

52 Survival Tips

Marketing Lessons for Home Business Entrepreneurs

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INTRODUCTION

Thank you for your interest in The Survival Tips Bulletins. This information was compiled over a period of twelve months to help home based entrepreneurs by giving you a realistic picture of a marketing campaign.

Learning to market your product or service is the most important part of a home based business because if you don't understand the importance of reaching your niche market to introduce them to your products or services, you don't stand a chance of making any money.

These bulletins are based on my experience and are provided to you as information only. There are many strategies that can be used to market a product or service and I suggest that you learn as much about marketing as you can because marketing is critical to the success of your business.

Laying the Groundwork – Building Your List

The List Building Challenge - Part 1

This is for those of you who are interested in building your own responsive list. Over the next few weeks, I'm going to share the experiences I had overcoming this challenge.

First, I hope you understand the importance of building a responsive list. The keyword here is: "Responsive." When it comes to money making opportunities, it's easy to get the names and addresses (including e-mail) of people who want to make more money.

All you have to do is tell people that you have some kind of secret system that will make them outrageous sums of money. People will gladly give you their information to find out what your secret is...

But, this is NOT the way you want to build a responsive list. Promising people you have a system that will make them rich is the worse way to go about building your list. I know, I know, this is what every one else is doing. Just because every one else is doing it doesn't mean you need to follow the herd.

Your first building block in compiling a responsive list is gaining the Trust and Confidence of your prospects. In part Two of this list building challenge I'll discuss how to gain the confidence of your prospects.

That's it for now, until next time . . .

The List Building Challenge - Part 2

Here in part two of "The List Building Challenge" we'll discuss how important it is to start off right by building the trust and confidence of your list subscribers.

The potential customers in my business are people who want to start an info marketing business..

So that will be my frame of reference in this list building course. But it doesn't matter what product or service you are offering. You must gain the trust and confidence of the people who inquire about your product or service.

GETTING IT RIGHT THE FIRST TIME

The ultimate goal is to get your potential customer to buy from you, not just one time, but again and again. You want to keep this in mind throughout your list building strategy. I know you're wondering, "How do I do this?"

The answer: Tell your potential customer your product or service is going to solve a problem they're having.

In the business opportunity market 98% of the advertisers are trying to attract people to their lists by making a promise. They promise to solve their money problems almost instantly, by making them rich.

In part three, I'll show you how I used a different and more effective approach to gaining the trust of my list. Look for part three next week. The List Building Challenge - Part 3

The List Building Challenge - Part 3

Gregory Bay here with Part 3 of The List Building Challenge. Today I'm going to reveal a powerful strategy I currently use to attract potential customers to my list.

You might recall in Part 2 I pointed out that most advertisers, selling business or money making opportunities, promise "instant wealth" from their super secret wealth building systems.

We all know from experience that these so-called wealth building systems don't fulfill their promises for instant cash. So this obviously is NOT the approach to use to gain the trust and confidence potential customers. Let me share the problem solving approach I use to attract potential customers to my list.

Since I know that the people who spend their money on "get rich quick" programs make very little or in no money at all, the headline of my lead generating ad is designed to almost surely attract their attention.

Now remember, our strategy here is not just to make a one time sale, but to keep a long time customer. So here's the headline of my ad:

**CAN ANY OF THOSE MONEY MAKING OPPORTUNITIES
REALLY WORK FOR YOU?**

Some of you may have answered that very ad. I can tell you for sure that when I place a small one inch ad in a business opportunity magazine it DOES get attention. I always get a good response from this headline. It captures the attention of people who have been burned by money making opportunity scams.

Now, the headline addresses a problem common to all the people who have been disappointed by past promises to instant wealth from home. Most of them will be curious to see if I can give them a solution to their problem.

In Part 4 we'll get to the next confidence building step in our strategy to build a list. Look for it next week..

The List Building Challenge - Part 4

In part four of The List Building Challenge we'll move on to the body copy of my small ad.

If you recall from part three my headline read:

CAN ANY OF THOSE MONEY MAKING OPPORTUNITIES REALLY WORK FOR YOU?

After attracting the attention of my target audience with my headline, I continue to press the "pain button" and tell the reader:

"Stop wasting money on schemes and scams!"

Here again, I know from my own experience that many of the people who read my ad will have lost money on more than one money making opportunity. This will help to increase their curiosity as to what I have to offer. They start to wonder if perhaps I can solve their problem...

The next sentence of my ad tells the reader to take action and read my free booklet:

"SHAMELESS CONFESSIONS OF A GET-RICH-QUICK-JUNKIE"

The title of my booklet helps to convince the reader that I once had the same problem that they have. This causes them to respond in order to see how I solved this problem. I conclude my ad with a web address and a phone number for people to contact me to receive my free booklet, online or through the mail.

Now, the first part of this strategy is complete if the reader responds to my ad. My ad has convinced them that we have something in common. We both have lost money. We both tried to make money with money making opportunities that didn't work. So now they are interested in finding out how I solved the problem. And they have some trust in me because they can relate to my ad.

In part five we'll move on to the next step in our confidence building strategy.

The List Building Challenge - Part 5

Part five will wrap up this mini list building challenge.

As I've stated before, my main purpose is to gain the trust of our potential customer. Building on this trust, I then try to convert them to a buyer and continue the relationship for the long term.

So what I've emphasized so far is:

- => Focusing on the ultimate goal of keeping a customer for the long term.
- => Gaining the attention of the potential customer with the headline of our ad.
- => Arousing the curiosity of the reader as to whether we can help them solve their problem.
- => Gaining the trust of the reader by convincing them that we have something in common.

Hopefully my prospect takes me up on the free offer by requesting my booklet. Once this is done the first step in sealing our long term relationship is accomplished.

At this point the task of forming a long term relationship has begun. My booklet now has to do the job of proving I am a person who can be trusted. The booklet has to provide my prospect with information that will help them solve their problem. Hopefully they will see I have a genuine desire to help them, that I'm not merely trying to separate them from their hard earned money.

This process begins by being open and honest from the start of your relationship with the people on your list. It is important from the start, to let them know there are no guarantees or "Free Lunches."

Once your prospect senses in you a genuine desire to help them solve their problem, they will feel safe to respond. They will be willing to sign up for your ezine, open your email messages, call in to your tele-seminars, or read the direct mail pieces that you send to them.

From this point on, everything you do should be to get your prospect to think, "THIS IS A PERSON THAT I CAN TRUST! If you can accomplish this, it will put you light years ahead of your competition.

Now let me get personal here. I want to prove I really CAN help you make money in your own info marketing business.

I'm going to practice what I preach. I'm going to let you in on all of my business building strategies, starting with a shoe string budget of \$500, and building a business from scratch. This will be like watching a Reality TV show.

I'm going to let you know everything I do from week to week and month to month. You're going to see how much money I spend on advertising and marketing. You'll know how each advertising campaign turns out, and whether I make any money. You'll see if it worked or if it failed.

My plan is to use all the knowledge and experience I've gained over the past 16 years to start at the very bottom and go from making \$100 a month to making \$100 a day. Hopefully it will convince you that you can do it too. We'll get started next week, so stay tuned.

The \$100 a Month Challenge - 52 Week Email Series

The Easy Way to Create Infoproducts

This message may be of particular interest to you.

Here's what it's all about: If you read my booklet, "How To Build A Profitable Home Business Creating And Selling Your Own Information Products," you'll remember I wrote about the advantage of creating ready-made products using books in the Public Domain.

To refresh your memory just a bit, books, reports and other information that are in the Public Domain are not protected by copyrights and can be reproduced and sold in the market place. Using public domain works is probably the quickest and easiest way to develop your own new information products.

Here's some exciting ways you can use public domain information:

- => Publish the material "as is" and profit right away!
- => Change the format of the material to tapes, CD, or booklet
- => Rewrite with a new twist and create a new product!
- => Create special reports with public domain material

- => Develop email courses to lure traffic and sales to your site
- => Boost your search engine ranking with public domain content on your web site.
- => Create or embellish your own ezine or newsletter with public domain content
- => Use public domain content to establish yourself as an expert in your field and watch your traffic and profits increase almost immediately!

If you are interested in some detailed reports on how you can use and sell information that is in the public domain then I strongly suggest you carefully consider this offer at:

<http://www.infobiz101.com/publicdomain>

If you have any questions about this offer, please don't hesitate to contact me at: 1-888 900-0003.

How I Dug Myself Into a Hole

You might recall from my last email, I intend to let you in on all my marketing efforts from here on out. My goal is to go from making \$100 per month to \$100 per day starting with a budget of only \$500.

Let me share with you what my situation is and what I need to do in order to survive in my own information selling business.

In 2006, I made an investment of \$10,000 for the licensing rights to 24 information products from Michael Kimble of Group M Marketing.

I went against my own advice and used a credit card to invest in these products. The truth is I really couldn't afford to pay this much for these products. But I knew these were high quality products produced by experts. They had a proven track record making lots of money selling these same products. So I decided to take the plunge and get myself some ready-to-go hot selling info products.

