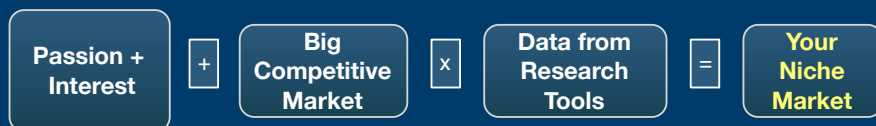


THE EMPIRE FORMULA - STAGE 1

START WITH NOTHING...

FOLLOW THE FORMULA...

HIT THE **\$300,000** SWEET SPOT



The Market Formula



The Product Formula



The Marketing & Traffic Formula



The List Empire Formula



4 SIMPLE
FORMULAS

NOTHING
HELD BACK

COMPLETE
\$300,000
INCOME
PLAN

YOUR OWN
INFOPRODUCT
BUSINESS

BY ANIK SINGAL
AND HIS
TEAM AT
JUJUQ, INC.

COPYRIGHT 2010,
JUJUQ, INC. ALL
RIGHTS RESERVED

Who am I and why should you care?

I know what you're thinking. **"Who is this guy Anik Singal?** There's lots of big name marketers out there. Why should I listen to **HIM?**"

Good question. I ask it myself whenever I download a free report. Qualifications matter!

An online marketer should be willing to share his or her "resume" with you. Especially if he's promising to show you how to build a business empire.

So let me share a little bit about me... and why I'm writing this report.



I'm the Founder and CEO of Lurn, Inc., as well as a few other companies: Lurn Solutions Pvt. Ltd. in India, JuJuQ Inc. here in the USA, and Kurma Group, my own private consulting firm. Lurn, Inc. has grown so fast, we won an **Inc. 500 award two years in a row.**

But I started building this online empire just like everyone else does - with a single product. I was a student at the University of Maryland. **I won \$100 at a Super Bowl party and decided to invest it in starting an online business.**

That was back in December of 2004, and the product that launched my empire was called Affiliate Classroom.



It was the first of a long list of successful marketing education products, including the JuJuQ Network, PPC Classroom, Income Kick Start, IMade500, ReadWriteEarn, and AC Certified.

While creating and releasing those products, I built an e-learning company with a mission. Our goal is to create a more prosperous world by showing people everywhere how to create an online information business.



In the process I fulfilled a lifelong dream: to create a non-profit organization to help kids all over the world get an education. It's called For All Our Good, and **we're supporting schools in India right now.**



I'm also working on another goal: To build an online empire based on solid values and good people. My companies now employ 75+ team members in the U.S. and India.

#2: BusinessWeek's 2008
Top Entrepreneurs Under 25!



And you know what? I've got even bigger plans!

Maybe that's why I was one of the top three finalists in **Business Week's Top 25 Best Young Entrepreneurs in the U.S. in 2008.** I've been an entrepreneur since I was a little kid, selling baseball cards for a profit.

And more importantly, I've been "thinking like an entrepreneur" since I was a freshman in college. My dream has always been to run multiple profitable online companies - an "empire." That empire will give me the freedom to create new businesses, raise money for good causes, and follow my other dreams.

Like everyone else in this business, **I made a LOT of mistakes.** The first information product I ever developed was a flop. But I didn't let that, or things like a serious illness, stop me. **I guess I'm just plain stubborn** - not a bad trait to have if you're building an empire!

I soon figured out how to generate five figures a week with simple online promotions that I could do in a few hours a week. I used that money to start Affiliate Classroom... and I kept on reinvesting and building and learning, and am now running a **\$10 million a year company**, smaller ventures poised to earn another \$1-2 million, and **I have sold over \$32M online in just 6 years.**

So why am I writing this report? Why don't I just shut up and grow my business and get rich?



Because over the past year a lot of online marketers have come to me and asked...

“Anik, how did you do it? How did you build this amazing team? How did you grow so fast? How did you go from selling a few information products to a *\$10 million empire* with national recognition in just six years?”

And then they always say, “And why can't I do this? What am I doing wrong?”

That's coming from guys who've already had some success with their own online products. **If *they* are asking that, I can just imagine how most who haven't started feel.**

Now let's be clear. I can't provide all those answers in one short report. There's no way I could do it. And there's no way you could *absorb* it.

What I can do in this report is show you how to **start** your online empire right. It shows how to set yourself up for success if you're just starting. Or how to redirect what you're already doing so you can create an empire that gives you freedom.



And frankly, I can't teach you everything for free. My TRAINING is too valuable to just give away.

I'm in the *information business* to make money and create a stable company - not just for me, but for the 75+ people I employ in the USA and India. That's an empire-building lesson for you right there: You can give *some* of your products away, but not ALL of them!

I've also invested about \$2 million in developing an e-learning technology, and a few more million in developing the highest quality, actionable training in the business. **I've leveraged that into an \$10 million company.**

Trust me, there's no way anyone can teach you how to do that in a 100 page PDF.

When I do consulting, I usually spend *1-2 weeks* with a client, with "checkups" after that. They have to learn a LOT more than just putting up a web page or create a product and sell it on ClickBank. *That's a start* - but that's all it is (albeit, it's a great start!).

So frankly, what you have in your hands right now is a *condensed* course. It's a sketch - and a pretty complete one - of what you need to do to get to a \$300,000 income.

It's really not that hard. **But you have to follow the formula... no improvising!** And you have to *start* building now.

Once you get to \$300,000... you can ramp up to \$1 million, \$3 million, even \$10 million. I know you can do it because I'm doing it.

And you can do exactly what I did - build a multi-million dollar value company. It has to be done in four separate stages.

Right now I'm going to give you the basics of what I call Stage 1. There's plenty of Internet marketing in here, but with a VERY different emphasis.



As for the remaining stages... don't worry about them yet! First you need to make \$300,000. After that, two-thirds of what you'll be doing will NOT be Internet marketing. You'll be *empire building*. You won't find that covered in any "make money online" course - I've looked.

I've personally learned about empire building by making expensive mistakes, working with business mentors, paying consultants, and hiring people who were better than me at a lot of things.

It doesn't matter if you're just starting out, or if you've made a few online sales, or if you're a fairly experienced marketer. I'll bet you're missing about 80% of what's needed to create an empire *that will give you freedom*. That's not something you can build in a few weeks. It can take years, but with the right guidance and coaching, you can do it a **LOT** quicker!

But at each stage you'll make more and more money... achieve more goals... build a stronger business...

And in the end you've got something special: An empire with intrinsic value that will give you freedom to do whatever you want. It will support you and your family for the rest of your life. All you have to do is take good care of it.

Are you ready? Join me.

Anik

What's an Empire?

Everyone in the Internet marketing business has their own definition of an online empire.

But for me, an online empire is a business that is...

- ◆ Made up of multiple online properties...
- ◆ Designed to give you **FREEDOM**.

Your online properties can be big, small, or anything in between. You can choose to run them as a unit. Or you can group them into “companies” that run independently of each other.

But the key factor is your big goal: **FREEDOM!**

- ◆ **Freedom** from doing all the work yourself...
- ◆ **Freedom** from wondering whether you'll have income every month...
- ◆ **Freedom** to grow your business bigger...
- ◆ **Freedom** from “chasing money!”
- ◆ **Freedom** from worrying that your business won't last, and that your employees and family will be left high and dry

I see so many marketers start an online business hoping it will give them freedom... only to create another JOB for themselves!

They end up constantly scrambling to get into a new niche. They're always trying to find new markets, desperately looking for something they can sell, doing 25 different things every day. Their new “job” is ten times more stressful than their “boring,” nine-to-five job used to be.

**WHY BUILD AN
ONLINE EMPIRE?**

**YOU DON'T DO ALL
THE WORK**

PREDICTABLE INCOME

**YOU CAN GROW IT
TO MAKE EVEN MORE**

**ELIMINATE STRESS
OF “CHASING MONEY”**

**LASTING INCOME AND
VALUE FOR YOU,
YOUR EMPLOYEES
AND YOUR FAMILY**

Trust me, I know a lot of marketers who preach the benefits of an online business, autopilot income, and push-button systems... **but they work 60+ hours a week themselves!**

And those guys work like crazy NOT because they love it (though some do). 90% of the time, they failed to set up their business properly to begin with.

Business is very much a “mind game.” If your thinking is confused, you never really have a plan. You don’t control your niche, your market or your income - they control you.

How does this happen? Why do a lot of online marketers trade their nine-to-five, “tick tock” job for ten times more stress and worry?

They failed to make an EMPIRE their ultimate purpose. They start off with the wrong goal, so they make the wrong decisions. If just one product launch fails, they’re in trouble.

See, with a little trial and error, you can learn Internet marketing on your own, just like I did (but I don’t recommend it, why make it so much harder?).

But setting up the business right, building it, growing it, getting people to help you, and freeing yourself of daily work and worries... That’s something you need to learn from experts *who have done it*.

And the first thing they’ll teach you? How to focus on a goal! In this case, your goal is a certain amount of income. **\$300,000 to be exact.**

The Income Sweet Spot: \$300,000

The first step in building an empire is an income of \$300,000. I call this the Income Sweet Spot.

Why \$300,000?

Because \$300,000 in revenue is the point where...

- ◆ You have a nice personal income
- ◆ You have some financial stability (don't buy too many expensive toys!)
- ◆ You can put a decent amount of money back into your business so you can multiply your \$\$\$
- ◆ You can get other people to help so you're not working so hard
- ◆ You have control over your life!

The whole point of this report is to show you how to get to that \$300,000.



The Choice Point: \$300,000

Of course you won't make \$300,000 all at once. That almost NEVER happens! You start with your first product, your first affiliates, making your first sales.

You make your first \$1,000 or \$10,000 or \$20,000. You keep some, you put some money back into your business... and you don't quit!

But here's the interesting part: when you've hit \$300,000, you've reached what I call the "choice point."

You've got options. It's step one in gaining freedom. You can CHOOSE how big or small you want your empire to be, and *how* you're going to build it. Remember, everyone's empire can be different and whatever "you" want it to be.

Why is \$300,000 the magic number - and not \$200,000 or \$400,000?

I'm not sure! But that's how it worked out for me. I can only teach from my own experience, and \$300,000 was the point at which my empire really took off.

Of course, you have to use that \$300,000 wisely. Like I said earlier, you can't go and spend it all on expensive toys. You've got to use your head in a certain way, which I'll talk about in a second.

But here's the nice part. It's not difficult to get to \$300,000!

It's something anyone can do if they're persistent and can follow directions. **It can all be boiled down to four simple "formulas."** They're on the cover of this report, and I'll explain each one in detail as we go along.

Now if you're looking at those formulas and thinking, "Anik, what's so special here? Isn't this just Internet marketing? Hmm... yes and no. Of course it's Internet marketing.

But no, it's different in one HUGE way: your intentions and your thinking.

Wearing two hats...

A lot of Internet marketing appeals to the "entrepreneur" in us. That's the part of us that enjoys...

- ◆ **Starting a new site**
- ◆ Developing a new product
- ◆ **Entering a new niche**
- ◆ Getting lots of list subscribers
- ◆ **Planning a launch**
- ◆ Setting up a joint venture
- ◆ **Watching a bunch of sales pour in!**

All these things tap our creativity and generate excitement. But there's also another side of Internet marketing - the business-building side. That all about...

- ◆ **Marketing "beyond the launch"**
- ◆ Getting the most out of the niche market you're in
- ◆ **Getting customers to *keep on* buying from you**
- ◆ Mailing your lists regularly
- ◆ **Automating things - systems!**
- ◆ Getting consistent traffic
- ◆ **Finding good people to get work done faster**
- ◆ Making sure your monthly income is nice and stable
- ◆ **Reinvesting some of your cash back into your business**

So really, there's TWO sides to Internet marketing:

1. The side that's always looking to start something new
2. The side that maintains and grows what's already there

And you know what? You need BOTH sides to create an empire!

You mostly need #1 to get to \$300,000. But once in a while, you'll need to switch to role #2.

I call hat #1 the “**entrepreneur hat.**” I call the other one, for lack of a better word, the “**growth hat.**”

Wearing hat #1 will give you a million dollar product idea. Wearing hat #2 can turn that \$1 million *idea* into a \$10 million *company*. And that's what you want - a company that gives you freedom!

Most Internet marketing education focuses on #1. It gets you up and running and *in business*. Sometimes there's a tiny bit of #2 thrown in.

But you really need BOTH. It's one thing to *start* a business. ***But I want you to get in the mindset of building and growing the business.***

That way when YOU reach your choice point, you'll be able to go as far as you want - to \$1 million, \$3 million, \$5 million, even \$10 million!

Now in this report my main focus is showing you how to hit that \$300,000. That's your FIRST goal, and the most important.

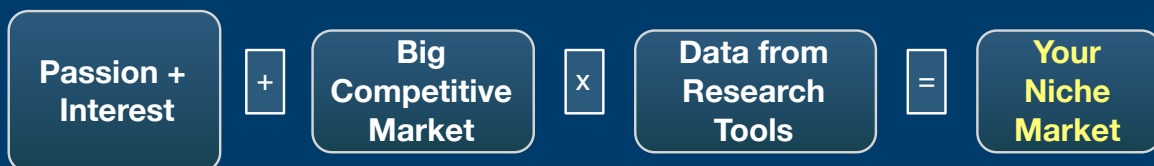
But along the way I'll hint at the bigger picture. It will give you a taste of how you can build your own empire - an online business that gives you FREEDOM.

The Market Formula

This first formula is the most important. **Selecting the right market is the foundation on which you'll build your empire.**

Do this right, and nothing stands in your way. Do this wrong, and you'll hit a brick wall within your first year of business. You might even have to start all over again.

THE MARKET FORMULA



The Market Formula

KEY CONCEPTS

- PASSIONATE MARKET, SPENDS MONEY ON THE NICHE
- YOU SHOULD BE PASSIONATE ABOUT IT TOO!
- SIZE MATTERS! YOU NEED A BIG AUDIENCE
- COMPETITORS A MUST - YOU'LL USE THEM TO MAKE MONEY!
- ONLINE RESEARCH HELPS YOU EVALUATE DEMAND

A personal story... my first marketing flop

Here's a question for you. When you choose a market, which hat should you wear? **Guess what - you need to wear BOTH!**

Most Internet marketers tend to either "follow their passions" or "follow the money." But when you choose an empire market, both are important.

I'm going to tell you a personal story that shows how it's all too easy to pick the wrong market - just because you like it or it's untapped.

The first product I developed was for a market that looked ripe for the picking. There was no competition!

I spent months creating a product on how college students could raise their grades. I was *sure* it would be a winner.

Yet it was a complete flop.

- ♦ **Was it the product?** Heck no. The few people who tried it loved it. (Notice I said "few?")
- ♦ **Was there no demand?** Actually there was plenty of demand. Every college kid on the planet wants better grades!

Yet I think I sold a total of 25 copies of this ebook. Argh... what did I do wrong?

The big problem was this... I didn't analyze the market's "*money-making*" potential. I forgot one of the most important facts about college kids: they don't spend MONEY on improving their grades! The little money they have goes for pizza, beer, movies, all the social things they do with their friends.

I spent six months creating a killer product for a hungry market... but they wouldn't BUY it.

I don't want you to make that mistake. **You need ALL the pieces of The Market Formula to add up.**

If you get one piece wrong, you'll end up working very hard to SELL to a market that simply won't buy - or buy enough.

So let's start with the basics. What's a "market" anyway? The word is thrown around a lot, often in a fuzzy way.

A "market" is simply people - people who are ready and willing to *buy* your products.

WHAT'S AN EMPIRE MARKET?

BIG POPULATION OF
POTENTIAL
CUSTOMERS

THEY SPEND MONEY
ON INFORMATION

ONLINE (NOT
OFFLINE) BUYERS

And they have to be the *right* people...

- ♦ There's got to be enough of them to generate a high volume of sales.
- ♦ They've got to be willing to spend money on information.
- ♦ They're already spending money on similar products - YES, this means you have competition. **You WANT competition!**

That means you LOOK for competition - the more the better. Competition means the market is already PROVEN. You can be SURE the market is full of buyers.

And then we've got to use online market research tools to make sure there's plenty of market demand *on the Web*.

