resell rights, why? I'll explain in a moment.

First you need to do the following things.

1. Inside the eBook include a register link where the user must register their email and name with YOUR responder. Add all of these names to your after sales auto responder. You can set this up completely automated.
2. Make sure you have backend offers for these people to sell more to them.

Simply offering Lifetime Updates alone will make you work for free! Don't work for free! You will find out very quickly that customers

come back a year or two later and want an update, they lost their password, etc. Lets turn this into a profit funnel and offer resell rights.

Let me explain this in more detail.

Simply put a registration link inside the eBook, which sends them to a “Secret” after sales page. This page should be like a members area it should offer the download, and other related products and/or services.

Make sure that before they are sent to the “members” or after sales page that they have to put in their name and email address.

The most costly part of your business is getting new customers. Since you offer resell rights and Lifetime updates, ANYTIME ANYONE sells a copy, they will register it, with YOU to get their updates! This is a goldmine.

Now you get everyone’s email who buys, no matter if they bought it from you, so you can backend sell them like mad. Here are a few examples of what I do.

1. Offer a CD-ROM version for \$15 or so and mail it to them.
2. Offer a related product or service.
3. Tell them about your other businesses!

I’ve made thousands of dollars this year on CD-ROM sales alone. The related products or backend sales are in the tens of thousands and the benefit of telling these customers about my other businesses is priceless.

It’s vital you set a restriction on the minimum price people can resell it for.

You might not want to do this on your first project. It’s something I think everyone should do with at least one of his or her products. If not right from the start, if you see a project running out of steam, add free lifetime updates and resell rights and your sales will soar along with your profits and overall business!

Remember, I recommend for your first project you simply make an existing product better, it will save you a ton of time, money and headaches!

Now, you should have a product idea before going onto chapter 2. You don't need to create the product, simply have one in mind that you want to create.

FREE Ideas:

The Government can be helpful! It's true!

The GSA (General Services Administration) publishes information that you can turn into great products! Here are just a few titles:

1. 66 ways to save money
2. Building Better Credit
3. Building Financial Freedom
4. Finding the best used car

It's almost comical how you can turn these ideas into products!

Now, don't simply steal these and make a product, they're there mainly to inspire you, and give you ideas.

You could turn "66 ways to save money" into "66 ways to save money when buying a new car" or "66 ways to become debt free"

Remember you want to target a specific market. 66 ways to save money is too general. That's why we re-worded it, in effect targeting it. Now the product must follow the target market as well.

Anyway, let your mind go wild on these you can check out the website at:

<http://www.pueblo.gsa.gov/>

Define Your USP:

The possibilities for building a USP are unlimited, it's best that you embrace a USP that addresses an obvious void in the marketplace or within your industry that you can fill, such as:

- A broad selection
- Big discounts
- Ease of Use.
- Better advice, service, assistance, or installation help
- Convenience
- Top-of-the-line products or services
- Speedy service
- A longer guarantee
- Finest quality at a higher but still reasonable price
- Exclusivity

Since you probably have competition. It's good to go find your competition and find out what their USP's are. Make sure yours is different then theirs.

So can you will need to answer this question.

“Why should I buy from you instead of Joe Schmoe?”

If you can answer this you've just defined your USP.

You need to make sure you tell people your USP in your sales letter.

When I define my USP in sales letters I like to do it by comparing my product to the competitions. Showing clear benefits and why my product is better.

Comparing to the competition is a very strong way to prove your point and if your USP is truly good and the visitor has an interest in your type of product you will get the sale!

You can even list the competitions website or product and show how much easier to use, better, time saving, better guarantee or whatever you have compared to theirs.

An example that I like is for Proautoresponder, which you can read at:

<http://www.proautoresponder.com/comparison.htm>

This is a great example because it lists a ton of comparatives.

Want to read the rest of this eBook?

Upgrade now at:

<http://www.completemarketingguide.com/fb.html>