The problem is, I put myself in \$10,000 worth of debt to get these products. So there was little money left to actually start selling the products and get my investment back. You should understand that this was a huge investment for me to make. Of course I got buyer's remorse, but it was too late. I had sealed the deal, and there was no turning back.

Next week I'll share what I did in 2006 to start digging out of the hole I found myself in. I knew it would be a long, long road to get myself out of debt. But I had a plan, and hopefully it would start making me some money.

A Plan Is Hatched

Last week I explained how I went into debt investing in marketing rights to information products from Michael Kimble of Group M Marketing.

I need to let you in on a challenge I have to deal with in life. If you read my booklet, you know I am legally blind. And for the most part I'm working alone. But in spite of the challenges, I needed to figure out how I was going start selling these products.

I knew I needed some help to get things started. So I called on my friend and partner, Charles Norman in Gladstone, Virginia. I asked for his advice on how to go about marketing these products. (I'll tell you more about Charles and his reasonably priced services later.)

Charles suggested I put all of these products together and Invite others to share in the profits of selling them. In other words, he suggested I set up a dealership program. This is what I decided to do. I called it the "Millionaire Maker Dealership Program."

The first thing that I did was create a sales letter and marketing instructions for the dealership. My intention was to send the offer to my own in-house list. This is the list of people who have inquired about, or purchased other products from me.

Now, you should keep in mind that I have been selling information products for several years. So I had the advantage of offering my dealership to people who were somewhat familiar with me. Next week I'll give you the results of my first attempt to sell the dealership.

Setting Up My First Sales Campaign

Today I'll explain how I put together my first marketing campaign to promote the "Millionaire Maker Dealership Program." The first strategy was to offer the new dealership to my in-house customer list.

I contacted Charles Norman about getting a web site set up to offer this dealership. I also asked him to put everything on one CD-ROM so that when some one signed up for the dealership all I had to do was send them one CD-Rom with the complete dealership on it.

This CD-ROM included all 24 sales letters, marketing instructions, postcards and classified ads. I also threw in a bonus of 18 private label articles I had written, with instructions on how to use articles to drive free traffic to an offer. Finally, there were 12 issues of the "Direct Marketing Strategies News Letter." The dealer was given cutting edge marketing strategies to use along with these resources.

The price I set for the dealership was \$97.00. A sales letter for the dealership was sent it to my in-house list by direct mail. I started with my in-house list because these

people already knew me and would be more likely to purchase something from me. As all marketers know, the most valuable asset in your business is your customer list.

Next week I'll give you the results of my mailing and how much it cost me. I'll also discuss the web site and my first print advertising campaign.

My First Print Ad Results

This week, I'll give you the results of my first print advertisement to sell my dealership. I decided to place a classified ad in Entrepreneur magazine.

Since I was asking \$97.00 I felt that this would be the best publication to place the ad because the demographic of the people who subscribe to Entrepreneur magazine are in a higher income bracket than the people who subscribe to other business opportunity magazines such as: Opportunity World or Money Making Opportunities Magazine. I place most of my classified and small space ads through Wolf Enterprises. I have been dealing with Randy Wolf for years because he offers the best deals for advertising in opportunity publications. If you ever want to place ads in opportunity magazines I recommend that you contact Randy wolf at: 1-321 449 1211 or you can visit his web site at:

<http://www.wolfenterprises.net>

Randy offers a special deal to place a 10 word classified ad in Entrepreneur magazine for three months for \$270.00. Entrepreneur magazine has a circulation of 500,000 each month, they are one of the few print publications that still publish every month.

Most opportunity publications have a lead time of 60 to 90 days before your ad is published, Since I made a small profit of \$247.00 from mailing my offer to my dealership, I added \$23.00 out of my pocket to pay for the ten word classified ad in Entrepreneur magazine. Do you think that \$270.00 is too much money to pay for ten lousy words in a print publication? Next week I'll tell you what happened. What do you think? Did the ad work or did I take a bath? Look for my email next week to find out.

There's Gold In Your Customer List

This week I want to let you in on the results of the mailing to my list.

I mailed the sales letter for my dealership to 300 of the most recent names on my in-house list. I did the mailings 100 at a time. This required 100 first class stamps totaling \$41.00. My sales letter was four pages. So when I copied them back to back it gave me two pages printed on both sides.

Fortunately I have access to a copier so I could make the copies myself and not have to pay a copy center to get them done. This would have added at least \$12.00 to the cost of mailing the first 100 letters.

The total cost to mail one letter was about 50 cents. This includes the cost of paper and return envelope. It's always good to use a return envelope to make it as easy as possible for your potential customer to respond to your offer. To mail to all 300 names cost me about \$150.00.

There were four people who purchased my dealership. So I took in \$391.00 and this left me with a profit of \$247.00.

This was a little better than a 1% response from my list. I next wanted to see if I could sell this dealership at \$97.00 to people who didn't know me. I also needed to decide on what advertising and marketing strategy I would use to see how many other people were willing to spend \$97.00 to purchase my dealership.

So, I next placed some small classified ads in print publications to see if I could drive traffic to my web site. The potential customer could read the sales literature on my web page and hopefully purchase the dealership for \$97.00.

Long story short, the classified ads bombed, It was a hard pill to swallow. I ended up losing several hundred dollars on these ads.

However, this is the lesson that I learned: at least four people on my list knew me and had purchased products from me before. These were the people willing to spend \$97.00 to purchase my dealership.

So, since you are on my e-mail list and you know a little about my story, I want to make a special offer to you, here it is:

I'm going to cut straight to the chase. No fluff, no puff, NO HYPE - just Straight Talk!

As you already know, I first sold my dealership for \$97.00. Presently I sell it for \$47.00. But I asked my web master, Charles Norman to set up a brand new affiliate program for me. And as a special gift to all my loyal list members, you can join this affiliate program at no cost. You have an opportunity to sell any of the 24 top quality products on the site. The profit potential is HUGE! Read about this opportunity and join now at:

<http://go2homebiz101.com/affpro>

This is a complete, ready-to-go program. All you have to do is spread the word.

That's it for now. I'll see you next week and discuss the benefits of this affiliate program.

The Dealership Advantage

In my mini course: The List Building Challenge I stressed the importance of forming a relationship with the people on your list to build trust and credibility.

Last issue I offered you the opportunity to participate in my free affiliate program.

What better way to build on our relationship than to give you a real opportunity to make some money offering tested and proven marketing products. Everyone who is interested in building a business should be able to see the value these products offer.

Here are just a few benefits you will enjoy with this affiliate program.

- => The products are already tested and proven in the market place
- => This is a complete ready-to-go business! No need to worry about creating products or writing sales letters
- => There are 24 exciting marketing related products to choose from
- => You have ready-made front and back end products to sell
- => Make 40% commissions on products with a price range of \$29.95 all the way up to \$4000
- => We fill any orders and keep the inventory, its all taken care of for you
- => Purchase any of these products for yourself at 40% of the retail cost
- => You get ongoing, unlimited support. Just call me at: 1-412 363-7187 or email me at:

<mailto:daystar@homebiz101.com>

If you didn't sign up yet, you can still get in just go on over to:

<http://go2homebiz101.com/affpro>

Next week I'll talk about the importance of learning how to build marketing strategies. See you next time.

The Marketing Edge

Today we'll get into the importance of learning marketing strategies. But before we dive in, let me tell you a brief story.

As you know, I'm legally blind. Several years ago I decided that I wanted to start a home based information selling business. I went to a state agency here in Pittsburgh called "Blindness and Vision Services" to see if I could get financial help to get my business started.

I wanted to build a home business to be independent. I didn't want to be seen as a poor blind guy who couldn't do anything for himself. I didn't want to be selling pencils on the street just to make a few extra bucks.

They did help me to get my first computer but that was it, They didn't think I was capable of operating a business on my own. So I had to start from scratch and figure out how to work with the meager resources I had.

The truth is, I didn't know beans about operating a business. But I was determined to learn. Although I went through several years of failures, disappointments and set backs, I have withstood the test of time.

Through these experiences I gained a wealth of knowledge about marketing. I learned many lessons through trial and error, and I've survived. It's been hard at times, but I'm glad I made the decision to stick with it.

My advice to you who want to run your own business is to learn everything you can about marketing products and services.

It doesn't matter what business you choose. If you don't learn how to market your business, your chances of success are slim to none. It is the best marketer who wins at this game. Next time we'll begin to explore this exciting subject of marketing.

Two weeks ago I promised you a special Free gift. Here's the deal: If you feel that the information in my e mails to you have helped you learn more about marketing, just send me a testimonial. I'll send you my "Straight Talk Home Business Manual." This is a 168 hard copy business building product that sells for \$25.00. You'll also receive reprint rights to this valuable product.

I only have five copies of this manual to give away. Rush to be one of the first five people to e-mail their testimonial to me at:

<mailto:daystar@homebiz101.com>

You must include your mailing address so that I can send you the manual by first class mail. This offer is for U.S.A. ONLY

Marketing Skills Are Crucial

This week we'll continue with the subject of marketing. I want to show you why it is so important to learn. And I want to teach you how to develop your own marketing strategies and techniques.

As you probably know, the U.S. economy is in a down turn. We are losing jobs daily to foreign governments like India, China, countries in South and Central America and several other countries.