Plus there's one more factor: YOU. If you're going to build an entire empire selling to this market, you'll be thinking about it constantly. So you should choose one that appeals to you personally! If you get bored with the topic or the market, you're going to burn out. "Entrepreneurs" do this all the time... I know I do.

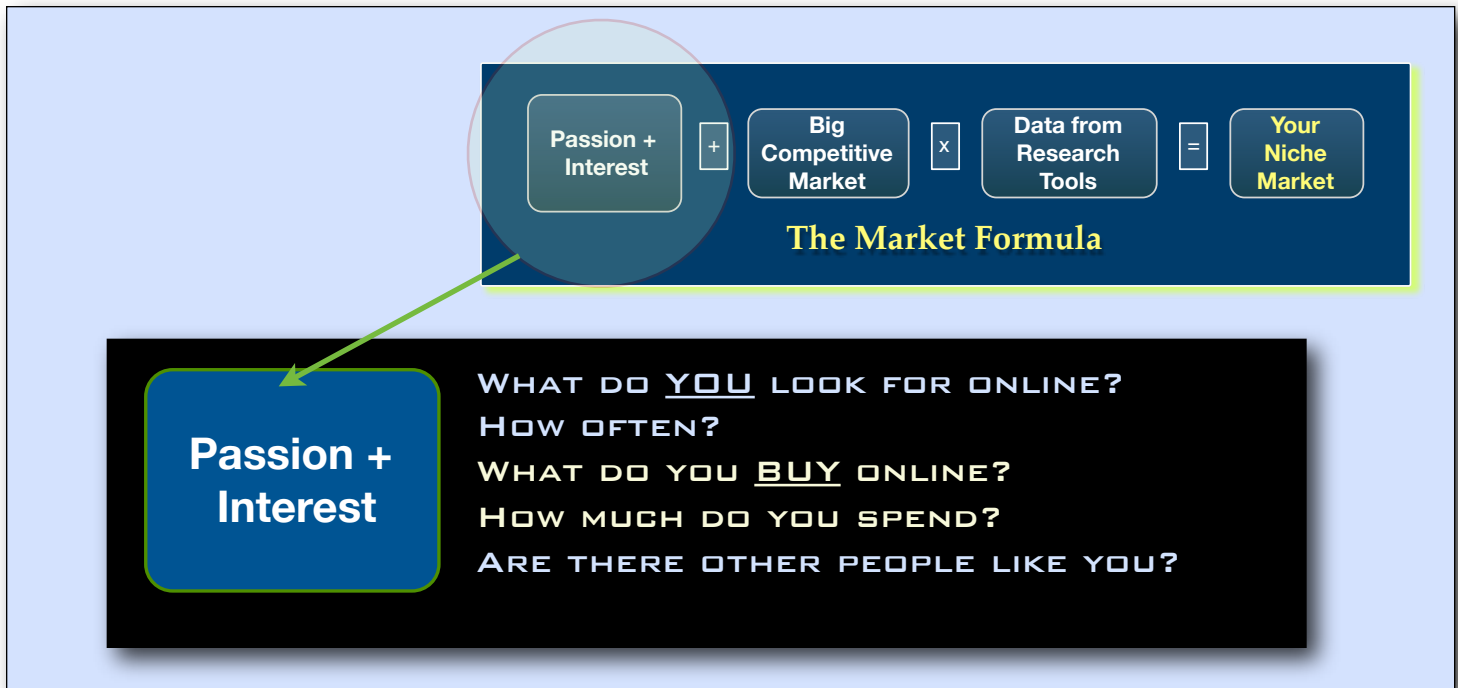
If all this sounds difficult, don't worry - it's not!

I've developed a very simple formula for choosing the right Empire Market. You just need to ask yourself the right questions, do some research, and follow some rules. This is a good lesson in wearing both hats and developing some businesslike thinking skills.

I'll break the formula into pieces as I go along, so you can see how it all "adds up."

Here we go...

PASSION FOR A TOPIC + INTEREST IN BUYING



You've probably heard me, and many others, talk about finding the right "niche." A niche by itself is just a topic that can make you good money.

But when you're building an empire, you need to choose what I call a "Freedom Niche."

Why you need a "Freedom Niche"

Finding a niche that will make some money isn't enough - not if you want to live a life of freedom. Your niche must...

- ♦ Keep on making money for years to come
- ♦ Be evergreen (always of interest to lots of people)
- ♦ Give you endless opportunities to create multiple products
- ♦ Be competitive

Obviously that means you have to choose a BIG market to begin with! And that's where many information entrepreneurs mess up. They don't choose a big enough market.

So they hit a sales plateau after they release a few products, and have to keep trying different niches to make more income.

The point is, from the very beginning you must look for a Freedom Niche. And that means you have to...

Forget everything you know about niche marketing!

Well, maybe not COMPLETELY forget... but if you're going to build an empire, you **MUST** look at niches differently.

See, a lot of people advise you to look for small, specialized niche markets. And that's fine if you want to make money building lots of websites, each one targeted to a small-to-medium sized market, promoting affiliate products or your own ebook. I do it myself, for fun.

But niche marketing isn't empire building! Remember the difference between the initial entrepreneur and the guy focused on growth? Your entrepreneur side likes starting new ventures. You love the thrill of a new idea and a new income stream.

But let's face it - your inner growth guy wants stability and freedom! So once you've gotten an idea off the ground, you want it to generate predictable income, year after year.

So even though you'll be doing market research just like affiliates and "infopreneurs" do... you're doing it with **a different purpose**.

**FINDING A
FREEDOM NICHE**

**MAKES MONEY
FOREVER**

**CONSISTENT, NOT
JUST A TREND**

**MULTIPLE PRODUCT
OPPORTUNITIES**

**HAS COMPETITION -
ROOM FOR GROWTH!**

TWO SIDES OF MARKET RESEARCH...

ONE SIDE

HERE'S AN UNDER-SERVED SUB-MARKET - GREAT!

I CAN MAKE A PRODUCT THAT'S 10 TIMES BETTER.

HMM... INTERESTING NICHE

THE FLIP SIDE

IS THERE A BIG MARKET BEHIND THIS LITTLE MARKET?

IS THIS A ONE-HIT WONDER, OR CAN IT LAST?

WILL I STILL FIND THIS INTERESTING A FEW YEARS FROM NOW?

Your ultimate goal is freedom - not to keep making mini-jobs for yourself.

This is why I don't want you to start by finding small niches with long tail keywords - even though that's the classic way to attract highly targeted buyers.

Your goal is an online business that can give you a short work week and a predictable income. Which means you'll need to find a BIG niche!

A simple example of a Freedom Niche...

Everyone knows that golfers love to spend money on their sport. It's one of the oldest games in the world, and it's not going away any time soon.

Industry surveys estimate there are between 57 and 61 MILLION golfers worldwide, with at least half of them in the United States.

So what would be a big, general niche in golf? **Golf lessons.** Odds are there's *millions* of people looking for all kinds of golf instruction.

Say I'm doing niche marketing and decide to get into the golf niche. My goal is to get quick placement in Google and stand out from the thousands of other golf instruction websites. So I'm going to aim at a small, specialized sub-niche of golfers - maybe left-handed golf techniques.

But the other side of me says, "Whoa. How many left handed golfers are there? It's probably about 10% of all the golfers in the world. That's 6 million lefties. Not bad... but still, that's only a *tiny* percentage of a market that loves to spend money!"

DON'T THINK SMALL!

**YOU MAY NEED TO START
SMALL - THAT'S OKAY.**

**BUT DON'T THINK SMALL.
YOUR EMPIRE NEEDS ROOM
TO GROW - A BIG MARKET.**

**THE MORE PEOPLE YOU CAN
SELL TO, THE MORE SPACE
YOU HAVE TO BUILD AN
EMPIRE.**

Now, does this mean I should drop the idea of a product for left-handed golfers? No way! **It might be an excellent place to START.** If my market research shows promise, maybe I use that lefty product to *learn* some things about how to make products for the online golf niche.

But I still keep the main goal in mind: **I want a huge number of people who will buy my products for a long time to come.** And ideally a *sustainable* market, with new people joining every day.

So I want to make sure I can eventually get into the *biggest* market possible - ALL golfers (who have an Internet connection of course)!

What will happen if I LIMIT myself to those lefties? Sooner or later that market will be tapped out. I'll run out of ideas for new products. Or more likely, I'll run out of people to sell to.

So when you think about an empire niche... don't think "small." You need a market which is big enough, interested enough, and hungry enough to keep buying from you for a long time to come.

And here's a BIG ONE > it's got to be a niche you personally enjoy!

Now I want you to do a quick exercise. You're going to identify one - or more - niches which might have big potential. If you've ever bought something online, this should be an easy exercise.

If you haven't already, I recommend you print this report out and write on it when you do these exercises.

Exercise #1 - Passion and Buying Interest

What do YOU search for online, and how often? Write all this information on the chart that follows.

- ✦ Come up with at least seven different topics - you'll be eliminating as you go along.
- ✦ Make a rough guess at how often you use Google (or another search engine) to look for information on each topic.
- ✦ Yes, these should be topics you search every week. That's a sign of real passion!

TOPIC	SEARCHES PER WEEK
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	

Now I want you to think about your spending habits. Have you ever bought an INFORMATION product on any of these topics? It might have been an ebook, an audio book, a collection of downloadable videos, a subscription to a private membership or club, or even software related to the topic.

Write down the topic and a rough total of your spending in the last two years on the chart that follows.

TOPIC	\$\$\$ YOU SPENT
1	
2	
3	
4	
5	

Finally, let's get a rough idea of how many other people might be equally passionate. List your topics below, from the most money you spent, to the least. Then check off how many people you know, or know about, who would probably spend the same money you did.

And don't do any online research just yet. That comes next. For now I want you to use your own experience and your "gut" feelings.

\$\$\$ SPENT	COMMERCIAL TOPICS	1 - 10	11 - 20	20 +
1		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
4		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
5		<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Done? Good, that means you're ready to go to the next part of the Market Formula.

BIG COMPETITIVE MARKET



Okay, you've got 3-4 niches that are possibilities. Now in this part of the equation, We'll take your best topics and put them to a quick "size" test. No full-blown market research yet - we'll do that later.

You'll check two things:

- ♦ Is the niche **COMPETITIVE**?
- ♦ Is there good **SALES VOLUME** in this niche?

I've found there are four places online where you can quickly check whether a market is both BIG and COMPETITIVE in the "digital product" or "information product" space. Those four places are, in order of importance...

- ♦ Google
- ♦ ClickBank
- ♦ Amazon
- ♦ eBay

Google and ClickBank are most important for checking both competition and size of the market. Amazon and eBay are both great for seeing how big and competitive a niche is.

There's one more reason you want competitors in your niche. You're going to make money off them! In this exercise you'll find competitors with affiliate programs. That means *you* can earn a commission by selling *their* products.

So by promoting competitor products - as well as your own product - you can get to \$300,000 a lot quicker. Heck, I once made \$500,000 promoting ONE affiliate product! Crazy, huh?

Of course that kind of affiliate payday is rare. But it shows you that you shouldn't fear competitors. Most of the time they can HELP you make money!

Exercise #2 - Big and Competitive?

We'll do an exercise to check each one quickly. Here's the worksheet you'll use. Instructions follow. The three most important factors are in **yellow**.

COMMERCIAL TOPICS	GOOGLE SITES	GOOGLE ADS	CLICKBANK PRODUCTS	AMAZON?	EBAY?
1				<input type="checkbox"/>	<input type="checkbox"/>
2				<input type="checkbox"/>	<input type="checkbox"/>
3				<input type="checkbox"/>	<input type="checkbox"/>
4				<input type="checkbox"/>	<input type="checkbox"/>
5				<input type="checkbox"/>	<input type="checkbox"/>

Google Listings and Ads

1. **Go to Google.com and search on your first topic.** If it's golf lessons, for example, type **golf lessons** into the search box and hit the Google Search button.

2. **Flip through the first 4 pages of results, looking for INFORMATION PRODUCTS.** Look for ebooks, video lessons, anything that can be **downloaded** to your computer or **accessed online for a fee**. Write down how many products you find in the “Google Results” column of the worksheet.
3. **Now go back to the first page of results.** Look at the right hand side, where it says “Sponsored links.” Those are ads for golf products. Count how many there are, and write that on the worksheet in the “Google Ads” column.
4. **Do the same for page 2, 3, and 4.** You’ll see local ads for golf lessons mixed in, that’s okay. We just want a *rough* count of the number of ads.

Rule: The more information products you see in Google’s results, the better!

ClickBank.com

1. Go to ClickBank.com. This is a huge marketplace of digital products. It’s been in business for 12 years. Click the link at the top of the page that says “Marketplace.”
2. **You’ll see a “Product Search” box at the top.** Type in your niche and click the hourglass.
3. **You’ll see a list of products.** Go to the drop down menu that says “Sort results by” and choose “Gravity.” This is an indicator of how many people are promoting and selling that product online. Unfortunately you’ll see a lot of irrelevant products listed. That’s because a lot of ClickBank merchants put their products in any old category!
4. **Scroll down until you start seeing products in your niche.** Look at each one. How many products are there with a Gravity of 25 or better? Write the number down on the worksheet.

Rule: The more products you see in ClickBank’s results, the better!

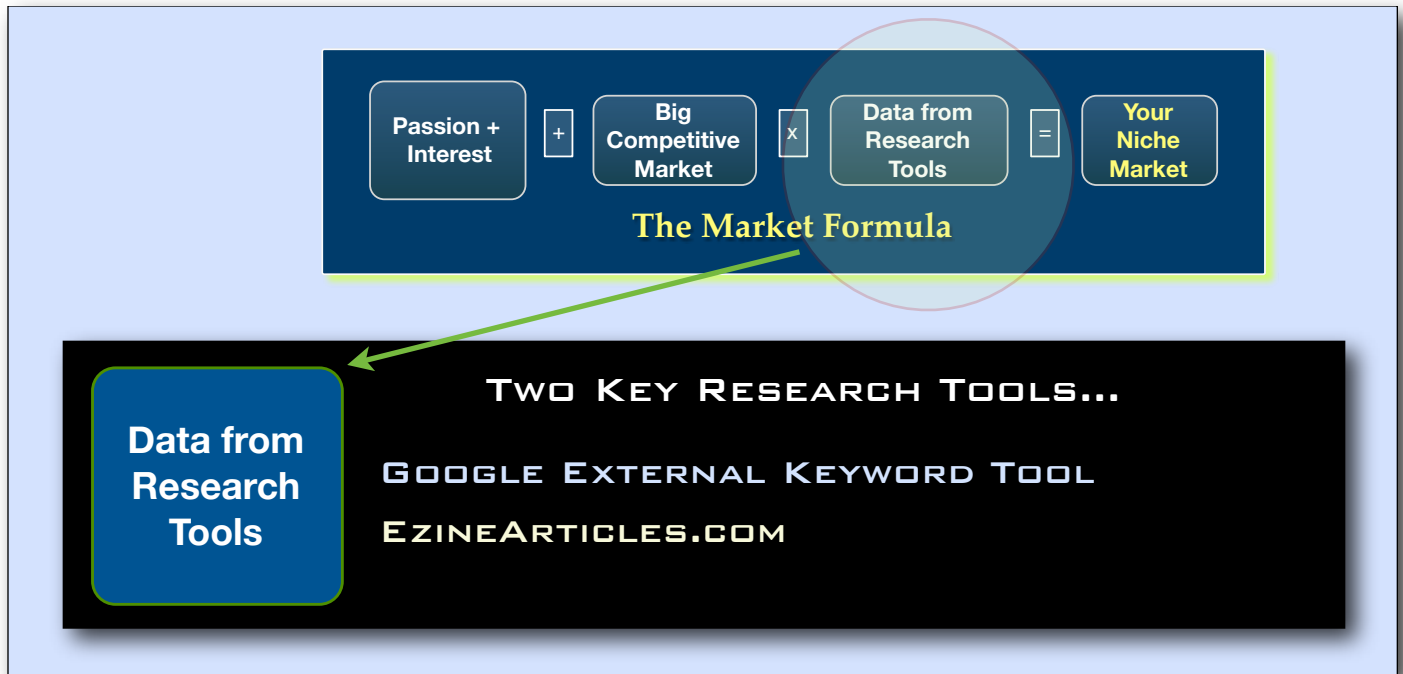
Amazon and eBay Tests

This is an optional step. But I like to do it because it's super-quick, and it gives you a rough idea of how big the "buying interest" is for *information products* in a niche.