The fact is we have to compete in a global economy and there are people in other countries who work for as little as \$1.00 or \$2.00 an hour. There is no such thing as job security for most people anymore and there are fewer and fewer jobs to be had.

So now it's time to go back to Rugged Individualism and learn how to fend for yourself.

Consider what any economy is based on: the sale and purchase of goods and services. So, every one who is trying to sell a product or service needs to learn how to market that product or service...

The market place is already flooded with marketers offering every kind of product or service imaginable. So it's crucial that you learn everything you can about marketing. Only then will you be able to compete in this constantly growing marketing arena.

Several of the products in the "Millionaire Maker Dealership Program" such as: Direct Mail Bootcamp, InfoMarketing Boot Camp, Maximum Profit Direct Mail, Advertising Magic have been produced by marketing experts who not only teach about marketing but practice what they teach every day in the market place.

This is why I invested \$10,000 for the licensing rights to these info products, even though it put me in debt. I know I will make far more than my investment by using the strategies and techniques I learn from these savvy marketing millionaires.

By investing in these marketing licenses, I merely purchased myself a top-notch marketing education, and if I use what I learned it will be well worth my investment.

If you understand any of what I've just stated above, you should see the power of learning marketing strategies that work in the real world. And if you haven't, you might want to give some serious thought about joining my affiliate program at no cost. You can learn and profit from what these marketing experts teach you. To sign up just go over to:

<http://go2homebiz101.com/affpro>

That's it for now, until next week, happy marketing.

P.S. I told you I would be offering some valuable gifts related to marketing. Here is one that I think you will appreciate. It's called, "Been There Done That - 19 Snippets of Marketing Wisdom." Click this link to download :

<http://go2homebiz101.com/dl/BTDT.zip>

No Sales, But I Didn't Fail

In this update of the "Survival Tips Bulletin" I want to go over some of my advertising efforts that that DIDN'T work. You should understand these were tests to promote my dealership.

In an earlier issue I told you I placed some classified ads in print publications that didn't work. That is to say, I didn't make any sales from those ad placements.

Although I didn't make any sales from those ads, it was not a total loss. I was still able to add the names of the people who requested information to my inquiry list. This is important because now I have the names and addresses of people who are looking for some kind of money making opportunity.

I also rented a mailing list of 300 opportunity buyers names. I mailed to them 100 at a time and I'm still waiting for the results.

Mailing to 300 names is not really enough to call it a good test. However, when you are working with a very small budget you don't have much choice. What I told you so far may not be very encouraging, but if you're going to play in the marketing arena, you need to know the truth about what it really takes to have any chance of making any money at all.

Oh, here's an update on my \$500.00 budget. I'm now in the middle of my second month of my 12 month challenge to make at least \$100.00 each day. I've spent \$180 so far, leaving me \$320. Next time, I'll tell you how I spent that \$180.00 and how it's working out.

An Advertising Update

Last time I said I would update you on how I used the first \$180 from my \$500 budget. Since most of my advertising efforts had been through print publications and direct mail, I decided to try some online advertising.

Since I have problems with my screen reader trying to place ads myself, I wanted to find a service online that would take care of everything for me.

Some time ago, I came across an online advertising service at:

<http://www.mailboxmoneynews.com>

That seemed to suit my needs. They took care of everything. Instead of trying to sign up online, I could send them my order through the mail. So that's what I did.

I purchased an advertising package that said it would give me 10,000 visitors to my web site. Instead of my Millionaire Maker Dealership Program, I made the offer for my eBay Millionaire Treasure Chest. This is a CD-ROM with 70 eBay info. products

that come with reprint rights. If you're looking for some real good information on how to make money with eBay, you'll want to take a look at my site at:

<http://www.go2ebayriches.com>

This service gives you the stats on how many visitors you receive each day. Right now, I'm up to about 1000 visitors within my first six days, but no buyers yet.

This eBay web site was done for me by Charles Norman. If you're interested in putting up a simple web site, you should contact Charles at 1-434 933-4510 or go to his hosting site at <http://infobizhost.com> . Charles will build you a nice web site for a very reasonable price and he also offers other business related services.

I'll keep you updated on how my offer is working out with this service. That's it for now, I'll see you next time.

P.S. One important aspect of marketing is to build a marketing system. It's like a blueprint for running your business. "Recipe For Your Own Online Money Factory" is a good introduction for creating your own system. Download it here:

<http://go2homebiz101.com/dl/MoneyFactory.zip>

Online Marketing Continued

I've read many articles and reports about how easy and cheap online advertising is. However, like anything else that sounds too good to be true, so it goes with online advertising.

To begin to see any real results with online advertising, you're going to have to spend some money. I'm sorry to have to tell you this but there's no way around it.

Now we are being told by the experts that all we have to do is set up a blog and the search engine spiders will find our blog and we'll begin to get hoards of traffic.

Of course, it's good to have as many traffic generating strategies as possible and using a blog should be one of those strategies. Since blogging is so popular now and there are several million blogs going on the Internet don't think that by having a blog you are going to get tons of traffic to your web site. Frankly, I think that Internet advertising isn't what it's all cracked up to be.

I say this because I try to study and examine what the well known Internet marketers are doing.

Every day several of these marketers send messages to my email inbox with all kinds of special offers trying to make a sale.

Most of these email messages have very little content just sales pitch after sales pitch. These marketers compile massive email lists and then mail to them with some kind of offer to try to get people to buy whatever they are trying to push that day.

Now, I have signed up for a lot of ezines but I don't read most of their email messages because they are not worth taking the time to read. However, there are three or four that I always read because they offer excellent content along with their sales pitches.

In building your email list always keep in mind that if you provide people with helpful, useful content they will stay on your list and be more willing to buy from you when they are ready.

Alright, here's an update on my advertising efforts. I'm closing in on 4000 visitors to my Ebay site at:

<http://www.go2ebayriches.com>

As I told you, I paid \$179.00 to get 10,000 visitors to my site. So far, I have made no sales for the eBay Millionaire Treasure Chest. This is a CD-ROM with 70 info products that teach people how to make more money on eBay. All of the info products come with reprint/resale rights.

Do you think I'm going to make any sales before I get to the 10,000 mark? We'll see, right now, things don't look too good. That's it for now, I'll see you next time.

Another Marketing Lesson Learned

I hope you pay special attention to what I have to tell you in this issue.

Remember I told you that I had paid \$179.00 to an online service to have 10,000 visitors sent to my site that offered the 70 eBay info products on CD-ROM. You can see the product here:

<http://www.go2ebayriches.com>

Well, let me give you the final results from this attempt to pay for some traffic.

Once again, I was disappointed, I didn't make any sales. I thought that if I could get 10,000 to view my site that there would be at least a few people who would want a product that would give them the reprint rights to 70 info products dealing with how to make money from a hot market like eBay. But there were no takers...

So, why didn't any of those 10,000 buy my product? Alright, here's where I want you to pay special attention.

First, I really had know way of knowing if I really got 10.000 visitors to my site. All I had to go on was what the people who offered the service told me in their sales letter. And they even had a site that I could go to and see how many visitors that went to my site each day so, if the stats were real and 10.000 visitors really went to my site and no one was interested in making a purchase then, I needed to try to find out why no one was interested in buying my information.

Here was the root of my problem: I didn't have enough information about the way this traffic was generated. I had no idea if these people had any interest in eBay at all. I didn't know if these people had made a recent purchase of an information product that was related to eBay.

The lesson here is: Before you spend money on advertising, you had better do your home work and target people who have shown an interest in your product or service. Next time we'll talk about targeting your prospects and getting the most out of your advertising dollars.

Learning From My Mistakes

You would think that after 16 years of experience in marketing every marketing campaign would be flawless. However, marketing is not an exact science. This is why any experienced marketer will tell you that in order to find out what works for you is to test, test and then test again. If you can't stand to lose money while testing an advertising strategy, this is not the business for you.

Last time, I told you that I lost \$179.00 using a service that said they would send 10.000 visitors to my site that offers a CD with 70 resell rights info products on how to make more money on eBay.

This is about the third time I have tried one of these services and the results have always been poor. Well, don't you think its about time I've learned my lesson? The fact is, I am a rookie when it comes to online marketing.

Most of my experience is with off line marketing. When it comes to marketing with business opportunity publications I have developed a strategy for getting all of the leads I can handle, its just a question of turning enough of those leads into sales in order to see a profit.

As for online marketing, I'm still in the learning process. What I need to do is find out the best strategy for getting targeted leads and then converting enough of those leads into sales so that I can begin to see some real profits.

Here's the lesson that I have learned about online services that say that they will send traffic to your web site: If these services do indeed fulfill their commitment to send the number of visitors to a web site, here's what I would need to do to take advantage of that traffic:

Instead of just trying to sell the visitors my eBay CD-ROM with 70 info products with reprint rights, I should have offered them a free report from the CD in return for them giving me their contact information. This way I can begin to form a relationship with them, just like I outlined in my List Building Challenge mini course. Well, that's it for now, we'll continue with this subject next time.