1. **Go to Amazon.com.** In the search bar, choose "Books" from the drop down menu, then type in your niche and search. Just look at the *number of results*. If it's more than 150, that tells you it's a pretty popular niche on Amazon.
2. **Now you'll search again.** This time choose "Movies and TV" from the drop down, type in your niche, and search. More than 25 results is good.
3. **If your niche passed either the Books or Movies/TV test on Amazon**, it's a competitive niche. Check off the box on the worksheet.
4. **Now go to eBay.com.** This time you'll search on the MOST GENERAL niche possible. Why? Because eBay won't show the maximum number of products if you use more specific terms. So if your niche is "golf lessons," you'll search on "golf."
5. Look in the left hand navigation pane where it says, "Refine search." Scroll down and click "See all Categories."
6. **Now in the left navigation you can see how many "Books" and how many "DVDs and Movies" are listed.** Those are information products! If you see more than 500 products in either category, it's a very active and competitive niche with lots of volume.
7. **If your niche passed either the Books or DVD/Movies test on eBay**, check off the box on the worksheet. At this point you may have eliminated a couple of niches. That's fine.

Now we'll run the remaining niches through some online research tools. This is where you'll see if your niches have the right "numbers."

DATA FROM RESEARCH TOOLS



In this exercise you'll use two simple tools to determine how ACTIVE a niche is. These tools give you some real numbers. And frankly, if the numbers aren't big enough, you should look for another niche.

What will these numbers show you? **Online ACTIVITY**. If activity levels aren't high enough, you can't build an empire around this niche.

Think for a moment about what customers - buyers - do when they go online. Basically it's three things:

1. They **SEARCH** for things.
2. They **read about** things.
3. They **buy** things!

Of course people do other stuff, like checking email, playing games, updating their Facebook page, tweeting on Twitter, etc.

But for research purposes we're concerned with #1 and #2... because they lead to #3! So let's get started on this final part of the market formula.

Exercise #3 - Collect Data from Research Tools

You probably have only two or three niches left on your list. This is the chart you'll fill out for EACH topic that has made it this far.

COMMERCIAL TOPIC _____	GLOBAL MONTHLY SEARCHES	RECENT ARTICLE VIEWS	OLD ARTICLE VIEWS
TOP GOOGLE KEYWORDS			

Here's how to fill out the chart:

Google Searches

The first tool you'll use Google's Keyword Tool, which shows you how many times people *search* for information on your niche.

- Go to this link:**
<https://adwords.google.com/select/KeywordToolExternal?forceLegacy=true>
- Type your general topic into the box that says, "Enter one keyword or phrase per line."** Use the most *general* term, like "dating." This way the tool will show you a lot of keywords you wouldn't necessarily think of. Fill out the captcha form, then click the "Get Keyword Ideas" button.
- Google will show you a list of keywords.** Click the Global Monthly Search Volume column. This will sort the keywords starting with the most frequently searched term.

4. **Write the top five keywords in the chart**, along with the number of searches for each.
5. **Ideally your top keyword should get at least 500,000 searches a month.**
Yes, half a million is a lot! But remember, we're going for a BIG niche that will generate a large volume of sales.
6. *If your top keyword doesn't get 500,000 searches*, don't forget to check the synonyms further down the page. You'll often find some very closely related terms that are getting lots more searches. If those words are obviously something your market would search for, put them on your list.

Rule: Your broad niche keyword should get a MINIMUM of 500,000 searches a month in Google.

EzineArticles Readership

The second research tool is EzineArticles.com. This is a great way to get an idea of how many people are *reading* about your niche online.

Of course, the general public doesn't necessarily go to EzineArticles.com to read about your niche. But EzineArticles.com is a place where people publish articles for *reprint*.

That means anyone with a content website can take any article from EzineArticles and publish it on their website. They just have to leave the author's "resource box" intact.

The nice thing about EzineArticles.com is it displays how many times an article has been viewed. The more "views" an article gets, the more demand there is for information on that topic online.

That's true even if it's just webmasters who are looking at the articles. Let's face it, these website owners aren't doing this just to kill time - they're looking for information that their visitors want!

So now you'll collect some data on how many times articles on your topic are viewed on EzineArticles.

You'll look at the most recent 10 articles, and the 10 most popular articles in the past 60 days.

For each niche still left on your list, you'll fill out the chart that follows.

SELLABLE TOPIC _____	MOST RECENT ARTICLE VIEWS
ARTICLE TITLE	
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
TOTAL	

SELLABLE TOPIC _____	60-DAY MOST VIEWED VIEWS
ARTICLE TITLE	
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
TOTAL	

1. **Go to EzineArticles.com.** Type the first or second keyword from your Top Google Keywords chart into the search box. Just pick a keyword that sounds like it has selling appeal. For example, instead of just typing in “dating,” choose something like “online dating.”
2. **Click the first *article* that comes up in the results.** Be sure you choose an article, and not a Category. Now don’t read the article, just scroll down until you see “Most Recent EzineArticles from the [your niche] Category.”
3. **Now click the first article on the “Most Recent” list.** Write the title on the chart, then scroll down and look for this: “This article has been viewed 57 time(s).” Write that number next to the title on the chart.
4. **Click the back button in your browser, and repeat this for the next article on the “Most Recent” list.** Do this for 10 articles, then total up the numbers. *This gives you an idea of the short term online interest in this niche.*
5. When you’re finished with the Most Recent articles, scroll down and look for the **“Most Viewed EzineArticles in the [your niche] (60 days).”** Repeat the procedure above for each article on the list. *This will give you an idea of the long-term online interest in this niche.*
6. When you’re finished, total up these numbers.

Rules: Your niche should total at least 75 short-term views, and at least 2,500 long-term views. If you’re short on views in Recent Articles, just pay attention to the long-term number.

So what’s the point?

Okay, you’ve done quite a bit of research. You’ve completed The Market Formula. Now what?

First, let’s deal with a common problem: NONE of your niches made the cut. If this happened to you, go back to the very first exercise... and EXPAND your horizons. Here’s how:



1. **You should still start with topics that interest you.** But this time, try to think of more mainstream topics, and not very specialized interests.
2. **Focus more on what you BUY online.** Go back through your bank and credit card statements to see what you and your family purchase, then think about *information* related to those purchases.
3. **Still can't come up with a BIG niche?** While this rarely happens, there are creative ways to combine related interests into one big niche. This can get very involved, so for now, I recommend you keep looking until you find a bigger niche. There are other steps you can take here too, but they're too complicated for the purposes of this report.

Now let's consider a close tie between two niches. If this happens to you, I'd recommend picking the niche with the most ClickBank products. Lots of information products in ClickBank means there's lots of buyers - and lots of money to be made!

Finally, let's THINK about what you've discovered...

A niche you can live with. By starting with a niche that you like or find interesting, you're satisfying the entrepreneur in you. Believe me, it's inevitable that once in a while you'll get tired of this niche - just like you can get tired of a career or a job. But at least this way, most of the time you'll enjoy your work!

A niche with commercial interest. You started with your own buying habits and the habits of friends.

You found competition - other information products in the niche. This combines some entrepreneurial thinking with growth thinking.

Entrepreneurs usually get ideas for products by seeing similar products. The growth mind likes to check the marketplace to make sure they're not getting into a market without buyers (like college students)!

Finally, you collected some hard numbers about how ACTIVE the niche is online. You have a good idea of how many Google searches are done on this topic every month. You know a little bit about the online demand for information in this niche. This should reassure you that there's regular, ongoing market activity.

Congrats, you've completed The Market Formula! Now it's time for the next formula...

The Product Formula

Now that you've selected your market, you need something to sell to them. You're going to create your first product according to this formula:

THE PRODUCT FORMULA



The Product Formula

KEY CONCEPTS

- STUDY WHAT YOUR MARKET IS ALREADY BUYING
- MARKET AND BUDGET DETERMINES TYPE OF PRODUCT
- OUTSOURCE TO SAVE TIME AND IF YOU HAVE BUDGET

Quick warning: If you're creative by nature, it's easy to get swept up in the details of product development. But you **MUST** detach, think, and manage the process, too. Following the formula will keep you on track, so stick to it!

Product development is a BIG subject. I can only scratch the surface here.

But before I start, there's one thing you have to accept up front: Not every product will be a smashing success. Heck, even Fortune 500 companies don't get it right 100% of the time.

So in this report I'm going to focus on one **GOAL**: a product that's *guaranteed* to generate consistent sales, long term.

Digital products - why?

The product you'll create will be a **digital information product**.

Remember those ClickBank products you looked at in the first formula? Those were all digital products. As soon as you buy the product, you can download it to your computer. Instant gratification!

In fact, for the first year or two, I recommend that your entire business be the sale of digital information. Why?

- ◆ **No production costs.**
- ◆ There's no inventory to store.
- ◆ **Creating products is very inexpensive.**
- ◆ Updating a product is easy.
- ◆ **Creating product bundles and bonuses is fast and simple.**
- ◆ Online markets LOVE digital products!
- ◆ **Easiest way to start making money online**

Notice I said **many people prefer digital products**? There's nothing to take up space on a shelf.

Look at Amazon's ebook reader, the Kindle. It stores a few hundred books on one compact device. It only took a couple of years to dominate the market. Users are addicted to it - and all kinds of competing products are coming out (for example, the iPad).

So digital it is! Here's what I'm going to teach you now:

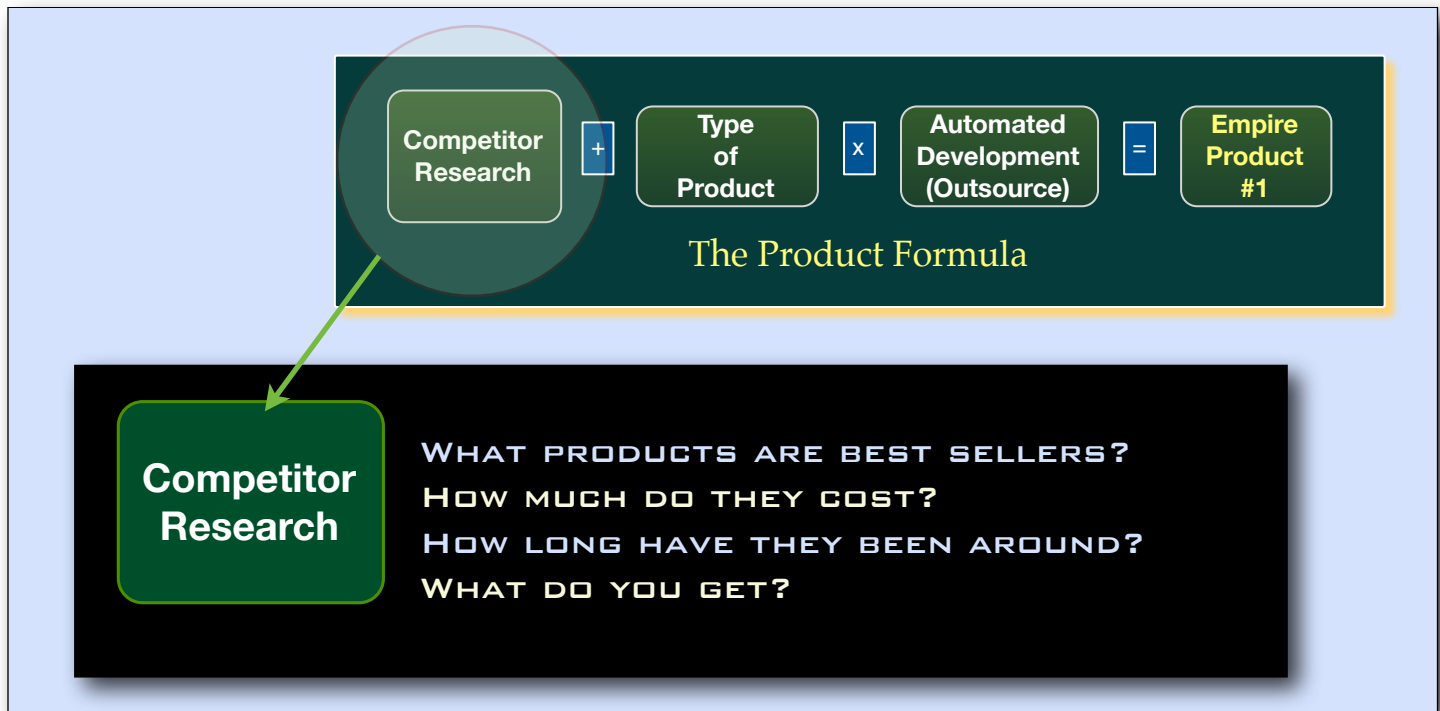
- ◆ **How to study your competitors' products.** You'll use them as models, get ideas from them, and most importantly, look for patterns.
- ◆ **How to decide on the type of product you'll make.** You'll base it on two things. First, you'll figure out what your market likes. Then you'll choose from the five best products for *starting* your infoproduct business. I'll give

you some guidelines and a “scorecard” to help you figure out what will work best for you.

- ♦ **IMPORTANT > How to outsource the development!** Don't let this freak you out! Honestly, you probably won't be able to outsource it ALL right now. But I'll explain how you can at least outsource a little bit of it, and even how to outsource most of it - IF your budget permits.

Ready? Let's begin working on **The Product Formula**...

COMPETITOR RESEARCH



Why research your competitors' products? Because your competitors have already figured out what your market likes to buy (at least the top ones have)!

All markets have preferences. They like certain “spins,” prices, and types of products more than others.

Competitor products leave clues about all these preferences. Why go through testing, trial and error, when you can model your product on these clues? ***Let your competitors tell you how to create your product!***

There are two ways to collect clues from competitor products:

1. **Buy the products.**
2. **Research the products.**

In a perfect world, you would buy all the most popular products in your niche. You'd read through them and look for patterns.

But I understand a lot of you are on a tight budget. When I started out, I was in the same boat, plus all that research may take TOO much time and delay EXECUTION (the most important thing).

So I developed a method for researching competitor products online without actually buying them. It's just about foolproof, and it will save you a TON of cash!

Whether you buy or research, you're going to look for similarities that all the products share. You'll pay special attention to best sellers and see if they are doing anything differently.

Exercise #1 - Research Competitor Products

You'll use this form to collect information about competing products. Instructions follow.

PRODUCT NAME	GRAVITY	WHAT YOU GET	EXTRA OFFER	AGE	PRICE
1					
2					
3					
4					
5					
6					
COMMON FACTORS & AVERAGES					

1. **Go the ClickBank.com.** Search for products in your niche, and sort them by Gravity, just like you did in The Market Formula.
2. **Write the product name** in the chart above, along with the Gravity number.
3. **Now click the product title.** This will take you to the sales page. As you read, write down what the product includes in the “What You Get” column in the chart. Take note of whether the product includes an ebook, videos, audios, and bonuses, including *how many* of each.
4. **Now scroll down to the bottom of the sales page and look for the copyright notice.** This will give you some idea of the age of the product. Write that down in the Age column in the chart.
5. **Now click one of the purchase links.** You’ll see one of two things: an order form that displays the price; or a page with an additional offer. The new offer could be a one-time offer (OTO), a monthly membership, or a premium upgrade. Write the price, and any details about the additional offers, in the chart.
6. **Now look for reviews of the product in Google.** Search on [product name] + review. Click through and read each review. Bookmark the ones that give substantive information about the product, such as details about the table of contents or other specifics.
7. **Now go to EzineArticles.com** and use the same search to find articles that review the product. Skim through them, and bookmark any reviews that give real information about the product.
8. **Finally, go to YouTube.com,** and search for videos about the product. This may take a little digging, but I’ve found that typing the product name in the search box is a good place to start. Watch some of the videos. Bookmark and pay special attention to videos that show you product details, such as the table of contents.
9. **Do this for each of the top 5-6 products in ClickBank.** And if your budget allows, go ahead and buy any products that appeal to you!