Survival Tips Bulletin <http://Go2HomeBiz101.com>

P.S. If you haven't checked out my eBay site yet, check it out at:

<http://www.go2ebayriches.com>

This CD-ROM with 70 info. products about how to make more money on eBay normally retails for \$147 but you can get it right now for only \$47, so look it over at:

<http://www.go2ebayriches.com>

The Fear of Failure

As I continue my personal challenge to prove that I can make at least \$100 per day within twelve months, The third month is closing in two more days. That's one quarter of my allotted time is about to slip away and things don't look real good.

None of my marketing efforts have yielded any results. Is it time for fear of failure to set in? Well, after all, I still have nine months to accomplish my goal. So, what I need to consider is what I've learned from my little challenge.

Here's what I've learned about myself. I've learned that even at this early stage of the game I've began to doubt myself and I'm not even half way through my challenge. I've conjure up fears about what will happen if I don't reach my goal.

After all, I said that I was going to prove that I could teach any one that it was possible to make at least \$100 per day with my Millionaire Maker Dealership starting on a shoe string budget. I think to myself, if I fail it will be very embarrassing. So when I get these thoughts I try to figure out, how can I get out of this?

Here's the lesson: If you don't try you'll never succeed. If I fail, I can learn from my mistakes and by learning from my experience, it will bring me a step closer to success the next time I challenge myself to do anything. I think that this applies to life in general.

If I continue to worry about what people will think if I fail, I won't succeed at anything because I'll be too afraid to try.

This is an obstacle that any one who wants to make an effort to start their own business must over come.

So, even if I don't reach my goal of making at least \$100 per day within twelve months, I've learned a valuable lesson about myself.

First, I had to believe in myself enough to think that I could accomplish my goal even though I've never done this before.

Here's another reason that I made this personal challenge and then told those of you who are on my list what I was going to do: It forced me to stay focused on my goal and see it through to the end.

This wasn't just something that I told myself that I was going to do. I told others that this is what I was going to do.

If I would not have told anyone else what I planned to do, it would have been easy for me to give up and quit. Since I have made my intentions known to others, it motivates me to stick with it until the end and accept the outcome, whatever it turns out to be.

As I considered what I was going to do, I thought about the old saying: "Once a job has begun, never stop until its done, be it great or be it small, do it well or not at all."

So I've decided, I'm not going to let fear of failure get in my way. I'm going to see this through until the end...

Every Goal is a Journey With Many Steps Along the Way

As I am in the fourth month of my \$100 a day challenge, I decided to take a look at my overall plan and perhaps reevaluate the steps that I have taken thus far.

I started this challenge, first to prove to myself and then to others that it would be possible to make at least \$100 per day using my Millionaire Maker dealership. It was also important to prove to others that I could do this working with a shoe string budget of only \$500.00. Now, the advantage that I have over most of the people on my list is that I have 16 years of experience in marketing and advertising in the money making opportunity area.

I also have the advantage of having several thousand dollars of tested and proven info products to offer through forming a dealership that I could offer to others. This way I could leverage the products that I have the licensing rights to sell to others. By doing so, I would create a win, win situation that would allow both of us to make money from these top-notch products.

My first step was to form a better relationship with my list by giving them a step-by-step, blow-by-blow account of everything I did to reach my goal.

Here's what happened with the first step in my strategy:

I decided that I would mail to my list on a weekly basis through these Survival Tips Bulletins to keep them updated on my progress. I talked to Charles Norman about setting up a auto responder series. By the way if you're in need of a professional looking web site at reasonable rates, you should contact Charles at: 1-434 933-4510. Once the auto responder series was set up and the messages started to go out to my list, here's what happened:

After the third message went out, the system kicked back about 42 bounces. This happens because when people sign up for your list, some will give a false email address and over the course of time others will change their email address. So, instead of having 243 names on my list, I found that I only had 201 email addresses to mail to.

Now, this is a very small list so, my next step was to begin to build my email list. Over the years I have generated thousands of names for my in-house mailing list. However, this was all done offline and due to the high cost of postage and printing and the work I would have to do to get the mailings out on a regular basis, I just let these valuable names go to waste. Next time I'll go into my email list building efforts.

<http://go2homebiz101.com>

P.S. Recently I obtained the license to sell the Dan Kennedy Magnetic Marketing product. If you want to learn effective marketing strategies from a top Pro. you can visit my site at:

<http://magneticmarketingsite.com/309/>

I'm offering my list a special deep discount on this best selling marketing info. product and also a special dealership. If you're interested, you have to give me a call at: 1-412 363-7187 for all of the details.

Stay Focused for Success

That was a title of an article that I wrote several years ago. The article was recently submitted to several article directories and more people read that article than any of the other articles that were submitted.

The title of the article is what attracted people to read the article. This is the reason that the headline of an ad or sales letter is so important as I stated in my mini course: The List Building Challenge. If you want to attract the attention of people to your ad or sales letter, you need to learn to write compelling headlines.

But let me get to the main subject of this update, which is staying focused. Right now, the main product I'm using to test whether I can make \$100 per day is my Millionaire Maker Dealership Program.

As you know, I made a large investment to purchase the rights to license several information products.

Because I made a large investment in these products, I have a strong motivation to stay focused on marketing my dealership in order to see a reasonable return on my investment...

This was the reason for making my \$100 per day challenge. If I can prove to the people on my list that it is possible to make at least \$100 per day with my dealership, they will be more willing to see if they can do the same thing following my pattern.

Now, let me give you a brief update on my classified ad results. The last classified ad that I placed has come out this month.

At this time, which is the middle of the 5th month of my challenge, I've received about 25 requests for information about the dealership. At this rate, I will receive about 60 inquires by the end of this month. And in the next month, I will receive about one inquire per day until the middle of the month. I won't be able to give you the results on how many people signed up for my Survival Tips Updates for at least three more weeks. Next time I'll fill you in on what's going on with my Internet advertising efforts.

Survival Tips Bulletin <http://Go2HomeBiz101.com>

P.S. If you have any questions about getting started with my Millionaire Maker Dealership Program, give me a call at: 1-412-363-7187.

Reaching the Half Way Point

Yes, I'm closing in on the half way point in my \$100 per day challenge. Actually, I don't have much to show for the past almost six months.

Right now, I'm no where near making \$100 per day. My \$500.00 budget will be completely gone when I place my next few classified ads. So now I'm giving careful consideration to the strategy I will use and where I will place the ads or even if this is what I really want to do.

I was thinking about taking the last \$250.00 and doing a postcard campaign. To do this I would have to get a postcard typeset, purchase a mailing list of 300 names, get 300 postcard stamps. Oh, I almost forgot, I would have to get the 300 postcards. This would cost me about \$250 and that would be the end of my marketing budget.

I would have to decide what strategy I would use with the postcard. I could use the postcard to try to drive traffic to my web site and hope that I would get enough sales to cover my marketing expenses. I could also use the postcard to give away a free report that would give me some leads to add to my mailing list. Or I could charge a small fee of \$3 to \$5 for the report.

Here's something else I could do: I could mail the postcard to the leads that I have generated over the past six months, making them a special offer by adding some bonuses if they purchase my Millionaire Maker dealership within the next ten days.

If I decide to go with the postcard, I would send it to the leads that I already have because they have already shown an interest in my Millionaire Maker dealership and I would stand a better chance of making some sales using a special offer. The one thing that I do have in my favor now is that I have generated over 300 leads in the last six months. Well, one thing for sure, I'm going to have to make a decision soon. I'll have to give some serious thought to my next move. I'll talk about this more next time.

Double Trouble

Experience has taught me that in operating a business, Murphy's law is bound to strike when least expected.

In the past three weeks I have had several computer related problems. It all began when I tried to log on to my ISP to check my e-mail messages. I have dial up service so when I dialed in, I just got a busy signal. I tried again and again, I kept getting a busy signal.

I called my ISP to find out what the problem was. The person that I talked to told me something about them having some problem with the phone company and the numbers they were using.

I was given another phone number and that's when my problems really started.

When I typed in the new phone number it didn't work. From that point, it was all down hill. Making several calls to my ISP I still had the same problem, no e-mail access, no Internet access.

I continued to try to get the new number to work with no results. I went back to the old number, NOTHING! I kept at it for three hours. I tried everything I knew how to do over and over again. When I got through I had made a complete mess of my communications system.

My next move was to take my computer to a repair service to see if they could help me. My computer is running an old Windows 98 program with my screen reader. I am very comfortable with the old programs I have on my computer, it took me a long time to learn how to do just some basic things, such as read e-mail attachments and send attachments so, I wasn't interested in changing to another program.

After about four days of waiting, I was finally notified that my system was ready. When I got over to the shop to pick up my computer I found that Charles, the repair man had installed a Windows 2000 program. He thought he was doing me a favor but this was the beginning of a second set of problems for me. More next time.

Double Trouble – Part 2

All right, we'll continue with my computer related problems. When I got my new system home, the first thing I needed to do was install my screen reading program.

I got the program installed, but when I turned off my computer and rebooted, my screen reading program didn't automatically start reading the screen. So, I called Freedom Scientific to get some tech help. Now, I have had this screen reading program for about six or seven years. When I told the guy what kind of screen reader I had, he told me: "We don't make that screen reader any more and it won't work with Windows 2000 so, you need to get a up to date screen reader."

So, here I am with no e-mail or Internet access for three weeks and a new screen reader will cost me from \$500.00 to \$800.00, so, what's next?

Well, today I called the guy at the computer repair place and told him my problem. He told me he would put a Windows 98 program on my computer. So, I've come full circle, I have to drag the computer back to the computer repair shop to get done what I took it there for in the first place...

Hopefully, by the next bulletin I can tell you that I have this problem solved. Until then my Internet business activities are at a stand still.

Fortunately this set back has not caused me to lose a lot of money and since I'm from the old school of offline marketing I can concentrate on that part of my business...

I must admit that not having Internet access puts me at some what of a disadvantage because it is an important part of my marketing strategy. If I would place an ad to drive traffic to my web site I would have know way of knowing if I had any orders. Fortunately I don't have any current ads out there with web addresses on them, so I don't have to worry about that right now.

I must say, the past three weeks have been very frustrating to say the least. But I believe there is a lesson in everything that happens. The lesson for me right now is to be patient, work my way through this problem, and use this experience as a stepping stone to reach my goal.

Right now, I'm writing this message on a computer with a Windows 2000 program. A friend gave me this computer several months ago but I never tried to use it because I didn't want to change from the Windows 98 program that I was used to. My screen reader doesn't work very well with the Windows 2000 program on this computer but I am able to write this message.

Since I have no e-mail access, I can't e-mail this message to Charles Norman to put on the auto responder so, I will have to put the messages on a disk and send them to him through the U.S. mail. Although I can't send them by e-mail, I can still get it done another way.

Here's something you might want to think about if you have an Internet based business: If you have a serious problem with your computer system, what will you do? How will you deal with the problem?

My suggestion to you is to learn about offline marketing. It's not much different than online marketing. Marketing is simply about coming up with a plan, strategy, and business model that works for you, and then repeating it over and over again. If you need to make adjustments along the way just do them when needed.

It doesn't matter how long it may take to find a strategy that works for you as long as you keep working at it. Next time I'll bring you up to date on my progress or lack thereof with my \$100 per day plan.

Down But Not Out

At this writing, I am in my fourth week without e-mail or Internet access. I'm still waiting to get my computer back from the repair shop. I called the guy this morning and he said that he was still having some problems getting the system to work like he wanted it to.

Although I don't have online access, I am still moving forward with my plan to make \$100 per day. I have been researching print publications and studying the full page advertisements because part of my marketing plan is to place a full page ad in at least one of these publications.

I plan to do this when and if I make enough sales through my small classified ads to finance a full page ad in a business opportunity magazine.

Now let me bring you up to date on my \$500 marketing budget. As I have already told you, I am down to my last \$200. After I decide where to place another classified ad or two my budget will be gone. And if I don't get good results from those ads, what will I do? I'll reveal that part of my plan in the next few updates.

Down But Not Out - Part 2

In the last issue I was telling you about my computer problems. Well, I did get my computer back but I still can't get online. I won't go into the details but the bottom line is: I messed it up and I can't get it fixed.

Fortunately I was able to get hold of another computer with Windows 2000 on it. I got the computer from a friend several months ago but I never tried to set it up because I was comfortable with my old Windows 98 system and I didn't want to have to learn to use another program. But now I was forced to make a change.

I guess there's a marketing lesson here. People don't like to be forced out of their comfort zone but when we have no other choice, we do what we have to do. Now, I'll just have to do the best that I can until I'm able to get a new screen reading program.

Since I haven't had Internet access for the past four weeks, I've learned that reading e-mail and surfing the Internet can be a huge waste of time. The past four weeks have been a very productive time for me. The first two weeks I spent frantically trying to get my computer back in order so I could read my e-mail messages. But after I kept hitting a brick wall, I turned to doing other things.

I rewrote some of my sales letters and did some audio recordings to help enhance some of my offers. I found that there were a lot of things that I had been neglecting by wasting time on my computer, fooling myself into thinking I was doing constructive work. From now on, I will try to make better use of my time.

Time management is very important, when we learn to use our time wisely, we tend to get more things accomplished.

I'm still holding on to the last \$200 of my budget. I want to make sure that I put it to the best use. However, I'm going to have to make a move soon and there's no reason to keep putting it off. Well, that's it for now we'll see how things are looking next week.

Down But Not Out - Part 3

Well, I think I am about at the end of my computer problems for now. As I said in the last issue, I was forced to make some changes even though I didn't want to.

I will be using the Windows 2000 program and I have a DSL modem on the way which will give me a high speed Internet connection. I will have to pay my ISP more money each month, but right now I don't have much choice.

As you know, I'm about to spend the last \$200 of my marketing budget. I'm going to use a discount advertising service called Media Bids. I'm going to place a 20 word classified ad in a business opportunity publication called Home Business Connection

With this special discount deal my ad will run for four months. This will take me into the 10th month of my challenge.

At this time, I am in the seventh month of my challenge. Next month my marketing budget will be gone and I haven't reached my goal of making \$100 per day, so let me explain where I stand right now...

Let's start with my main purpose which was to prove to you that I could make at least \$100 within twelve months selling my Millionaire Maker Dealership Program starting with a budget of only \$500.

Now, I have failed to reach my goal before my budget ran out. But I still have five months left to see if I can reach my goal.

Here's something that you should understand very clearly: If you're going to be in your own home based business, you are very likely to lose money. A \$500 marketing budget won't take you very far even if you have marketing experience. If you can't afford to lose some money (which is the case with most people) trying to operate your own home based business is not for you...

There is no way that I'm going to get through the last five months of my challenge with out spending some more money on marketing. This means i will be over my \$500 limit. As a matter of fact, I'm already over budget because my classified ad will cost me \$300, which means I'm already \$100.00 over budget.

From this point on It's going to be a real struggle to reach my goal and I may not succeed but I will still gain some more valuable experience that will be well worth the money I have lost. And as we go along, You'll understand why. I may be down but I'm not totally out.

Down but Not Out - Part 4

Well, now I'm like the fighter who's hanging on the ropes. My nose is bloody, my eyes are all puffed up, and I am only half conscious.

I'm just about out for the count but I'm still hanging on to those ropes for Dear Life. Remember I told you last time that my computer problems would be solved soon? Well, I finally got the DSL modem and guess what? That's right, I couldn't get it to work. So now I'm waiting for some one from Verizon to come to see if they can get me back online.

I don't know how this is going to work out with the computer. I may just have to do with out online service for a while but Its not the end of the world I'll just have to be patient and work off line until I can get this problem solved.

Now, this gives me a chance to talk a little more about off line marketing strategies.

As I have said before, I think it is very important for online marketers to learn about offline marketing.

If you're wise, you'll learn as much about off line marketing as you can. Who knows, one day you may find yourself with some serious computer problems that could knock you off line for a while. And if that should happen, knowing something about offline marketing could come in very handy. Next time I'll go a little more into how to market offline.

OffLine Marketing - Part 1

As I told you last time, I want to talk to you a little bit about offline marketing.

Back in the Stone Age, before there was a thing called the Internet, marketers had to deliver their marketing messages through print media, Radio and Television and direct mail.

Now, most people who were just starting out in a home based info. selling business started by using direct mail or placing classified or small space ads in print media. First, we'll take a look at placing ads in the print media.

Placing a classified ad in the print media is just like placing a classified ad online. You want to place your ad in the publications that target your niche market. The main purpose of your small classified ad is to generate leads and get people to request more information about your product or service.

Now, with online ads people respond to your ad by clicking a link that takes them to a web site that has your sales letter or to sign up for your free ezine or to read your blog posts. With online ads, people can receive your information instantly.

This is not the case with offline advertising. People have to respond to your ad by requesting your information through the mail or picking up the telephone and calling a phone number and leaving their name and address or phone number so that you can contact them with info about your offer.

The reason most online advertisers shy away from offline advertising is because it costs money to send potential customers your sales literature. It's a lot easier to send people to a web site rather than pay money to send a hard copy of your sales info through the mail.

However, if you find yourself with out Internet service for a while, this is what you may have to do. Now, most Internet marketers who sell information online deliver their product digitally. So they have no interest in learning about offline marketing strategies. But its never wise to put all of your eggs in one basket.

For example I have an e-book that I sell online through ClickBank and I can advertise in print media to send people to my ClickBank site to purchase the book. But I also have a hard copy of my book that I can send to people through the mail if I need to. Next time, we'll continue with the importance of learning about offline marketing.

The Advantages of Off Line Marketing

You may not think so, but there are some advantages to offline marketing, especially if you sell physical products like I do.

My info products are in the form of CD-ROM's, Audio CD's, DVD's, printed Reports and booklets. All of these products must be delivered through the mail or by UPS. So

whether I receive an order through a web site or through the mail, I have to physically fulfill the order.

Most online marketers would think: "Why go through all of that trouble when you can just have the customer download the product and be done with it?"

Well, it certainly is easier to just have the customer download your information and collect your payment electronically. But there is still a large portion of the buying public that just love to get packages delivered to their door.

There's more of a personal touch and they have something that they can hold in their hand.

I should make it clear that when I use the term, offline advertising, I mean using offline advertising media to target your potential customer.