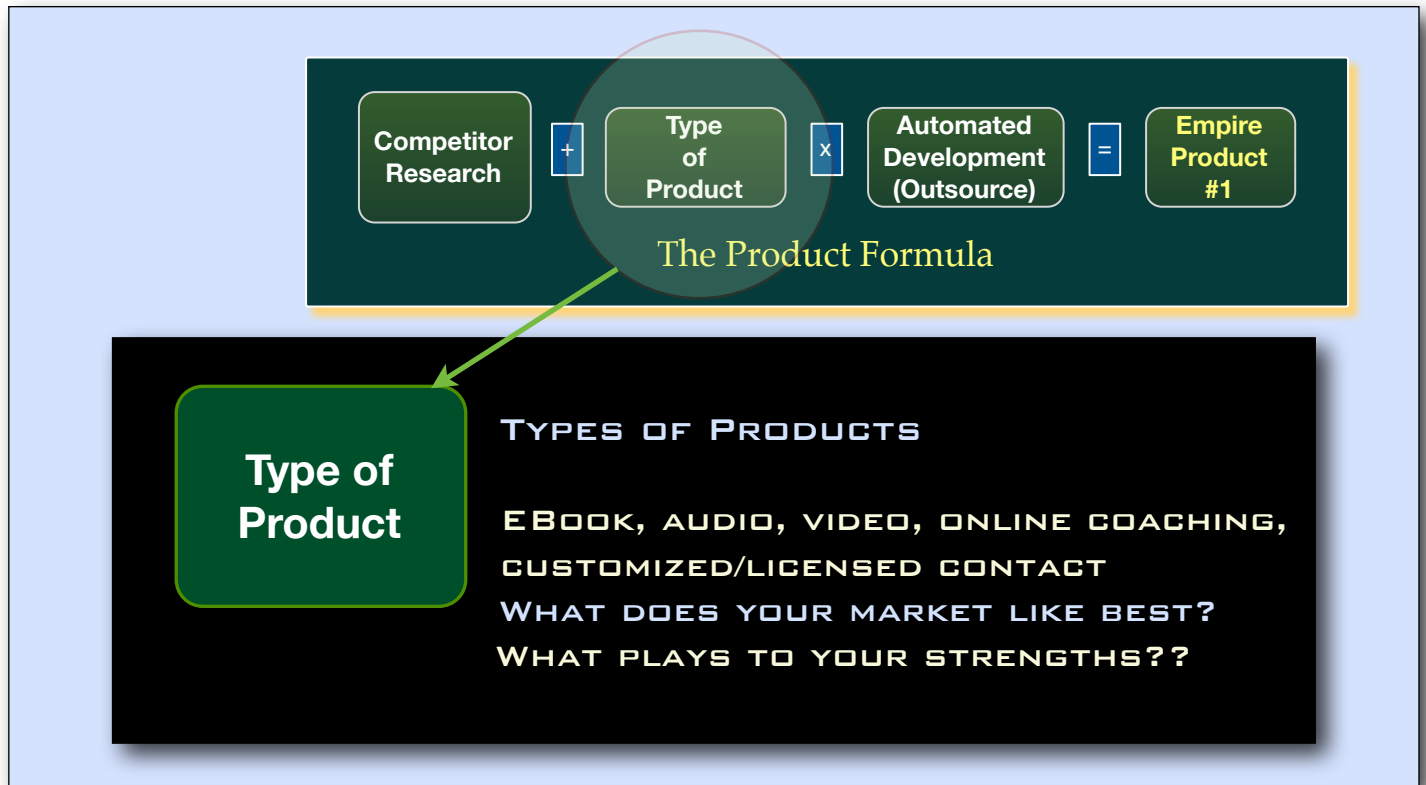
10. The last step is to look for what these products have in common.

Average the price, and then write down characteristics the products share. You should also pay special attention to the products with the highest Gravity. Are they offering anything that's different from their competitors?

Don't skimp on this process! If you do it completely, you'll have a ton of clues that will help you design your own product.

The next part of the formula begins on the next page...

TYPE OF PRODUCT



Now it's time to think about the TYPE of product you'll create. This determines *how the information is presented* - written, audio, video, etc. It's how you'll deliver the information to your customers.

You already know the types of product your competitors offer, which is important. **This tells you a lot about the type of product your market likes.** So follow their lead. Don't experiment with your first product. Heck, you don't want to offer a 250 page ebook to a market that obviously prefers videos!

Your budget will also determine the type of product you'll create. If you aren't a good writer and can't *afford* to hire a writer, your best option might be a video or audio product.

And then there's the most important factor: YOU. Over the years I've learned that some people are more comfortable making certain types of products. So I want you to run with that if you can, because you need to...

Walk the path of least struggle...

When you're first starting out, take my advice: try to *avoid struggle*. By "struggle" I don't mean hard work. Everybody has to put in some serious effort in the beginning - even the guys who make it look "easy."

By "avoid struggle" I mean *you must not fight with yourself*. Don't force yourself to be something you're not, it wastes energy. You need to work *with* your strengths... especially when creating a product.

For example, let's say you absolutely HATE writing. You hate it so much, you would rather poke yourself in the eye than write two paragraphs!

So let me ask you, what's the point of STRUGGLING to write an ebook? It's just going to exhaust you. Plus it probably won't be a very good ebook. Your struggle will leak all over it and it just won't sound right.

Yeah, you can hire a writer to rework the whole thing after you spend six months writing it... but why do it the long, hard way to begin with? If possible, you want to provide *maximum value* while matching the product type to your strengths.

So I want you to read this next section carefully, where I explain each product type. Then check out my "Product Type Scorecard." It removes the guesswork when figuring out which product type is best for you.

The Five Types of Products

These are the five types of products I feel are best *if you're just starting out*.

- ◆ Ebook
- ◆ Audio
- ◆ Video
- ◆ Coaching Series
- ◆ Infoproduct Customization (Resale Rights, PLR, or Public Domain)

Now for some guidelines about each one...

EBOOK

What it is...

- ◆ Digital version of a book
- ◆ Has everything a “real” book has - Table of Contents, chapters, etc.
- ◆ Content can be a course; how-to or DIY (Do It Yourself)
- ◆ Bonuses: Short reports; resource guides (links to sources online); checklists; spreadsheets; graphical content like blueprints, charts, plans, maps, patterns, diagrams

Best for you if...

- ◆ You have access to writing talent (your own or someone else's)
- ◆ You're personally good at research and writing
- ◆ You already know a lot about the topic
- ◆ You have specialized knowledge and can explain it clearly
- ◆ You have some budget for formatting, editing, etc. or can do it yourself

How do you deliver it?

- ◆ Downloadable PDF, OR...
- ◆ Private, password protected website, OR...
- ◆ Password-protected e-learning website

AUDIO

What it is...

- ◆ Spoken word audio book; music content
- ◆ Content can be interviews; courses; how-to; humor; self-hypnosis/ meditation; music, beats, and/or sound effects
- ◆ Bonuses: transcriptions; short reports or resource guides; graphical stuff like blueprints, plans, checklists etc.

Best for you if...

- ◆ You have knowledge of the subject and can talk about it clearly
- ◆ You know enough about the topic to ask good questions about it
- ◆ You don't have a fear of recording your voice
- ◆ You can learn how to use simple, inexpensive audio recording software
- ◆ You feel confident asking questions, listening to the answers, and asking follow-up questions (interviewing)
- ◆ You speak better than you write!
- ◆ You don't have much time for writing

How do you deliver it?

- ◆ Downloadable MP3 files
- ◆ Private, password protected streaming audio site

VIDEO

What it is...

- ◆ Screen capture or live demo/event; “video book” (written material converted to powerpoint with voiceover)
- ◆ Content can be how-to/DIY demonstrations (you show people how to do something); interviews with experts/celebrities; live classes, lectures, seminars, workshops, speeches; concerts or performances
- ◆ Bonuses: transcriptions; short reports or resource guides; “audio only;” graphical stuff like blueprints, plans, checklists etc.

Best for you if...

- ◆ You’re good at something in your niche and feel comfortable demonstrating on camera
- ◆ You give classes, lectures, speeches, etc.
- ◆ You feel comfortable interviewing someone on camera
- ◆ You can enlist someone to help with live video
- ◆ You have some budget for video software
- ◆ You’re not afraid to learn the software (it’s not hard)
- ◆ You have some budget for professional editing (if needed)

How do you deliver it?

- ◆ Downloadable video files (Flash or other common video file)
- ◆ Private, password protected streaming video site

COACHING SERIES

What it is...

- ◆ Series of online events; usually 4-8 teleseminars (audio) or webinars (video) with experts/celebrities done on a regular schedule
- ◆ You get sales before product is actually “made.” Customers buy access to the live events and recordings.
- ◆ Make the product “as you go”
- ◆ Content: almost any type of audio or video content that people would enjoy hearing or seeing live
- ◆ Bonuses: recordings of the live events; transcriptions; checklists, actions plans, and other items that will help them implement what was taught

Best for you if...

- ◆ There's a big pool of experts in your field
- ◆ You're ready to do some networking and make contacts
- ◆ Your audience is the type who like teleseminars and webinars
- ◆ You have a small budget for webinar services and recording
- ◆ You have some budget for professional editing (if needed)

How do you deliver it?

- ◆ Teleseminars: Downloadable MP3 files
- ◆ Webinars: Online through GoToWebinar or a password protected video streaming site; recordings as Flash or other video files

CUSTOMIZED INFOPRODUCTS

RESALE RIGHTS, PLR, OR PUBLIC DOMAIN

What it is...

- ◆ Buy a resale rights license to a product and add your brand, AND/OR...
- ◆ Buy PLR (Private Label Rights) products, customize and brand them, AND/OR...
- ◆ Find information in the public domain that you can repackage and brand
- ◆ *Customize* and brand the products; package them in bundles; turn written material into an audio book or video
- ◆ Deliver just like a product you created from scratch

Best for you if...

- ◆ You need to produce a product in a hurry
- ◆ You have some graphics, marketing and “packaging” skills, but don’t feel too confident outsourcing or creating something from scratch
- ◆ You haven’t done much networking and feel it will take some time to make contacts
- ◆ You don’t have the confidence right now to do interviews
- ◆ You have a very limited budget

How do you deliver it?

- ◆ Use the method appropriate to ebooks, videos, audios, courses, etc. as indicated above

Have you reviewed each of the descriptions above? Probably one or more of them appeals to you, while some of the others don't.

And that's okay. You're looking for something that's going to involve the least amount of struggle... *while still giving your market what they want.*

This chart will help you do that. I "score" each product type based on things like how easy it is to make, how much it will cost, etc. NOTE: The "Value" score is based on customer perception. The more value they perceive, the more they're willing to pay for it!

INFOPRODUCT TYPE SCORE					
TYPE OF PRODUCT	SPEED TO DEVELOP 10 = FASTEST	EASE TO DEVELOP 10 = EASIEST	COST TO DEVELOP 10 = LOWEST COST	VALUE 10 = BIGGEST VALUE	OTHER BENEFITS
Ebook	5	5	6	7	Easy if you're a writer or have budget to pay for a writers
Audio	8	9	10	8	Good opportunity to network; people you interview will promote for you; appeals to "audio book" market
Video	7	8	8	10	Video usually carries highest price tag
Coaching Series	7	8	7	10	Good opportunity to network; people you interview will promote for you; easy to charge high price tag
Customized Resale, PLR or Public Domain	10	9	5	7-8	Bundling products into "packages" creates unique value & justifies high price tag

Finally, one more exercise! You're ready to fill out the chart on the next page...

Exercise #2 - Decide on Your Product Components

1. Look at your competitors with the two or three highest ClickBank Gravity ratings. Check off how they deliver their product - ebook, audio, video, etc.
2. Then check off what components you **MUST** offer to compete... and which ones would be **NICE** to offer.

COMPETITOR PRODUCT	WHAT COMPETITOR OFFERS	I <u>MUST</u> OFFER	NICE TO OFFER
1	<input type="checkbox"/> EBOOK <input type="checkbox"/> AUDIOS <input type="checkbox"/> VIDEOS <input type="checkbox"/> TELESEMINARS <input type="checkbox"/> WEBINARS <input type="checkbox"/> OTHER ITEMS:	<input type="checkbox"/> EBOOK <input type="checkbox"/> AUDIOS <input type="checkbox"/> VIDEOS <input type="checkbox"/> TELESEMINARS <input type="checkbox"/> WEBINARS <input type="checkbox"/> OTHER ITEMS:	<input type="checkbox"/> EBOOK <input type="checkbox"/> AUDIOS <input type="checkbox"/> VIDEOS <input type="checkbox"/> TELESEMINARS <input type="checkbox"/> WEBINARS <input type="checkbox"/> OTHER ITEMS:
2	<input type="checkbox"/> EBOOK <input type="checkbox"/> AUDIOS <input type="checkbox"/> VIDEOS <input type="checkbox"/> TELESEMINARS <input type="checkbox"/> WEBINARS <input type="checkbox"/> OTHER ITEMS:	<input type="checkbox"/> EBOOK <input type="checkbox"/> AUDIOS <input type="checkbox"/> VIDEOS <input type="checkbox"/> TELESEMINARS <input type="checkbox"/> WEBINARS <input type="checkbox"/> OTHER ITEMS:	<input type="checkbox"/> EBOOK <input type="checkbox"/> AUDIOS <input type="checkbox"/> VIDEOS <input type="checkbox"/> TELESEMINARS <input type="checkbox"/> WEBINARS <input type="checkbox"/> OTHER ITEMS:
	<input type="checkbox"/> EBOOK <input type="checkbox"/> AUDIOS <input type="checkbox"/> VIDEOS <input type="checkbox"/> TELESEMINARS <input type="checkbox"/> WEBINARS <input type="checkbox"/> OTHER ITEMS:	<input type="checkbox"/> EBOOK <input type="checkbox"/> AUDIOS <input type="checkbox"/> VIDEOS <input type="checkbox"/> TELESEMINARS <input type="checkbox"/> WEBINARS <input type="checkbox"/> OTHER ITEMS:	<input type="checkbox"/> EBOOK <input type="checkbox"/> AUDIOS <input type="checkbox"/> VIDEOS <input type="checkbox"/> TELESEMINARS <input type="checkbox"/> WEBINARS <input type="checkbox"/> OTHER ITEMS:

Now you're ready for the next part of the formula...

AUTOMATED DEVELOPMENT - OUTSOURCE



You're ready for product DEVELOPMENT! Notice I didn't say product "creation?" That's because there's more to product development than just making the product. You'll also need to get your sales website ready.

So in this is In this section I'm going to walk you through the whole process. I'll use an example of a ClickBank product. The process will be basically the same for any product, with minor variations. But first...

Quick "what it is" about outsourcing...

I really want to encourage you to try a little outsourcing when you develop your first product. Just a teeny tiny bit! Why?

As your business grows - and believe me, it WILL grow - you'll have less and less time to create products yourself. It's just a fact of empire building.

Right now it's okay to do a lot of it by yourself. Most people start their empire as a solo operation. You might even have to do it all, if money is tight.

But you'll get to \$300,000 a lot faster - and set yourself up to make big money in the future - when you learn to share the work. That was one of the keys to my early success.

When I started, I built a small team of dedicated freelancers. After I taught them what I needed and how I wanted it done, they could *quickly* create products and update content for me. **Product development was almost on autopilot.** This really freed me up to build the business!

So I encourage you to look for good outsourcers from the very beginning. Just give it a shot. Even if you spend just \$25 getting some help with your web pages, it's an important learning experience. (Hang on, I'll go over the website thing in a minute.)

If you really feel you **MUST** do it all yourself, that's okay. Heck, in the early days I even designed my own web pages! They wouldn't win a beauty contest, but they made sales - and that's what counts.

Time for your first product!

Now whether you're in total DIY (Do It Yourself) mode or have some money to outsource, I want you to read this next section carefully. **It outlines a step-by-step process for creating your first product.**

Once you see how I got this development process all laid out, you should be able to modify it for any other type of infoproduct.

Oh, and in case you haven't noticed... I'm a big believer in keeping things simple! Especially in the beginning. The easiest way to fail is to get bogged down worrying about a whole lot of stuff that's not essential.

Remember, *execution* is more important than perfection right now. I guarantee that if you just stick to the process and get through it, you'll have a very marketable product that's going to make money.

The easiest, cheapest product to create...

To illustrate everything, I'll use the example of an audio book in a huge niche: self-help. This particular product overlaps into another massive niche: relationships. So it's one of those "freedom niches" where you'll never run out of products or customers.