Its important to give your customer the option to respond to your offer in whatever way they want to. Some people still don't feel comfortable giving their credit card information over the Internet. So they should be able to call a phone number, or order through the mail if they want to. If you just give them one choice, you may lose the order. And if your automatic online order taking system isn't working properly, and your customer has no other way to order your product, you may lose hundreds or even thousands of dollars, because you didn't provide another way for your customer to order your product.

If you've ever tried to place an order for a product online, and the order taking system wasn't working properly, you know exactly what I'm talking about.

Using a combination of offline and online marketing strategies is the best way to go, but you should make sure that your customer has more than one way to order. More on this subject next time.

The Advantages of Off Line Marketing - Part 2

Back in the early days of internet marketing selling your product or service through e-mail marketing was a marketers dream come true. All you had to do was build a list of potential customers who had shown an interest in your product or service, send them an e-mail message weekly, and sell, sell, sell!

The best thing about e-mail is you can mail to your list as often as you like and it is absolutely free. Then along came the "SPAMMERS" and the party was over. Now one of the biggest problems that marketers have is getting their e-mail messages delivered. I have an instant solution to the spam problem. It's one the internet marketers don't like to hear about: Make People PAY to Send E-mail Messages. This would quickly eliminate spam even if the cost to send ten messages was only one penny.

Now, the U.S. Postal Service is far from perfect. But it's still the best way to reach potential customers with your sales message. With e-mail people have to wade through a ton of spam to get to your message, if they even read it. With the cost of postage today, you don't have to compete with a bunch of spammers. It may seem like a disadvantage to have to pay when you send a sales message through the U.S. Mail, but this cuts way down on the competition. Outside of the big banks that send their credit card offers, there are very few marketers willing to pay the cost of a first class stamp to send out their sales literature.

This can give you a huge advantage over your competition if you learn how to use direct mail. If you're interested in learning how to win with direct mail you'll want to read "301 Direct Mail Tips, Techniques and Secrets." This book will open your eyes to the profit potential of direct mail. Just go to my web site at: <http://go2homebiz101.com>. While you're there take a long look at the advantages of the dealership offer. Dealers are entitled to a 50% discount on all products. That's it for now,

OffLine Marketing - Part 3

Today I'd like to talk about my favorite offline marketing tool. In my opinion, the telephone is still the most user friendly marketing tool for the small home business entrepreneur.

I don't know the exact year the telephone was invented, but it was long before the internet came along. I like using a telephone as a marketing tool because more people own a telephone than own a computer. And now you can even access the internet and e-mail using a cell phone.

Most people will dial a phone number before they go to a web site. Well, let's just look at it like this: You can use a phone number in a print ad and everybody who reads your ad can instantly dial a phone number to hear your sales message. If they don't have access to a computer at the time they read your ad they can't go to your website. You can even use your phone message to drive traffic to your website. When people call a phone number, they are prepared to leave their name and address and some will even give their phone number without even being asked.

Phone systems are so advanced today they can be used to set up an automatic selling system almost like a website.

Here's an example of an experience I had recently with telephone marketing. One evening my phone rang, I picked it up and an automatic voice message started to play. It was from a minister asking if I wanted to receive weekly messages from him. Then the message told me all I had to do is press the number one on my phone pad if I wanted to receive future messages. Now, I didn't press the number, but I was tempted because I wanted to see how this would work. What I think would have happened is that once a week I would get a phone call with a lovely message from this minister.

Even though this man is a minister, and he wanted to deliver Good News messages, this was a marketing strategy being done completely by phone. Along with the messages I would have probably gotten an offer for some publication this minister had written to support his ministry.

If the truth be told, television ministers are also very skilled marketers. This minister had crafted a strategy using the phone. It allowed him to contact thousands of people each week with his message by setting up automatic voice messages. It's just like an autoresponder on the internet, only he does it by phone. While delivering his message, he could also ask people to support his Church with a financial donation, or offer his publications to help raise money.

This strategy could be used to market just about any product or service. This is just one example of how a simple telephone can be used to market products and services. Think about it.

The Middle of the Third Quarter

First, I'd like to give you a brief update on my marketing and advertising situation. My original plan for spending the last \$200 of my advertising budget was to take advantage of a special discount offer to place a 20 word classified ad in Home Business Connection Magazine.

However, when I called the agent from Media Bids to place my ad, I got his voice mail. I left him a message saying that I wanted to place my ad for the special offer but I never heard back from him.

So, I decided to place one 11 word classified ad in Money Making Opportunities for \$55.00 and another 15 word ad in Home Business Magazine for \$45.00. . This came to a total of \$100, which means I still have \$100 left in my budget. Since these ads are in print publications they won't be published for one or two months.

When the ads are published, I will be about two months away from the end of my challenge. In the coming weeks while I'm waiting for the results from my ads, I'll tell you about some other marketing strategies that I plan to put into action as my challenge comes down to the wire.

P.S. Its been almost eight weeks now and I still don't have online access.

Selling Information in Bad Times

This is an article I wrote several years ago that I think is perfect for the economic conditions we are going through right now. The article begins on the next page

INFORMATION SELLING AND CHANGING ECONOMIC CONDITIONS

The free market economic systems of the world have always been subject to cycles of boom and bust. Today we live in a global village. The money markets of the world are all connected by super computers that enable financial transactions to take place at the speed of light.

Free market economies are based on the purchase and sale of products and services. This is all based on supply and demand. When the great majority of the people in any society are employed, they have money to spend. This creates a demand for products and services.

When people have money to spend businesses, large and small, are able to prosper and grow.

On the other hand, when there are not enough jobs and people don't have money to spend, many businesses will suffer and many may be forced to close their doors.

What does this have to do with selling information? The mail order entrepreneur has a distinct advantage over other businesses. The small business person may start some type of retail operation such as a dry cleaning establishment, car wash, video store, pizza shop or some other type of small restaurant. But he may find it difficult to keep the doors of the business open when there is an economic down-turn. However, selling information allows the savvy entrepreneur to be flexible. The retail establishment is confined to one location. However, the mail order dealer can offer products and services around the globe.

It's very difficult, if not impossible, for the person who operates a small retail business to make changes when their business gets very slow. However, the infopreneur who understands that economic conditions are constantly changing should be prepared to act accordingly when conditions change.

The infopreneur should understand that regardless of economic conditions, people are going to spend their money on things that they want, depending on what is taking place at any given time.

Let me explain: When people are working and have money to spend, they are more likely to spend their money on recreational activities and related products. Under these circumstances, the mail order dealer offers products and services related to this area of interest. Now, when the economy is not doing very well, and people fear that they may be laid off or even lose their jobs, they will be more cautious about how they spend their money. If a person was thinking about buying a new home or car, and things begin to look a little shaky, they are likely to hold off making these large investments.

What does the savvy infopreneur do in this case? Of course, you sell them products, services, or information that are related to that particular situation. The person who wanted to buy a larger home because there is going to be an addition to the family may want to consider putting an addition on their present house, instead of buying a new house. The mail order entrepreneur could offer them information on the least expensive way to go about doing it. The person who was thinking about buying the new car may want to consider purchasing a late model used car. The mail order entrepreneur could provide information on how to get the best deals on late model used cars.

Every one has to eat. But when food prices go up, people are going to spend less money on groceries. The mail order entrepreneur could offer information on, how to bake your own bread, grow and cann vegetables, prepare and package dried fruits...

The information, products and services are out there. All that the mail order entrepreneur has to do is do the research for the people who won't or can't do it for themselves. And regardless of what the economic conditions may be, there is always a way for the flexible mail order entrepreneur to make money.

Gregory H Bey offers new home business entrepreneurs FREE business building advice, consulting and resources. For details you can contact Greg by calling: 1-412 363-7187

Survival Tips for Infopreneurs

In my last bulletin I sent you an article I had written several years ago about changing economic conditions. I wrote the article at that time because I've lived long enough to know that you can never be certain which way the economy is going to go. The only thing that we can know for sure is that things are going to change.

As I stated in the article, the savvy entrepreneur will always be ready to adapt when conditions change. This is the reason that you should build a line of quality information products. This way when the economy takes a turn for better or worse, you will be ready. All you will have to do is search your inventory of products that are suited for that time and begin to market it.

You may need to change the format it is in and make other minor changes just like I did with that article but that's all I had to do to get it ready to send to you.

I could resubmit this article to article directories with a new resource box offering a product to sell that is related to what is going on now.

Look, when you read ads about money making opportunities they will use the words "RECESSION PROOF." it doesn't matter what the offer is, just inserting those two words into your ad copy may help to boost your sales.

Here's something I always try to keep in mind: Economic conditions will change but people's basic emotions don't change. Just take a look at the stock markets. They go up and down every day. When the price of oil goes up, the market goes down, when the price of oil comes down, the market goes up. The price of oil can have an effect on just about everything that is related to our every day lives.

People who play the stock market don't want to lose their investments (MONEY) so they run for the door every time they hear any hint of bad news. It's the herd mentality, follow the crowd for fear of losing your shirt.

Now, I'm not an expert on the economy but it doesn't take an expert to understand that self-preservation is the first law of nature. So, when people fear that they are going to lose their hard earned money, they're going to react.