***Product:* The Complete Guide to Being Happy After A Tough Divorce - Top Divorce Experts Tell You How to Heal, Live, and Love Again!**

***Type of Product:* MP 3 Audio Book**

***Bonuses:* Transcripts; Inspirational Tip Sheets**

***Price:* \$67**

An interview product is very low cost, easy to do, and can also help you build your network. Heck, you're going to need some relationships to get your empire off the ground. By asking for an interview you'll have a reason to "knock" on a lot of doors!

An audio book is also the cheapest product to create, aside from writing your own ebook. And the process is a lot like setting up a coaching series.

The process I'm going to show you now is exactly how I developed products when I started out. In fact, it's a simplified version of what I still do to this day.

Let's dive in...

The product development process... simplified!

Step 1 - Get a Domain Name

Where: <http://www.GoDaddy.com> or <http://www.Namecheap.com>

How: Brainstorm based on your product title, then register the name with GoDaddy or Namecheap.

Can you outsource this? No

As soon as you think up a good name for your product, you should register a domain name for it. A domain is the “www.” that people type into their browser address bar. You register the name for a year at a time, and it costs \$9-\$10 a year.

I use <http://www.GoDaddy.com> and <http://www.Namecheap.com> to buy domain names. Both have a place where you can search for available domains and buy the one you like.

If your product has a loooooong title like the one above, try to find a domain name that's not so long. Now in all likelihood, the first name you want won't be available. That's okay, just keep trying!

As I'm writing this, “happyafterdivorce.com” isn't available - someone has registered it, but there's no site on it. Should you try to buy it from the owner? Nope, not at this stage. They'll probably charge you a small fortune.

Instead, keep looking for variations. I just tried happyafterbaddivorce.com and it's available. Since that's kind of long, I'd probably do some brainstorming to see if I can come up with something I like better.

One way to get ideas is to type “happy after divorce” or just “divorce” in the [Google Keyword Tool](#). Sometimes brainstorming for a shorter and catchier domain name can suggest a better title for your product.

Here's another thing you shouldn't worry too much about, at least not now: your business name.

In a perfect world you'd come up with the ideal domain name for your entire business right now. That's what's known as a "brand." Later down the road, your brand can be a very powerful weapon for totally dominating your niche.

But for now, it's no big deal. **Changing it later is NOT the end of the world.** In fact, I've done it a couple of times with no ill effects.

So for now, look for a domain that helps identify your product. To make things clear for your potential customers, go for something that describes it and ideally captures people's attention.

Step 2 - Research (Make a List of Experts)

Where: Relationship and divorce forums; ClickBank; EzineArticles; search engines

How: Google your niche + forums; search for experts who have their own product

Can you outsource this? No

This step is basically your research. If you were writing an ebook, you'd look for all kinds of other books - digital, physical, etc. - plus other types of information products on the topic. You'd compile as much raw information as you can.

For our interview product, you'll research WHO you want to interview.

Let's say you've decided your audio book will have 7 expert interviews. To get enough people to say yes, you'll need to contact two to three times as many prospects.

Yep, that's 14-21 people! Of course, in a BIG niche with lots of competition, that's not a problem. You'll look for experts in a few different places, starting with forums.

Note: Later in this report, in "The Traffic Formula" I explain how to do MARKETING in forums. But in this step you'll focus on finding some experts.

This is what I'd do for this interview product. You could also do some of this to research an ebook or any other product. It's all about looking at what the experts are creating - the problems they are addressing and what they're promoting.

- 1. I'd search on Google for "divorce+forums," and maybe some related terms.**
- 2. Sign up in the most active forums, where lots of people participate daily.**
- 3. Read around a little bit. Get a feel for how people interact.**
- 4. Then post some questions and thank people.**
- 5. Do this for 7-10 days.**
- 6. You'll soon see that some of the members have their own information products (physical books, counseling or coaching services) on related topics: healing relationships, ending relationships, getting a divorce, handling finances during a divorce, and so on. *Those are your experts.***
- 7. Start making a list of all these people with their contact information. Note that "big names" may have a publicist. Don't rule those people out, just contact them through channels.**
- 8. Check ClickBank: Find experts with their own products. High gravity isn't that important, just look for TRUE expertise.**
- 9. Check Google: Search for divorce-related products. You'll find authors of physical books or even physical products - all are candidates.**
- 10. Check EzineArticles: Look for authors who have real expertise in the subject. Check their author profile - you *don't* want affiliates or people who write about every topic under the sun!**

Keep your list of contacts in a spreadsheet or document that lists:

- ◆ **The names of your experts**
- ◆ **Their specialty**
- ◆ **Their contact information - email or support desk**
- ◆ **Their product URL**
- ◆ **The URL of their profile or bio (if available)**

If you're researching an ebook, you can create a similar list for all the sources you've found.

Here's a chart you can use, though you'll probably want to make a spreadsheet in Google docs or on your computer:

EXPERT	SPECIALTY	CONTACT	PRODUCT URL	PROFILE OR BIO URL

Once you've got 14-20 people on your list, you'll start contacting them.

Step 3 - Outline (Contact Your Experts)

Where: Private messaging in forums; email; help desk; contact forms

How: Prepare a custom interview request for each expert

Can you outsource this? No

For an ebook product, this would be the phase where you make an outline. You'd read the most relevant competitor products in depth and start making notes. You'd even go to the library if you need to read physical books.

For audio interviews, your "outline" is basically the people you'll be talking to and the topics you'll discuss. So yep, it's time to ask for interviews! Don't be shy. The worst that can happen is the person will say no - and believe me, some of them will say yes.

On the next page I'll show you the type of email I'd use to contact experts. It's short and to the point (people are busy).

IMPORTANT: Rewrite in your own style and be sure to **PERSONALIZE** it for each expert. Show that you've done your homework!

Hello [first name of expert],

As the author of [product name here], would you like to be one of the featured interviews in an audio book I am developing? The working title is [your product title here].

I'd like to interview you on the topic of [specialty or sub-specialty]. The interview length would be roughly 45-55 minutes - or longer, if you enjoy it and want to continue.

I would send you a list of interview questions well in advance. We'd start the interview with you talking a little bit about yourself, how you got involved in [their specialty], and why you created [their product]. You'll also be able to tell listeners about your website, how to reach you, and where they can purchase your [products or service].

As an admirer of your work, I'd really love the chance to interview you! Feel free to contact me at my personal email or by telephone [your email and phone number].

Thanks for considering my request. Wishing you all the best,

Your name and email

After you send these emails out, give people a chance to get back to you. Don't bug them! Most people who are interested will respond within 24-48 hours.

Be sure to answer the emails, PMs (Private Messages in forums), and other replies promptly. And keep your notes handy. If someone calls you, you'll need to refer to your chart so you can respond appropriately.

This is the stage where you can start scheduling interviews. Have your calendar handy. And watch your time zones!

YOU should block out two and a half hours of YOUR OWN time for each interview. Most will only go 45-60 minutes, but you'll want to be ready half an hour early.

Once in a while, a really good interview can go a lot longer. If that happens, you want to be ready to run with it. That "extra long" piece would make a great bonus!

Step 4 - Get hosting for your website.

Where: Bluehost.com

How: Order their basic hosting package

Can you outsource this? No

Hosting is a service that makes your website available to everyone on the Internet. And you don't need to do any research or make any big decisions. Just get a basic account with **BlueHost.com**. They've been around for years, they're inexpensive, they have everything you need, and they have good support.

Bluehost will send you a bunch of information after they set up your account. Look in that email for their "nameservers." You'll need to log into your GoDaddy or Namecheap account and change the nameservers on your domain.

Don't worry, the nameserver thing is easy and takes about 2 minutes. You just copy and paste NS1.BLUEHOST.COM and NS2.BLUEHOST.COM into the right place. GoDaddy and Namecheap both have tutorials on how to do this.

Step 5 - Write your sales page.

Where: Do-it-yourself or (MAYBE) outsource it

How: Use your competitors as models

Can you outsource this? I wouldn't

When you were researching ClickBank products, you probably noticed a few things...

- ◆ They all had a website with main sales page that explained the product
- ◆ The sites all had some additional pages (privacy policy, terms of use, etc.)
- ◆ They all had product graphics, like an ebook cover or a DVD box

- ◆ **Most had a header image - a graphic at the top**
- ◆ **They tried to get you to sign up for their mailing list with an opt-in form, either a slide-in (it came in from the side) or a hover box (it floats over the page)**

You're going to need all of those things to sell your product, too! So in this step you'll write the sales page and your other web pages.

If you're wondering if could outsource this...

No, not really. It's much better if YOU do it. Experienced sales letter writers cost a fortune, as in five figures - yikes! As for *inexperienced* sales letter writers - not worth it. You'll have to do so much editing and tweaking, you might as well write it yourself.

Plus you need to have a finished product to give to a sales letter writer. Whether you're writing the product or recording it, it's going to take some time. But if YOU do it, you can start writing now. You can write the copy, let it sit, and rework it.

What if you're not crazy about writing? Hey, I get it. I was an apprentice to a big name copywriter while I was still in college, and I can write sales letters in my sleep. But to be honest, I HATE it. I don't know why, maybe I burned out on it.

But this is one case where I force myself to do it - and I recommend you do, too. Your sales letter is that important.

Even today, I write a lot of our sales letters. I might assign the first draft of the copy to a writer. But when it comes to the final version, I make sure it's *exactly what I want*.

TIP: If you really freeze up when you write, record yourself talking about the product. Then get it transcribed by a service like CastingWords.com. That way you'll have a good start and you won't have to stare at a blank page for days on end.

No, it won't be perfect and polished. But you can hire someone to edit and proofread it when you're done.

Here's a simple and fairly painless process for writing your sales copy...

- 1. Read the sales letters of the two or three most successful products in your niche.**
- 2. Model your sales copy on theirs. If they start with a story, start yours with a story. If they start with a common problem, you do the same. If they have a money back guarantee, you should have one, too. (If they use testimonials... well, you don't have those right now. Just go to the next thing... you'll have testimonials soon!)**
- 3. Your headline is the most important part of your sales page! Again, study your competitors who have the highest gravity. Chances are their headlines work!**
- 4. Keep it sincere and straightforward. It shouldn't be hypey - unless you're in a niche that demands a little bit of hype :)**
- 5. The reader is going to be wondering whether they should spend their hard earned money on your product. They'll be thinking, "Hmm, what's in it for me?" Be sure to answer that question in your copy!**
- 6. Stick to the benefits people will get from your product. Don't talk too much about how cool and wonderful it is. Focus on what people will learn and how much better off they'll be as a result.**
- 7. Keep going until you finish!**

All right, you've tackled the sales letter. Now it's time to...

Step 6 - Write List Building Copy

Where: Do-it-yourself or outsource it

How: Use your competitors as models

Can you outsource this? Probably

Okay, cover your ears for a sec, because I'm going to yell: **BUILD A LIST DAMMIT!**

If you're not willing to build an email list, you can stop reading right now. If you actually need convincing, I'll get into WHY a list is critical in later Formulas.

But for now, take my word for it: **NO EMAIL LIST, NO \$300,000, NO EMPIRE.**

The good news, it's not hard to start building your list right from the beginning. There's three things you should do right now:

First, write copy for your opt-in page. This is a page where visitors enter their first name and email in a form to sign up for your mailing list. I want you to write the copy for your page now.

I'm going to get into a lot of opt-in page tactics later in this report. But for now, just do this: use your competitors as models, and make sure you emphasize that it's a FREE newsletter. (I'll get into the design of the page later.)

Second, sign up for an autoresponder service. This is a third-party service that will manage your email list for you, help you stay off spam lists, and in general make your email marketing a thousand times easier.

I recommend you go sign up with AWeber.com. Sure, there are other good services. But if I had to do it all over again, I'd still go with AWeber, which is...

- ◆ Affordable
- ◆ Has great support
- ◆ Has every feature you'll ever need
- ◆ Has tons of help docs and video training

- ◆ One of the oldest services of its kind (so it will be around for a long time)
- ◆ A service that can grow with you

When your empire - and your lists - get bigger, [AWeber](#) can help you do things like “segment” your lists. It’s a company that really understands marketers who have multiple lists, a high volume of emails, etc.

Third, write some email follow up messages. These are short emails that provide some tips and “pre-sell” your product. [Aweber](#) has tutorials on how to load these up into your autoresponder.

I’ll talk a lot more about what these messages should say when we get to the List Formula. But for now, the best way to get ideas is to sign up for other email newsletters in your niche. You’ll see that most email follow ups offer some “tastes” of the product, plus examples of how the product can help you.

Step 7 - Write your other web pages.

Where: Do-it-yourself

How: Use templates

Can you outsource this? Yes, but not really necessary - takes a few minutes

You’ll need to write up few little things for the rest of the pages on your website:

1. **Thank you page.** This says thank you to your customers, and tells them how and where to download the product after paying. Every affiliate system requires a slightly different type of thank you page, but you can write the basic copy right now, there’s nothing to it: Thank you, download your product here.
2. **Affiliate information.** Explains how much commission you’re paying, and where to sign up for the program. Later in this report I’ll talk about affiliate programs a lot more. For now, just set up some copy based on what your competitors do.

Lucky you... for these next items, you can just download some generic copy at

my blog, <http://AnikSingal.com> . Customize it and you're all set!

3. **Terms and Conditions.** This is a lot of legal stuff about the use of your website.
4. **Privacy Policy.** This reassures people you won't spam them, sell their email address, etc.
5. **Disclaimers.** This is where you cover your you-know-what. Basically you explain you're not promising that your product will work miracles, and people shouldn't expect it to!
6. **Contact page.** Okay, there's ONE extra two-minute thing you need to do. Create an email address on your Bluehost account (check out their help files to see how).

Make it something like this: "askaquestion@whateveryourdomainis.com." If you use something like "contact" or "webmaster," you'll start getting a ton of spam! You can have this email forward to your Gmail account if you want.

Okay, now you're ready to...

Step 8 - Get your web pages made.

Where: Do-it-yourself or outsource it

How: Use the free [NVU software](#), or go to Scriptlance.com to hire a designer

Can you outsource this? Yes, definitely

There's two basic ways you can do this: make your site yourself, or hire a designer on Scriptlance.com.

If you DIY, there's lots of options, and they can get totally confusing. Some people say use Wordpress, some say use a Content Management System, blah blah blah. So we'll keep it SIMPLE and just go with plain vanilla web pages.

Real quick, whether you DIY or outsource, **you'll need to get your opt-in form code**. Do this now so you have it handy. Here's how:

1. **Set up your list in AWeber.** They have tutorials that show you how.
2. **Get your autoresponder form code.** Once again, they have tutorials.
3. **Copy and paste it into your opt-in page. Or paste it into a Notepad plain text file (not MSWord!) and send it to your web designer.**

Once you've got the code, here's my little checklist for making a sales site...

	DIY WEB PAGES
<input type="checkbox"/>	1. Use NVU or Frontpage. NVU is a free web page creator, which you can download here http://net2.com/nvu/ . Or if you have an older copy of Microsoft Office, you'll have a program called FrontPage, which designs web pages. These programs allow you to create web pages using an interface that's a lot like Microsoft Word.
<input type="checkbox"/>	2. Get a free template for your site. A "template" is just a layout. Google "free html templates" and you should find plenty of places that give away free templates. And don't let "html" scare you! That's just the "under the covers" code that makes the web page display nicely in your browser. You don't need to be a techie, the software takes care of the html.
<input type="checkbox"/>	3. Now open the template in NVU or Frontpage and start making pages. Add your sales copy. Make a page for your Contact info, another for your Terms and Conditions, another for your Thank You page, etc. The program will show you how to link them together.
<input type="checkbox"/>	4. Make an opt-in page. I explain above how to get your AWeber code for the opt-in box below. This can be a bit challenging, but it's not hard.
<input type="checkbox"/>	5. Get some professional product and header graphics, and add them to your site. You'll really want to outsource this (unless you're a designer). No cheesy looking homemade graphics, please! Professional graphics are a must. I explain what you need to get below. Expect to pay \$25-\$50 to someone on Scriptlance.com.
<input type="checkbox"/>	6. Create a slide-in opt-in box for your sales page. I'll bet you saw some of your competitors are using this type of opt-in box. It slides over the sales page and can't be stopped by popup blockers. This is one thing you'll need to outsource (unless you're a web designer). It's a Scriptlance job that will cost less than \$25.