Just to drive this point home, on the news I recently saw long lines of people waiting to draw their money out of a bank that was in deep trouble. Why? Because they didn't want to lose their money!

Next time we'll talk about info products that can sell in a down economy.

Survival Tips for Information Sellers - Part 2

In the last issue I said we would talk about info products to sell in a down economy. But first let me tell you what I've noticed lately: There are more Internet marketers turning to direct mail. Over the past few weeks I have been receiving offers from several Internet marketers.

I would say that these are marketers who understand the importance of having off-line marketing strategies. What is the reason for this?

Well, for one thing, there's too much spam on the Internet when it comes to money making opportunities. Another is: E-mail marketing is getting even more difficult because of spam filters you can't get your message delivered. Services that sell eye balls (send traffic to your site) yield little or no results. And the plain fact of the matter is, only so many offers can be placed on the first two pages of the search engine results. And it takes deep pockets to get there and then maintain your spot.

So, let me say once again: "You Should Consider integrating off-line marketing into your overall marketing strategy.

The Internet is a wonderful marketing tool but remember, it's not the only kid on the block. The competition is fierce in the market place, and if you're going to compete, you had better learn to use more than one marketing vehicle... Next issue, I promise to get to the subject of info products to sell in a down economy.

Survival Tips for Information Sellers - Part 3

This issue I'm going to talk about info products to sell in a down economy. One thing that we know for sure, when the economy is not doing well, people want to make more money.

Right now, there are millions of people in need of extra money. When I say extra money I really mean, money to buy food, fuel, buy clothing and pay the bills. Today millions of families are struggling to just make ends meet, even with two incomes. They want to earn more money and many will turn to get-rich-quick schemes to try to get more money.

Once they investigate their first money making opportunity they will start getting bombarded with all kinds of money making schemes promising to make them rich almost instantly.

As a marketer, you don't want to follow the crowd and make people a bunch of false promises about instant riches. Rather, offer them a realistic way to make extra money.

To do this you have to cut through all of the hype and clutter that is flooding the market place. How do you do this? First, you should go back and read my 'List Building Challenge.' This is where it all starts, building a list.

In order to build a list, you need a market and then you need a line of products to sell to that market.

So, what I'm going to do in the next few issues (while I'm waiting for my ads to be published) is to show you how you can take just one of my info products and begin making extra money almost instantly!

I'm going to walk you through a step-by-step process on how to start a low investment info selling business with a line of info products to sell in a down economy. We'll get started next issue.

Selling Information in a Down Economy - Part 1

Let's jump right in and talk about how to sell info products in a down economy.

FIRST THE MARKET

Our market here is the money making opportunity market. Now I don't think I have to tell you that this is a huge market. However, The competition in this market is fierce and it is very difficult to make money, to say the least.

Most of the people in the money making opportunity market don't have much money to invest in a business because they are having some kind of financial problems. This is why they turn to the get-rich-quick opportunities. They think this will be able to quickly solve their money problems.

So why even attempt to sell to this market? The simple answer is: We will have the perfect product to offer to this market.

This is why it is important to choose the market first and then create a product to sell to that hungry market.

Because of the downturn of the economy, there will be even more people in need of making extra money. And they will be attracted to money making offers. Many of these people have jobs but are still in need of extra money to make ends meet.

Now we know who our market is. Let's decide what product we're going to sell to this market.

Because we know there is a huge amount of competition in this market, we must choose our product very carefully, it can't be just a run-of-the-mill get-rich-quick product. It has to be a legitimate product with real potential to give people a chance to make extra money. Next time we'll discuss the product, and why it should sell well to this market.

Selling Information in a Down Economy - Part 2

THE PRODUCT

Now we'll talk more about the product and why it should sell in the money making opportunity market. Fortunately we don't have to create a product. We already have a ready-made product to fit this market.

Some of the main selling points of money making opportunities are: Its Fast. Its Easy. And all of the hard work is already done for you.

Our product is going to fit all of these claims. I know you want to know what this product is. Actually, you already know.

It's "The eBay Millionaire Treasure Chest" CD-ROM with 70 info products that teach people how to make money with eBay.

Why is this the perfect product for the money making opportunity market? Think about this:

When people are in need of a few extra dollars one of the first things that they do is try to find something that they already have in their possession to sell. If someone owns an expensive diamond ring, or watch, or some other item of value, they will take it to a pawn shop and see if they can get a few dollars for it.

The next thing they might do is go to the storage areas in their home, find items that they no longer want. They'll have a yard sale, or take the items to a flea market to sell the items for a few extra bucks.

When people have a yard sale or take their items to a flea market the number of potential buyers for their items is limited. Selling on eBay allows millions of people to view your auction.

The advantage of selling on eBay is you don't have to go looking for potential buyers. They will come to you, because millions of people visit eBay every day searching for every product imaginable.

You have an instant ready-made platform to offer whatever you are trying to sell.

So, we already know that eBay is a proven method for the everyday average person who just wants to make a few extra dollars selling items that they may already have. And there are people making a full time income selling products and services through eBay.

The "eBay Millionaire Treasure Chest" CD-ROM is an excellent information product that will appeal to those people who want to learn how to make more money selling on eBay. By now, I think you should be able to see that "The eBay Millionaire Treasure Chest" CD-ROM is an excellent ready-to-go information product that really gives a fast, easy way to begin making extra money. In the next issue, we'll talk about the all-important offer.

Selling Information in a Down Economy - Part 3

THE OFFER

In this issue we'll talk about the crucial offer. Why is the offer so important?

There is much competition in the money making opportunity niche. And many outrageous claims are being made to entice people to respond to a money making opportunity. So we must make our offer stand out from all the noise and hype. What's the best way to do this?

The best way to get noticed is to do the opposite of what everyone else is doing.

Our first job is to get people to respond to our offer. The first approach is using a small classified ad to generate leads.

This is what I'm doing right now with small classified ads.

The offer has to be very brief when using a small 10 or 15 word classified ad. I prefer to place ads in print publications targeted to money making opportunity seekers, rather than placing classifieds on the Internet. In print publications your ad is more

likely to be seen. And there is a better chance that people will respond to your ad if you make it easy for them to do so.

When I place an ad in a print publication to generate leads I use a phone number. This is so much more effective than asking a person to send an inquiry letter in the mail. Most people don't want pay postage and wait 2 weeks just to find out what an offer is all about.

When people scan the classifieds and spot an offer that interests them, it's so easy for them to just pick up the phone and call the number. They can find out instantly what the offer is all about. I also let the reader know that they will be hearing a recorded message because most people don't want to talk to anyone.

So this is the first step in making the offer. And of course before you can make the offer you have to generate the lead. To generate the lead we have to target people who are interested in our offer, or at least are curious enough to pick up the phone to hear our offer. Next time we'll continue with making the offer.

Selling Information in a Down Economy - Part 4

I want to continue our talk about making an offer. The first part of the offer is the classified ad.

If you remember from reading 'The List Building Challenge,' you know that the headline is the most important part of any ad or sales letter. Your headline has to attract the attention of people scanning the classified section of a publication.

Classified ads are for generating leads. So the main purpose of a classified ad is to get the reader to take action and respond to your ad for more information about your offer.

For example let me break down an ad that I recently placed in a print publication. This was a 14 word ad and here's how the first part of my offer went:

24 Instant Cash-Producing, Recession-Proof
Mailorder Dealerships On CD-Rom, Recorded
Message: 1-412 734-5844

So, what this tiny classified ad is offering is an instant, opportunity that makes money fast and is recession proof and has something to do with mailorder.

The main job of a classified ad is to arouse curiosity and get people to call for more information. Now, in this case the voice mail message is the second part of the offer...

Through the voice mail message we get to reveal a little more about our offer. So in my voice mail message I tell the prospect how they can start their own instant

publishing business by owning the reprint rights to 70 info products that teach people how to make money with eBay. And then on that same voice mail message I let them listen to a brief audio clip of an eBay expert explaining how millions of people make money with eBay.

My voice mail message is about three minutes long and at the end of the message I ask the prospect to speak slowly and clearly and leave their name and address and they will receive more information about my offer, that is to say I'll send more information within 24 hours after I receive their request. In the next issue we'll talk about the sales letter. This is the final part of the offer.

Selling Information in a Down Economy - Part 5

Now we'll move to the final part of our offer, the sales letter.

Our classified ad and voice mail message have given the potential customer a brief idea of what our offer is about. The prospect has shown an interest in our offer by requesting more information. It is now the job of the sales letter to be our sales person in print and close the sale.

The sales letter should make a convincing appeal to the prospect that this is an offer they should invest in and give them the reasons why.

"The eBay Millionaire Treasure Chest" comes with a ready-made sales letter written by a professional copy writer. You can see the sales letter on my web site at:

www.go2ebayriches.com

This sales letter is about eight printed pages. Since I'm on a limited budget and sending out the letter free by mail, I created my own two page sales letter to save on postage.

However, I added an extra touch by including an audio CD in the sales package. The audio CD enhances my offer by providing the prospect with more detailed info about my offer.