What if you want to outsource your web pages? Good move! If you can afford it, it will save you some time. While the pages are being made, you can write your ebook, do you interviews, etc.

There's four things you can outsource all at once. Some designers will even give you a package deal if you have them "do it all."

	OUTSOURCE WEB PAGES
<input type="checkbox"/>	1. Sales page and site pages: Here's where your ClickBank research really comes in handy. Make screenshots of the sites you liked the best, plus any other sites in your niche that you like. Ask your designer to model your own pages on them, but WITHOUT COPYING.
<input type="checkbox"/>	2. Opt-in page: Give the designer the form code from your AWeber account. As for the design... on my blog I've got four templates you can use for your optin page: http://aniksingal.com/copywriting/squeeze-page-templates-my-favorite-4/ They all use a video on the page, but you can use a few bullet points and a photo relevant to your topic.
<input type="checkbox"/>	3. Slide in opt-in box: Just give the designer the form code, and send them to a site that uses the same type of opt-in box.
<input type="checkbox"/>	4. Graphics: Again, it's a good idea to show them samples. You'll need... A product image: ebook cover, "CD" or "DVD" box for videos or MP3s A header image, which should include your product name Nice buttons and guarantee seals like the ones your competitors use

When hiring a designer, remember: **Be sure to keep the design simple!**

A very basic page, with a nice headline and a few graphics, is best. (Heck, sometimes my "ugly" web pages worked better than pretty ones!)

You'll notice that a lot of your competitors use very simple web pages. Sure, some will have walking talking video people and all kinds of bells and whistles.

But remember, most people just want to know how the product will HELP them. **Focus on that first - and worry about videos and fancy stuff later on.**

Step 9 - Make the Product (Record Interviews)

Where: Your computer

How: Software + your brain

Can you outsource this?

Ebook/PLR/Public Domain: Yes

Video, Interviews, Coaching: Not yet

You can do all of this in between getting the website stuff done. What you do in this step really depends a lot on the type of product you're making...

- ◆ **If you're writing an ebook**, this is the phase where you lock yourself up and write, or hire your writer. Then you'll need software to turn it into a PDF (there's lots of free options, just Google "free PDF maker").
- ◆ **If you're customizing public domain, PLR, or resale products**, this is where you do the "bundling," rewrite or add notes, add graphics, and basically come up with a killer package.
- ◆ **For a video product**, you'll need to get your software, learn to use it, and start making videos. Or get your friend with a camera and start filming.
- ◆ **For an audio product**, you'll conduct the interviews and record them.

And for ALL products...

- ◆ **You'll make your bonuses!** You might be able to outsource some of these, especially things like resource guides and checklists. Just be sure to check the work of your outsourcer.

Some of these are *slightly* more technically challenging, like video. But with today's software, it's a matter of a few hours of trying things out and getting comfortable with the software.

In our example of an audio book, it's really simple from a technical perspective. Just do your interviews through Skype <http://www.skype.com/> . Chances are your experts already use it anyway. You'll get great sound quality as long as you have a good broadband connection.

To record, just install some software and the recording will be saved right on your computer. If you're on a PC, Callburner works great, and it's about \$50: <http://www.callburner.com/> On a Mac, you can use Call Recorder for Mac for about \$25: <http://www.ecamm.com/mac/callrecorder/>

After you record the calls, the software will convert it to MP3 for you. Then you can send the files to [Casting Words](http://www.castingwords.com/) for transcription. They're an awesome service and provide high quality transcripts: <http://castingwords.com/>

Step 10 - Put your product online!

Where: Your web host

How: FTP software or your hosting panel

Can you outsource this? Yes, if you're really scared of "techie" stuff! But not difficult to DIY

Hey, guess what! You did it! You completed the entire Product Development process. As you can see, it's just putting a bunch of pieces together.

There's just one final step - getting everything online. You'll...

- ◆ Put your product on your hosting account
- ◆ Put your web pages and graphics online
- ◆ Test your website to make sure everything works!

If anything "techie" bothers you, the good news is you can probably get your graphics person or web designer to do this for you for no charge.

If you DIY, you'll need "ftp" software. It connects to the internet and allows you to put your website online and upload your product - so paying customers can download it. The free Filezilla ftp software is great: <http://filezilla-project.org/>.

You can also use your "File Manager" in your hosting account to upload everything. You'll find plenty of free tutorials online that show you how to use both Filezilla and File Manager online - just search for them.

Keeping track...

Developing a product is basically executing the 10 tasks above. None of them is difficult, especially if you keep it simple.

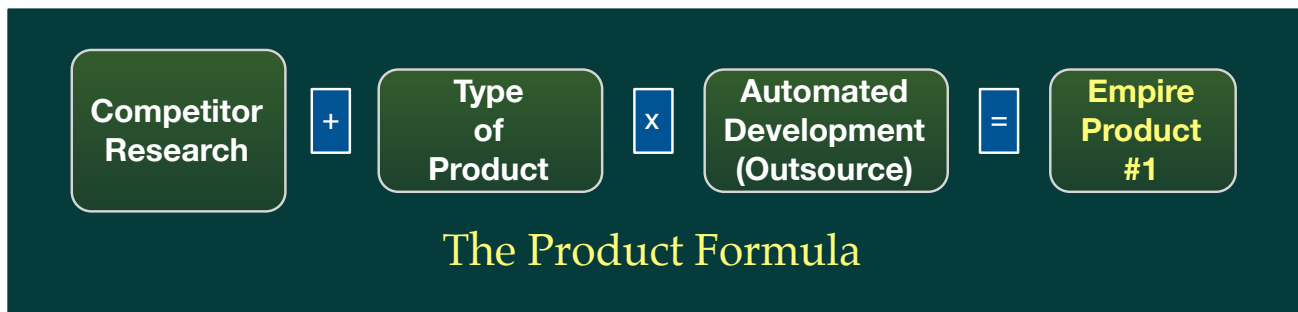
The hard part is juggling everything!

So on the next page, I've made a checklist that should help you track everything. I've also included a place for you to make notes, write down who's doing what (you, outsourcers, friends, etc.). You can even add some deadlines :)!

Product Development Checklist

STEP	NOTES	WHO?	DUE DATE
<input type="checkbox"/> 1-Domain Name			
<input type="checkbox"/> 2-Research			
<input type="checkbox"/> 3-Outline			
<input type="checkbox"/> 4-Hosting			
<input type="checkbox"/> 5-Sales Copy			
6-List Building Copy <input type="checkbox"/> Opt-in Copy <input type="checkbox"/> Follow Up Emails			
<input type="checkbox"/> 7-Other Web Copy			
8-Website and Opt-in Design <input type="checkbox"/> Web Pages <input type="checkbox"/> Product Graphics <input type="checkbox"/> Header <input type="checkbox"/> Opt-in Page <input type="checkbox"/> Opt-in Slider			
9-Create Product <input type="checkbox"/> Main Product <input type="checkbox"/> Bonuses			
<input type="checkbox"/> 10-Upload to Web Host			

Before I finish with The Product Formula, I want to answer two questions I get a lot...



Where to find outsourcers?

I've had different luck with different freelance sites, depending on what I need done. These are my recommendations based on personal experience:

Scriptlance.com - Web page design, graphics, opt-in boxes, audio and video editing

Guru.com - Writers and designers

That's it!

Yes, there are many other places to find freelancers: Elance.com, RentACoder.com, Freelance.com, and oDesk.com. But for now, just stick with Guru and Scriptlance.

Sign up for both services - it's free for you. Search for projects similar to yours. This will give you an idea of how to write up your project. Then send it out for bids. You'll soon get dozens, if not hundreds of applicants.

As for WHO to select, the best advice I can give is...

♦ **Take your time.** Don't rush into it.

- ✦ **Don't pick the least expensive or the most expensive.** Choose someone in the middle.
- ✦ **Only consider applicants who have done this kind of job before.** It really, REALLY helps if they "get it."
- ✦ **Look at their portfolios,** or ask for samples of their work.
- ✦ **Look for people with near perfect feedback.** Stay away from people who have no feedback or negative feedback.

What if you're forced to DIY?

What if you have almost no budget? I can relate. Sometimes you just have to do-it-yourself.

If your budget is tight, you'll have to save it for outsourcing only the most complex things you can't do yourself. It all depends on what you already know how to do.

And most likely you'll have to create the actual product yourself. That's okay, it's still VERY doable.

For example, when I was still in college I created a massive video product in a week. I did it all by myself. I spent my last dollar to get some video software.

And it was a PHYSICAL product no less. I even wrote a workbook to go with it. Then I hired my cousin to burn the CDs, xerox everything at Kinkos, package and mail. (See, I was outsourcing even then!)

The point is, you CAN create your own product all by yourself. Just follow the process above.

Okay, you've got a market, and you've created a product for them... now it's time to start selling it!

The Marketing & Traffic Formula

Your product is almost ready to go... so now get ready, you're going to make some money!

And if you're a newbie, you can relax. Even if nothing else has worked for you in the past, this WILL. All you have to do is follow the formula exactly.

THE MARKET & TRAFFIC FORMULA



The Marketing & Traffic Formula

KEY CONCEPTS

- START WITH FREE TRAFFIC - FOCUS ON AFFILIATES
- TEST PAID TRAFFIC CAREFULLY
- CHANNEL ALL CUSTOMERS INTO A SALES FUNNEL

$$\text{FREE TRAFFIC} + \text{PAID TRAFFIC} \times \text{SALES FUNNEL} = \$\$\$\$\$$$

In this formula I'm going to show you an absolutely foolproof way to get your first sale quickly. This method is not only free, it's so easy you'll be floored. Once that's cranking, you can kick things up a notch with paid advertising.

Finally, you'll see how you can double, triple, even quadruple your income almost immediately - **so you can get to \$300,000 fast!**

FREE TRAFFIC



You know what? I LOVE free traffic. Even though I buy advertising all the time now, free traffic is still the foundation for all my marketing.

The free traffic method I'm about to show you is EXACTLY how I got my very first sales. I love this method because anybody can do it. You don't need a list, you don't need experience... and it still works!

Start an Affiliate Program!

The key to getting your first sales fast is to sell your product through an affiliate program. Remember all those competitor products you saw on ClickBank? They all have affiliate programs.

In case you're not familiar with affiliate programs, I'll quickly explain. Affiliate marketing is an online marketing method pioneered by companies like Amazon.com. Basically it's commission sales. Here's a super-simple diagram that shows how it works:



In this diagram...

- ◆ YOU as the product creator are the MERCHANT.
- ◆ The AFFILIATE promotes your product, sending a bunch of people to your sales page.
- ◆ When one of those people buys, you pay the affiliate a commission.

I can guess what your next question is: “So how do I get affiliates to promote for me?” The answer is...

You sell your product through an *affiliate network*. That’s what [ClickBank](#) is. Right now it’s the most popular affiliate network for digital downloads.

(There’s a new network I can’t wait to tell you about... but you’ll have to stay tuned, it’s hush-hush right now!)

[ClickBank](#) and other affiliate networks already have a bunch of affiliates who are ready and waiting to promote for you. All you have to do is offer your product through the network.

Some affiliate networks even accept payments for you. That means YOU don’t need to worry about finding a way to accept credit card payments. [ClickBank](#) is one of several affiliate networks that do this.

The affiliate marketing process...

Now let’s look at some of the details of how the process works:

- ◆ **You add your product to the network.** This is easy. For example, on [ClickBank](#) you follow their directions for becoming a VENDOR. There's a one-time activation fee of \$49.95. [ClickBank](#) also collects a tiny percentage of every sale for itself (that's how they make money).
- ◆ **You agree to pay other people a commission when they sell for you.** I'll talk more about commissions in a sec.
- ◆ **People who want to sell your product sign up for your affiliate program** through [ClickBank](#). Those are your "affiliates." ClickBank has *thousands and thousands* of affiliates who are always looking for new products to promote! They actually check ClickBank all the time to see if there's anything new they can sell.
- ◆ **The affiliate network gives each affiliate a *unique sales link for your product*.** No two affiliate links are alike. These links tell the network exactly WHO sold your product.
- ◆ **Affiliates start selling for you right away.** The affiliate puts his unique link on his website, Facebook page, in an email to his opt-in list, etc. People click, buy your product... *YOU just made money... and so did the affiliate!*
- ◆ **The affiliate program keeps track of who sold what and pays the affiliates.** You don't have to lift a finger - no calculating commissions, writing checks, mailing them out, etc. [ClickBank](#) pays your affiliates for you every two weeks.

THE BEAUTY OF AN AFFILIATE PROGRAM

OTHER PEOPLE SELL
FOR YOU

THOUSANDS OF
AFFILIATES ARE
LOOKING TO SELL
PRODUCTS LIKE
YOURS

MUCH EASIER THAN
DOING IT ON YOUR
OWN!

ALL YOU NEED IS
ONE AFFILIATE TO
SET THINGS IN
MOTION

WIN-WIN: YOU MAKE
MONEY... YOUR
AFFILIATES MAKE
MONEY!

Affiliate marketing is a great system because it's a win-win-win. You make money, the affiliates make money, and the affiliate network makes money. Maybe that's why it's been around since 1994.

PRICE AND COMMISSIONS

WHAT DO YOUR COMPETITORS CHARGE?

DON'T GO TOO LOW OR YOU WON'T ATTRACT AFFILIATES.

HOW MUCH COMMISSION DO YOUR COMPETITORS OFFER?

MEET OR BEAT WHAT THEY'RE PAYING!

Commissions - How Much to Pay?

Here's a question I get asked all the time: How much commission should I pay? Simple answer: Pay whatever your top competitors are paying.

Your TOP competitors are the ones with the highest "Gravity" numbers in [ClickBank](#). Gravity is an indicator of how many AFFILIATES have made recent sales of the product. The higher the Gravity, the more success affiliates are having with this product.

You already did this when you researched competitor products in The Product Formula. So all you have to do is pull out that chart. Look at the products with the highest Gravity.

You should try to meet - or even beat - what your competitors pay. Of course, that's if the price of your product is about the same - which it should be.

"But Anik, I was planning on charging less for my product - so I can beat my competition on price."

Hmm... I wouldn't do that. For three reasons:

1. **The less you charge, the MORE you'll have to pay your affiliates!** That's right. Think about it.

If an affiliate gets 1000 visitors a day to his website, which product does he want his visitors to see: the one that pays \$10 per sale or the one that pays \$25 per sale? Most affiliates won't even *consider* promoting a product unless

they can make \$25 or more per sale.

2. **“Perceived value” is a big factor.** The more something costs, the more value people attach to it. Once again, think. You *automatically* assume the shirt that costs \$150 is better quality than the one that costs \$50, don't you?

The same is true of digital information. Customers subconsciously assume the product that costs \$97 is *worth more* than the \$47 product! My own testing of different prices for the exact same product bears this out.

3. **You can sell less and make more with a higher priced product.** This helps a lot when you're starting out. If you make only five sales your first week in business, you feel so much better if you made \$125 instead of just \$50!

Of course, your product should provide a LOT of value for the money. That's the whole point of researching your competitors. They've already figured out what your market likes, what they expect, and what they're willing pay!

Exercise #1 - Put Your Product on ClickBank

Time to take the first step in getting free traffic to your site. You'll put your product on [ClickBank](#) so you can start getting affiliates.

1. Decide on a price and a commission. Do this based on the Competitor Research chart you've already filled out. Match or beat your competitors and you should be fine.
2. Go to this link to [become a ClickBank vendor](#). [ClickBank](#) lays it all out for you, step by step.
3. After going through the steps, submit your site for [ClickBank](#) approval.
4. In the meantime, write up your affiliate page for your website. Include the same information as your competitors: selling price, commission, etc. You don't have to make this too elaborate, just the basics.

You can use the chart that follows to keep track of your progress.