My sales package includes the two page sales letter, the audio CD and a return envelope. I can deliver this sales package using one first class stamp and one post card stamp. The cost to fulfill an inquiry is \$1.68 including the cost of the audio CD. Next time I'll give you a breakdown of my total cost for this project.

Selling Information in a Down Economy - Part 6

Let me give you a breakdown of the fulfillment cost for my latest campaign. When I follow through with this, I will most likely spend all of my marketing budget.

But first let me explain why I added the audio CD. I recorded the audio CD to give the prospect a little extra personal touch. What I did was use a tape recorder and a 30 minute audio tape and just talked about the benefits of selling on eBay to give the potential customer a little more information about the offer.

When I completed the tape I took it to a record store in my neighborhood and had the tape converted to an audio CD. This cost me ten dollars.

I already have some blank CD's to use for duplication. I have a friend that will burn the CD's for me for fifty cents each.

When I get a request for my information it will cost me about \$1.68 to fulfill the request. These inquiries will be from a 14 word classified ad that I placed in Money Making Opportunities, the ad cost was \$5 per word which came to \$70.

The ad will be published in a day or two. I actually placed the ad about two months ago. Now all that's left to do is wait to see how many requests I get for my sales package and see if I can make enough sales to cover my expenses. Now that my marketing budget is gone, I'll need to think about how I'm going to get through the last four months of my challenge.

Free and Low Cost Marketing Strategies

Since my marketing budget is wiped out and I still have a few months to go in my challenge, I have failed to reach my \$100 per day mark with a \$500 budget.

I know I won't get through the rest of my challenge without going over budget. The question is, how much?

How will I be able to do any marketing without spending more money? The fact is, it's just about impossible. But what I'm going to have to do is keep my spending to a bare minimum.

I'll have to dig way down into my bag of marketing tricks and get the creative juices flowing.

One advantage I have is that I possess several info products I can research to help me come up with some ideas to help me get through the next few months without spending too much money on marketing.

I'm going to start with a course I sell called: SELF FUNDING ADVERTISING STRATEGIES.

This is an excellent course that I purchased from some students of Jay Abraham a few years ago. I sell this course for \$59.95 and honestly think it is one of the best info products on how to eliminate advertising costs. I have read over this course at least three or four times and gained a wealth of knowledge from it. I highly recommend

that you consider getting this course. Not only will you learn how to save money on advertising but also have the reprint rights and you can sell the course and get your \$59.95 investment back with your first sale. This course has been one of my best sellers.

As I research this course again, I'll be passing along some of what I've relearned in future updates.

The Final quarter - Part 1

Now that I am getting ready to go into the last few months of my challenge I'm going to be concentrating on using free and low cost advertising strategies. My first efforts will be to try to find some joint venture partners.

I have read a lot about joint ventures but I have never used that strategy myself, but now I'm going to give it a try. First I will have to decide how I will approach potential joint venture partners.

What I will need to do is work out a complete plan to offer to potential partners. The most important thing that I have to consider is what do I have to bring to the table. I have to think about, why would some one want to do a joint venture with me in the first place?

I know that I'll have to make potential partners a very compelling offer to get them to even consider doing a joint venture with me. The main thing that I have in my favor is that I have some outstanding info. products to offer.

The producers of these products like Dan Kennedy, Michael Kimble and Vincent James are very well known in the information selling industry. Here's a strategy that I came across while researching my audio tapes to try to come up with some ideas:

This was from a Yanik Silver and Jim Edwards tele-seminar. The idea was to locate a marketer who already knew the power of using joint ventures and simply ask them to include a small ad on their thank you page offering a special discount that was related to the product that they had just purchased and have the customer click on a link to take them to the special offer page which would be the web site of the joint venture partner. If the customer makes a purchase, then you give the partner a big fat commission.

Next time I will go into more detail on how I could find potential partners.

The Final Quarter - Part 2

As I draw closer to the end of my \$100.00 challenge, things don't look too good. However, as I told you in the last issue, if I stand any chance of reaching my goal

before my time is up, I would need to find a marketer who would be willing to do a joint venture with me.

As you know, I have not had Internet access for at least the past ten weeks.

Since using the Internet is the easiest way to find joint venture partners, this is another problem that I have to deal with. So, now I will have to figure out how to deal with this problem.

There is one thing that I hope that you learn from my experience is that if you are going to succeed in a business of your own, you are going to have to learn to deal with problems and many of these problems may be unexpected.

Most money making opportunity sellers will paint this rosey picture of how easy it will be to operate your own business and they stay away from anything that may be perceived as being negative.

The truth is, this may be the most important part of learning how to succeed in a business. After all, this is a huge factor in why many people fail because when they are confronted with problems that they didn't expect, they throw up their hands and quit.

When you start down the road to building a business remember, you are going to encounter many obstacles along the road and you will need to have a relentless desire to succeed if you want to come out the winner.

The Final Quarter - Part 3

This issue I would like to start by talking about what I have learned from this personal challenge that I have made to myself to make at least \$100.00 per day in twelve months starting with a budget of \$500.00.

As you already know I have used up my \$500.00 with out reaching my goal of making \$100.00 per day. The strategy that I used was to build a list based on offering my Millionaire Maker Dealership program. My main method to build the list was to place classified ads in business opportunity magazines and using a voice mail box to capture my leads.

This has been the main method that I have used to build my in-house list for several years and it has always worked fairly well for me.

My biggest mistake has been failure to keep in contact and form a relationship with the people on my list.

This is how my Survival Tips Bulletins came about. And this is also why I decided to make the challenge to myself to make \$100.00 per day This way I could keep in

contact with my list and also help them to learn how to begin to build a list and get an inside look at how they might begin to use some off-line marketing strategies.

Now, the fact that I haven't reached my goal of making \$100.00 per day is important, but it's not the most important thing that has happened to me over the past several months.

On the down side, I have not proven that I could teach you how to make \$100.00 per day but I know that it is possible to do. In my next and perhaps final issue on this project I will make an effort to point out some of the things that I hope you have learned from this little project.

The Final Quarter - Part 4

This will be the 52nd and final issue of the Survival Tips Bulletin ending my \$100.00 per day challenge within twelve months with my Millionaire Maker Dealership Program.

Although I have not reached my goal within twelve months, I will continue to work towards my goal. It may even take me twelve more months to reach the goal of making \$100.00 per day but I am still committed to reaching that goal. The truth is, making \$100.00 per day is really not a lot of money but I wanted to set a realistic goal that any one who makes a sincere effort can achieve.

As I said in the last issue, even though I failed to reach my goal, there are some important lessons to be learned from my challenge.

The first thing is, my main purpose in making this challenge gave me a reason to stay focused on building my list. In order to do this I had to be motivated enough to stick to a set plan. I needed to form a relationship with the people on my list.

In order to do this I had to come up with a strategy that would keep you interested enough to read my weekly email messages. So, I came up with the idea of the \$100.00 per day challenge because I knew that one of the most difficult things for a beginning Entrepreneur to do is to begin to get people to become customers.

What most people who are just getting started don't understand is that one of the hardest things to do is to get people to send you their money who don't even know who you are. This is why it is so important to form a relationship with the people on your list. But before you can form a relationship you have to build a list.

It doesn't matter if you start out with only five people, that's your list and you need to have a strategy in place to begin to form a relationship with them.

In order to do this, you must keep them interested enough in what you're doing to read your email or other messages. This is the main point that I want to hammer home here: "YOU MUST FORM A RELATIONSHIP WITH YOUR LIST!"

Now, although I haven't accomplished my goal of making \$100.00 per day in twelve months, I have accomplished my main and most important goal which is forming a relationship with you and keeping my commitment to tell you the truth about everything that I did in an effort to accomplish my goal. I told you about all of the problems that I had along the way and how I tried to deal with them.

I told you about the serious problem I had with accessing the Internet, which I still have but thanks to Charles Norman I was still able to get my email messages to you.

What I did was put my messages on a floppy diskette and sent them through the U.S. mail to Charles and he put them in an auto responder and this is how you continued to receive my messages even though I didn't have access to my email account.

I can't thank Charles enough for helping me to continue to get my messages to you. If you are looking for professional, low cost web hosting and other business resource services you should contact Charles Norman at: 1-434 933-4510.

Now, here's something else for you to consider: What I have done by making this challenge to myself and sending these email messages to you each week, I have created a unique information product based on my experience that I can continue to use for a long time to come. This information is based on an ever green subject that will be of value to any one who wants to begin to make money from home. I intend to put all of these messages on a CD-ROM and I can sell them as a stand alone product or I can use them for generating leads and I can also create a series of articles or reports from this information. It took me twelve months to do this project but I can benefit from my efforts for a long time to come.

If you'd like to receive all 52 of these email messages and the List Building Challenge on a CD-ROM to use to generate leads or to sell as a stand alone product here's what I will do: since you are on my list, all you have to do is send me \$5.00 to cover shipping and handling and I will send you the CDR and you can use it any way that you like because you will have complete reproduction rights to this entire CDR. Just send your name and address along with \$5.00 to:

**Gregory H Bey
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If you have any questions, you can call me at: 1-412 363-7187.
Until next time, stay tuned...

*See our exciting line of
top notch marketing products at:*
Go2HomeBiz101.com