CLICKBANK SETUP	
TASK	COMPLETE
1 - SIGN UP WITH CLICKBANK	<input type="checkbox"/>
2 - GET SALES PAGE AND THANK YOU PAGE READY	<input type="checkbox"/>
3 - MAKE PAYMENT LINK	<input type="checkbox"/>
4 - FILL OUT SITE INFORMATION IN YOUR CLICKBANK ACCOUNT	<input type="checkbox"/>
5 - FILL OUR "MY PRODUCTS" INFORMATION IN YOUR CLICKBANK ACCOUNT	<input type="checkbox"/>
6 - TEST YOUR PAYMENT LINK	<input type="checkbox"/>
7 - ASK FOR PRODUCT APPROVAL	<input type="checkbox"/>
8 - PAY \$49.95 ACTIVATION FEE	<input type="checkbox"/>

It will take ClickBank some time to review your product. That's okay. In the meantime you'll start a free traffic process that virtually guarantees you'll get affiliates and make sales the day your product is released! It involves...

- ◆ **Forums < I love this one!**
- ◆ **Article marketing**
- ◆ **Social media**

There's a ton of other ways to get free traffic. But these are the quickest and the easiest for most people. And you don't have to be a great writer - or even a great salesperson - to do them.

I GOT MY START IN FORUMS

**I WAS NEW JUST LIKE
YOU...**

**MADE MY FIRST
AFFILIATE SALE IN A
FORUM...**

**SOLD MY FIRST
PRODUCT IN A
FORUM...**

**GOT MY FIRST
AFFILIATE IN A
FORUM!**

Free Traffic: Forums, I Love 'em!

Forums are websites where people go to engage in online conversation.

Sometimes forums are called "groups," or "communities." (For example, on Yahoo the forums are called groups.)

People go to forums to post questions and answers. They either need help, or they want to help others. A forum is always focused around some topic - weight loss, golf, parenting, etc. Which makes it a great place to...

- ◆Meet people who might be interested in your product.
- ◆Establish credibility when you post helpful answers.
- ◆Get people to join your mailing list.
- ◆Find affiliates!
- ◆And even make sales.

I love forums because they helped me get started online. Like you, I had no list and no contacts... but thanks to forums, I was able to build both, and make some money, too!

My personal story...

After my first product flopped (the one for college kids), I decided I better figure out what I did wrong.

The first forum I ever participated in was ABlake www.ablakeforum.com. The people in it were great! I made my first affiliate sales in this forum, and also my first product sales.

Anthony Blake Online Entrepreneurial Success Forum
The Internet's #1 Entrepreneurial, Business, Success, Marketing & Publicity Discussion Forum

Get A FREE 74-Page Special Report From Tony Blake Limited Time Only! Don't Delay! [Click Here](#)

Anthony Blake Online - Entrepreneurial Success Forum

Home Help Search- Calendar Login Join Forum

Welcome To The Brand-New, Updated Board For
Anthony Blake Online - Entrepreneurial Success Forum
The Entrepreneurial & Marketing Discussion Board For 21st Century Marketers

Inside The Marketer's Mind
An Exclusive Interview Series Developed For Members Of ABlakeForum.com
Register NOW for FREE ACCESS!

FREE Episode Of "Inside The Marketer's Mind"
Donna Fox - Marketing To Women
Don't Miss This Incredible Information-Filled Interview
It's FREE And Available To ALL ABlakeForum.com Visitors
[Click HERE To Listen](#)

Get 70 FREE Wordpress Themes In Members-Only Area
[Click Here To Get Your Free Themes Now!](#)

Entrepreneurial Success Forum Rules

Forum	Last Post	Topics	Posts
ESF RULES We are more relaxed here than at most other forums, but a few rules are required. We require that you read them before posting, and hope you have an enjoyable, educational experience here at the Entrepreneurial Success Forum.	January 29, 2008, 02:38:19 PM In: READ BEFORE POSTING - ES... By: Mike Preston	1	1

Entrepreneurial Success Forum

Unrestricted PLR!

IMPACT Collection

Forum	Last Post	Topics	Posts
Main Discussion This is where to discuss ideas, post tips, and create discussions about making money.	Yesterday at 09:21:10 PM In: Does Twitter still allow... By: Kellie	678	5067
Weekly Marketing TipCast Discover, learn & profit from the "Weekly Marketing TipCast" direct from Tony Blake's OnlineMarketingRadio.com -- with your host: Jay Jennings	April 04, 2010, 09:35:49 AM In: Weekly Marketing Tip... By: wskathome	15	26
Internet Marketing Rants Something bugging the crap out of you? Post your rant here and relieve some stress.	August 21, 2010, 09:05:46 AM In: Selling the dream BA... By: Mike Ambrosio	114	1006
"Name And Shame" Forum This forum is for discussions about unethical, illegal or otherwise unsavory business practices by Internet Marketers. This section is NOT to air a personal gripe, but to warn fellow Entrepreneurs about promotions or scams that may hurt their business and/or clients.	July 11, 2010, 04:10:36 PM In: Anyone else have tro... By: bellie	21	191
"Off Topic" Forum This is where you can discuss anything you want to discuss with other marketers.	August 12, 2010, 11:14:16 PM In: Returning here after a l... By: Zisardin	171	873
Video Sharing Forum Have you discovered a video you want to share? Something informative, interesting, inspirational, motivational or funny? Well, this is the forum where you can share your video finds with all the "Blaker" members.	June 08, 2010, 04:51:31 AM In: Want Your Own TV Com... By: Benjamin Vos	85	251

Members-Only Lounge

Forum	Last Post	Topics	Posts
-------	-----------	--------	-------

Since I didn't have the money to buy Internet marketing education, I started hanging out in a marketing forum where at least some of the people were pretty helpful.

I'd post a question once in a while, and I got a lot of good advice.

One day I noticed that people were raving about a software product that was helping them make some quick money with AdSense. In those days, AdSense was a good money maker (not so much now).

It was an expensive software, but I scraped up some money and bought a copy.

It took me a while to figure out how to install and use it. But once I did - wow! I made some nice quick money!

I loved this product so much, I would recommend it to people on the forum - a LOT.

Then one day I get an email from the creator of the software. He says, "Hey, I really

appreciate you recommending my product, thank you. But dude, why don't you give out your affiliate link? You could have made a lot of money by now!"

Believe it or not, at the time I was like, “Affiliate link? What the heck is that?” (See, I DO know what it’s like to be a newbie!)

It took me a couple weeks to finally look into the whole affiliate link thing. When I did, I thought, “Hmm... is this for real? Does this really work?”

Finally one day I decided to try it. I used my affiliate link when I recommended the product.

BAM! Suddenly there’s an email saying, “Congratulations, you just made a sale. You’ve earned \$75 commission. It will be paid out on such and such a date, etc.” Next day, it happened again. And again.

All of a sudden I’m making hundreds of dollars in commissions... simply by recommending a product I love. **Ding ding! BIG wake up call for Anik!**

Remember, at this point I am basically just like you. I have no list. I don’t even have my own product or website. I’m just a green kid who hangs out in forums for about an hour a day, recommending a software he likes.

But the wheels were turning in my mind.

My first SUCCESSFUL product!

One day I got an idea. I was thinking about when I first got the product. Getting it installed, up and running wasn’t easy. So here’s this awesome software - but it’s weak on instructions.

I’ve always been a natural teacher. It comes easily to me. So I thought, “Maybe I can make a product that teaches people how to use this software. I can even show them how to make money with it, just like I am right now.”

**I DIDN’T EVEN
KNOW ABOUT
AFFILIATE
PROGRAMS...**

**THE EMAIL THAT
CHANGED MY LIFE...**

**“HEY, I REALLY
APPRECIATE YOU
RECOMMENDING MY
PRODUCT, THANK
YOU.**

**BUT DUDE, WHY
DON’T YOU GIVE OUT
YOUR AFFILIATE
LINK? YOU COULD
HAVE MADE A LOT OF
MONEY BY NOW!”**

I contacted the creator of the software - the same guy who had to convince me to use an affiliate link - and said, "Would it be okay with you if I make this training product?"

Not only did he say yes - he said if I started an affiliate program for it, he would help me promote it! He even agreed to sell me the software at cost, so I could include a "free" copy with my training package.

That was my first huge lesson in networking - and in the power of the word **FREE** (more on that in the next formula)!

This was back in 2004 - way before it was easy to put streaming videos online. So I created physical DVDs. I took all my affiliate commission money, bought my first copy of Camtasia, and started recording videos. I also wrote up a big workbook.

Since it was a physical product, I couldn't sell through [ClickBank](#) (they were digital only). So I used a company called [1ShoppingCart.com](#) to set up my payment processing and affiliate program.

I wrote up my sales copy and created my web page using Microsoft Front Page. It wouldn't win any design awards, but it looked pretty good and got the job done. I found someone on Scriptlance who made a header graphic for \$10.

Now this product was NOT cheap. The price tag was \$497.

So even though it included a copy of the software, a ton of DVDs, and a big workbook, I sensed that people were going to think twice before shelling out \$497. Hell, I would!

YOU CAN
SOMETIMES
PIGGY-BACK ON
A SUCCESSFUL
PRODUCT

CAN YOU TEACH
SOMEONE HOW TO
USE A POPULAR
SOFTWARE?
EXAMPLE:
PHOTOSHOP
TRAINING

CAN YOU SHOW
THEM HOW TO USE
A POPULAR
PRODUCT BETTER?
EXAMPLE: HOW TO
MARKET ON
FACEBOOK

So I created an FAQ page on the site. This answered a lot of objections and concerns people might have in advance. I also offered a 100% money back guarantee.

**HOW I MADE
\$10,000 IN 11
WEEKS...**

**“CONSULTING”
INSTEAD OF A
PRODUCT**

**MY SERVICE WOULD
“DO IT ALL”**

**I SOLVED A HUGE AND
IMMEDIATE PROBLEM
FOR A HUNGRY
MARKET**

**I WAS SELLING TO
PEOPLE WHO ALREADY
BOUGHT FROM ME AND
TRUSTED ME (UPSELL)**

When my product was ready, I announced it in the forum. The software creator also promoted it to his list - my first affiliate.

And BAM! The orders started coming in.

I had gone from no list, no contacts, no affiliates... to a product creator who already had a powerful affiliate promoting for him. Soon I had more affiliates.

Guys, you can do this, too! In fact, it will be much, much easier for you since you’re making a *digital* product.

But before you think that’s the end of the story...

The REAL power of networking... my first \$150,000!

With orders coming in quickly, I had to hire my college friends to help me burn all the DVDs, xerox the workbook, and mail everything out. All this was going on in the hallway of my apartment!

Plus I had to deal with customer questions. Some were having trouble installing the software - even though I showed them how.

One day one of them sent me an email that said, “Listen Anik, can I just PAY YOU to install it for me? Please, I don’t have time to mess with this. Just tell me how much and I’ll Paypal the funds.”

Here's a guy who's literally throwing money at me. I wondered if I could solve this problem for other people - and make money doing it.

So I created my first "upsell or cross-sell."

In this case my upsell was a "consulting service." It cost \$500 - \$1,000. I installed the software, tested it, and configured it for maximum performance.

I promoted this service to all the people who bought my course - my first taste of "list marketing." Soon I had a line of people waiting for installations. To keep up with it all, I hired one of my forum friends to help out. He made money, I made money, my customers were happy...

In 11 weeks I made \$150,000 on my premium service, all while still in my last year of college. Then I used that money to start building Affiliate Classroom, which was the beginning of my empire.

Let me repeat... **YOU can do this, too!**

Exercise #2 - Get Forum Traffic

- 1. Find some forums in your niche.** This will be easy if you chose a niche according to The Market Formula. All large niches have active forums. Make sure you choose active forums that allow signature files with daily postings and lots of members.
- 2. Sign up for the forums.** Don't add your "signature file" yet, though!
- 3. Be sure to read the rules!** All forums have some ground rules that govern the behavior of members. Basically you want to post legitimate questions and answers; be nice; no blatant selling; and don't "spam" with endless sales pitches
- 4. Start posting.** Begin by posting real questions of a non-marketing nature. YOU can also answer questions if you feel qualified.
- 5. WATCH the signature files of the most active members.** If they're linking to affiliate products, they might want to promote your product, too. Write down

the usernames of these members. If you can, get to know them through dialog in the forum.

- 6. After you've made about 30 posts, create a "signature file" that includes a link to your OPT-IN PAGE.** You could also link directly to your product, but at this stage you want to start building your list - and let your AFFILIATES promote your product.

NOTE: Some forums will not allow commercial sig files - even to opt-in pages - until you've made a certain number of posts. Always check the rules first!

- 7. Once [ClickBank](#) approves your product, you can contact the active members from #5.** Don't do this in the forum, but through a Private Message (PM). All forums have this feature. It allows you to communicate with individual members without posting to the whole world.

Tell them you're contacting them because you wanted them to be among the first to promote. Offer to give them a FREE COPY of your product so they can review it. Make sure you answer these key contacts promptly.

BONUS TIP: You can use this same process to create an audio product. Keep your eyes open for members who are obvious experts - especially if they are selling THEIR OWN product.

Most will welcome the chance to be interviewed as long as they can mention their product. They'll also gladly promote your audio book, since they're in it!

Keep at it, and you should soon have your first affiliate - and your first sale!

You can use the chart that follows to keep track of all your forum activity.

FORUM ACTIVITY			
FORUM	KEY CONTACTS	AFFILIATE?	INTERVIEW?
1			
2			
3			
4			
5			
6			

If you work the forums consistently, you'll slowly start to build momentum. Like me, all you need is ONE affiliate to get the ball rolling.

Now let's look at a couple of ways to get people to your opt-in page. This will help you build your mailing list, plus get you some direct sales - always a good thing.

THE BEAUTY OF ARTICLE MARKETING...

“FOREVER” TRAFFIC

ONE ARTICLE CAN
SEND VISITORS FOR
YEARS

EASY TO OUTSOURCE
INEXPENSIVELY

LOW COST AND LOW
RISK

Free Traffic: Article Marketing

Article marketing... I LOVE IT, so quit yawning! Sure, you've heard about it from me and fifty other marketers a million times.

But you know why we all keep talking about it? Because it works.

I can go to Google today, type in my name, and of the 31,000+ results that show up, about half of them are articles I wrote... many of them from 2005 and 2006! **Those articles are *still* bringing in traffic years later.**

So if you're new to article marketing, you can see it's an awesome way to get free traffic... and KEEP getting it for years and years.

Basically it works like this:

- ◆ You write articles about your topic.
- ◆ You post your articles to “article directories,” also known as article syndication sites.
- ◆ At the end of the article, you include a “resource box.” IMPORTANT: This is where you offer readers your FREE newsletter with a link to your opt-in page.

Remember the exercise in The Market Formula, where you did research in EzineArticles.com? That's an article directory, one of the most popular. But there are literally hundreds of article directories, big and small, all over the Internet.

ARTICLE MARKETING IN FIVE EASY STEPS

1 - CREATE TITLES

2 - WRITE ARTICLES

3 - POWERFUL
RESOURCE BOX

4 - SUBMIT 1-2
ARTICLES A DAY

5 - REPEAT!

Article marketing has so many benefits, from establishing credibility to getting links the search engines love. I can't get into ALL of them right now. So I'll just focus on the most important one for right now: getting FREE traffic.

Over the years I've developed an almost foolproof, 5-step article marketing strategy. Here's how it works:

STEP #1: Come up with a list of catchy article titles.

The title is the most important part of the article. Just go to EzineArticles, look for the titles that catch your eye, and use them as models.

I like titles with lists, like "7 Easy Ways to Take a Stroke Off Your Golf Game Today." Another one that works really well is the "warning" title, like "3 Things You Should Never Do When Putting." Make a list of about 20 titles.

STEP #2: Write the articles.

You can easily outsource this for as little as \$3 an article, depending on the topic. Guru.com is a great place to find freelancers who already have article marketing experience.

The articles should be about 500-550 words in length, with nice short paragraphs. Again, lists work really well - they're easy to read.

STEP #3: Write a killer resource box.

Don't write an "About the author..." resource box! It should be an offer for your FREE newsletter. Make it almost sound like an extension of your article:

Want my secret method of curing your putting problems this weekend? Get them all in my [free golf tips](http://lotsafreegolftips.com) newsletter: <http://lotsafreegolftips.com>

Use BOTH a hypertext link and an http link. A hypertext link is your topic underlined, like this: [Free golf tips](#) . An http link looks like this: <http://AnikSingal.com> .

STEP #4: Submit 1-2 articles a day to the most popular article directories.

Yes, I said 1-2 articles a DAY. You need this kind of volume in the beginning, to reach the widest possible audience. You'll also see which article titles are getting the most views, so you can use the same formula.

STEP #5: Keep it up!

Continue submitting 1-2 articles a day until you start getting some newsletter signups. Then if you want, you can taper off to 2-3 articles a week.

Though honestly, once you start getting article traffic, why the heck would you want to taper off? A \$3 article can get you traffic *forever!*

The Best Article Directories...

Now I'll share my list of "best" article directories to submit to when you're starting out. Once you're making money, you can buy a submission service like [Distribute Your Articles](#) (formerly Article Marketer) or [Submit Your Article](#) - they're well worth it.

But for now, stick to the high traffic directories on the next page:

My Favorite Article Directories

AffSphere: <http://www.affsphere.com>

ArticleCity: <http://www.articlecity.com>

Articlesbase: <http://www.articlesbase.com>

Buzzle.com: <http://www.buzzle.com>

Ezine Articles: <http://www.ezinearticles.com>

GoArticles.com: <http://www.goarticles.com>

Isnare.com: <http://www.isnare.com>

EzineArticles should be your highest priority. Make sure you follow all their guidelines, so your articles don't get rejected.

Like any other traffic method, there's lots of ways you can refine your article marketing. For example, you can use low-competition keywords in your articles to get good search engine placement.

But to be honest, I don't worry too much about keywords in my articles. My goal is to grab people's attention. **I want them to read the article and click on my links.** My priorities are the catchy title and an irresistible offer in the resource box.

So keep it simple, get some articles out there, and keep submitting! I've got an exercise to get you started on the next page.

Exercise #3: Kick Off Your Article Marketing

1. Go to EzineArticles.com and research the “Most Recent” and the “Most Viewed (60 Days)” articles in your niche - and in any related niches. Write down the titles you like the best in the chart that follows.
2. Use the other chart to write down the resource boxes you like the best. Then compose your own.
3. Come up with your own list of titles, using your favorites as models.
4. Sign up for an Ezine Articles account. Do it here: <http://ezinearticles.com/submit/> .
5. Sign up for an AffSphere account. Do it here: <http://www.AffSphere.com>
6. Sign up for the other article directories above.
7. Write your articles. If you need to outsource, use Guru.com to find a freelancer.
8. Start submitting 1-2 articles a day.

ARTICLE TITLE RESEARCH	
Favorite Titles	MY TITLES
1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	
12	
13	
14	
15	
16	
17	
18	
19	
20	

RESOURCE BOX RESEARCH	
My Favorites	
1	
2	
3	
4	
5	
MY RESOURCE BOX	

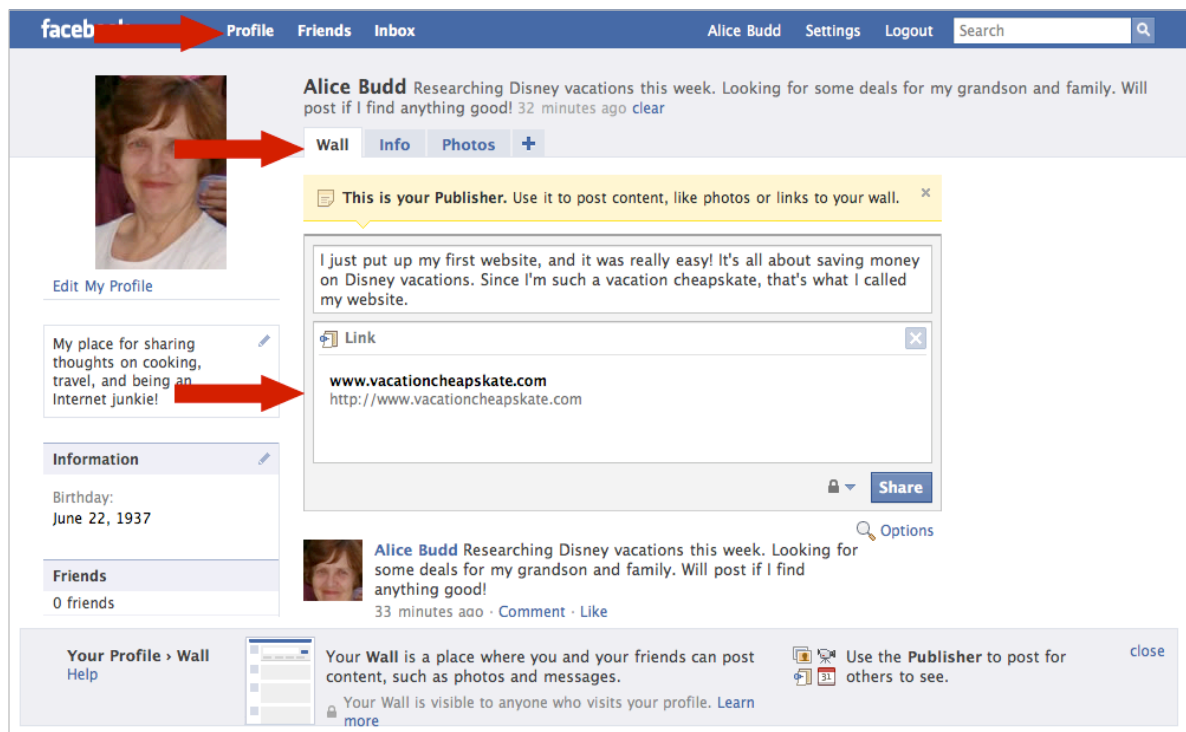
By now you should be getting some signups, so let's add one more free traffic technique to the mix!

Free Traffic: Facebook and Twitter

[Facebook](#) is a great place to spread the word about your free opt-in newsletter. It's the world's most popular social networking site, with 75 million users.

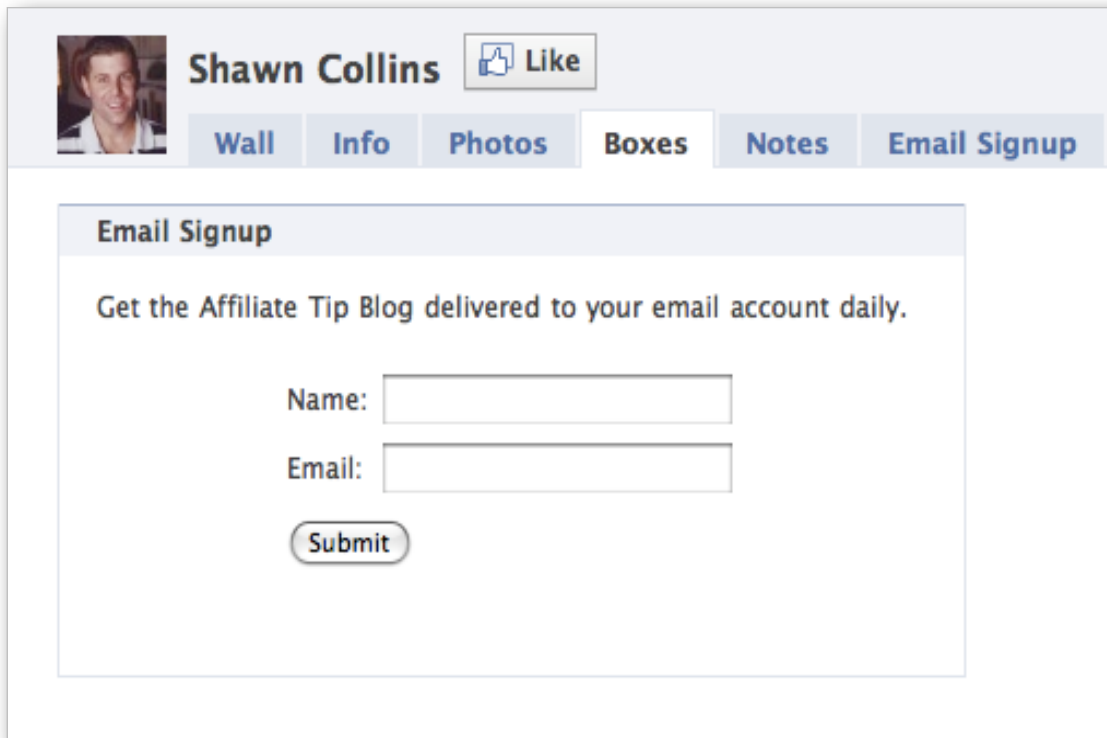
People can “friend” and message each other, and create “communities” and “groups.” Checking and updating their [Facebook](#) page is a habit for many people.

If you already have a [Facebook](#) page, you should add a link to your opt-in page on it.



And if you don't already have a [Facebook](#) account, it's free, so sign up! Find some people you know, and start spreading the word.

Then make sure you do this: [AWeber](#) lets you add your opt-in form to your [Facebook](#) site. This means your fans can subscribe *from right inside Facebook*. You'll find complete instructions for how to do this inside the [AWeber](#) FAQ. This is what it looks like:



The image shows a screenshot of a Facebook profile for a user named Shawn Collins. The profile header includes a profile picture of a man, the name "Shawn Collins", and a "Like" button. Below the header is a navigation bar with tabs for "Wall", "Info", "Photos", "Boxes", "Notes", and "Email Signup". The "Email Signup" tab is selected, displaying a form titled "Email Signup". The form contains the text "Get the Affiliate Tip Blog delivered to your email account daily." followed by two input fields: "Name:" and "Email:". Below these fields is a "Submit" button.

Now to be honest, not all niches get a lot of traction on [Facebook](#). I've found it works really well in the "people" niches: relationships, family, dating, pets, hobbies, sports, entertainment. If you're in one of those, it's worth taking some time to create a Facebook presence and build up a fan base.

You should also respect the [Facebook](#) etiquette. Facebook users don't like blatant sales pitches. They're called "friends" for a reason - you should treat them like real friends and not just use them.

You also need to abide by the [Facebook](#) terms of service. DON'T link to your product, but to your opt-in page.

[Twitter](#) is another way to generate some quick traffic. It's the fastest growing social network, with 10,000 new signups a day.

[Twitter](#) lets you set up a "microblog" web page where you can "tweet." A tweet is a mini-post - maximum 140 characters (not words).



You get traffic from [Twitter](#) because of two things:

- 1. Your tweets are immediately visible to Twitter users in real time** - especially your "Followers" (who sign up to be notified of your tweets).
- 2. If your Followers like your tweets, they'll go to your page to read the ones they missed.** Since you can put a link to your opt-in page on your Twitter Profile, some of them will click and sign up!

The great thing about [Twitter](#) is it's easy and fast. You can sign up in two minutes, and it only takes a minute or two to write a tweet and post it. All you need is a line of text and a link. You can do it from your computer or even a smartphone.

The key to [Twitter](#) is to be fun, interesting... and not too commercial all the time. You need to build up followers before you start promoting to them.

Once you've got an audience, you can promote your opt-in page, your products, free stuff - anything really.

Of course if you post too many sales tweets, people will "unfollow" you fast! That's how [Twitter](#) people are. They follow you if your tweets entertain them, give them useful information, or provide them some value (like a coupon or bonus).

So make your tweets enjoyable. Get into the “social experience” and the fun of the community - and try to find ways to “give.”

Exercise #4: Start Getting Traffic from Facebook and Twitter

- 1. Post a link to your opt-in page on your [Facebook](#) wall.** Remember, NO linking to your product directly!
- 2. Create a [Twitter](#) account and starting tweeting.** Do interesting non-commercial tweets at first. Once you build up some Followers, you can tweet about your free email series to get opt-ins.

All right, you’ve got three sources of FREE traffic working for you.

Just keep working these methods, and you’ll experience exactly what I did early on: consistent signups and sales. And in those days, I was using articles and forums only. Social media for marketing was just barely starting. Twitter hadn’t even been invented yet!

Now I’m going to share the ONE paid traffic source I used to get to \$300,000. And I’ll bet it’s not what you think!

PAID TRAFFIC



I'll bet there's at least a dozen different ways to buy traffic. Some are dirt cheap, and others are wildly expensive. Naturally you want to focus on lower cost methods when you first start out.

But believe me, once you try it, you'll like paid traffic for the same reason I do:

Paid traffic can get you to \$300,000 a lot faster! That's because it's "traffic on demand." Any time you need more visitors, you just "buy some." It's like turning on a faucet.

In this section, I'm just going to focus on the ONE simple paid method I used when I started out - solo ads in email newsletters.

Email newsletters are sometimes called "ezines." You know those followup emails in your AWeber autoresponder? Those are the beginning of YOUR newsletter.

NEWSLETTER ADS...

LETS YOU USE
OTHER PEOPLE'S
LISTS TO BUILD
YOURS < BIG!!!

ARE USUALLY
INEXPENSIVE

ARE EASY TO TEST
AND TRACK

CAN OPEN DOORS TO
MEETING OTHER LIST
OWNERS

Some publishers mix ads with the content right inside their newsletter. Some send stand-alone ads, called solo ads, to their list. A solo is its own separate email. You can write your own subject line, and most publishers let you make the ad as long as you want.

Many publishers sell a combination of solo ads, classifieds, and “sponsor” ads. But I’m going to focus on solo ads in this section.

Before I get into that, I want to talk about *what* you should be advertising.

My first paid traffic experience - list building!

You can use newsletter ads two ways:

- 1.To sell your product
- 2.To build your list

Both can work for you. It really depends on the readership of the newsletter. In general, though, I’m partial to using newsletter ads to build my list.

That’s because of what I learned from my first successful product - the software training. My income really took off when I started promoting high ticket offers to that list.

The cliché “the money is in the list” really is TRUE. You just have to offer products that are relevant and helpful to your list - things they really need to solve problems.

I had also learned a basic principle of list marketing: ***the dollar value of a subscriber***. On average, every person on my list was worth at least \$1 per month. That meant that if I mailed offers to my list regularly, I could expect to make \$1 for every good email address.

If I had 1000 subscribers, I could expect to make \$1000 per month on average. If I had 10,000 subscribers, I could expect \$10,000 per month. Hmm... nice!

And since I was *paying* for the traffic, it just made sense to try and get the most bang for my buck. If I sent someone to my sales page, I had only one chance to sell them my product. But if I could capture that person's name and email, I'd have plenty of opportunity to send them multiple offers.

I'm going to get into this a lot more in the last formula. For now, the moral of the story is: **Building your list can be just as important as making sales.**

When the value of a subscriber really hit me, I naturally wanted to build my list quicker! So I decided to buy some newsletter ads to get traffic to my opt-in page. Let's talk about that now.

Newsletter Ad Method #1: Use other people's lists to build yours!

There are thousands and thousands of list owners who sell ad space. You don't see this much in the Internet marketing niche any more. But it's still done in a lot of other niches.

Those newsletter owners already have a list. So when you buy ad space from them, **you can use their lists to build your own!**

Getting subscribers this way can be drop dead easy. You're not SELLING anything. You're giving away a FREE membership to your newsletter. There's no better audience for that message than people who have already subscribed to a newsletter, since they're likely to do it again!

Newsletter Ad Method #2: Sell your product.

You can also use newsletter ads to send people directly to your sales page. This works great if you advertise in newsletters that are full of people who are in a buying mood.

To make a direct sale, you have to understand the audience. When someone clicks a link and buys immediately, that's an impulse purchase. They see something, they like it, they buy it - no big decision making involved.

Cost plays a big part in an impulse purchase. If your product costs more than \$97, people will want to think it over. You'd probably be better off trying to get them on your list.

But if your product is lower cost, with a strong sales page, it's worth testing some newsletter ads that go for the immediate sale. The trick is finding the newsletters that will generate immediate sales - once you do, they can be a gold mine.

NOTE: This is why it's so important to have that slide-in opt-in box on your sales page. You'll be getting some opt-ins, even when your visitors don't buy.

My Solo Advertising Formula

Some people will try and tell you newsletter ads don't work. Eh, don't believe them! They DO work if you follow this formula - it's EXACTLY what I did...

3 TARGETED NEWSLETTERS x 3 SOLO ADS = TRAFFIC

Step #1 - I subscribed to 3 TARGETED NEWSLETTERS related to my niche.

At the time my niche was affiliate marketing, so I needed to find newsletters related to that topic.

The absolute best source is [The Directory of Ezines](#), which has the most up-to-date listings and ad rates. But it carries a price tag which may be out of your reach right now. (Sign up for the free newsletter anyway - it will teach you a lot about newsletter advertising.)

You can use these free or lower cost directories to find newsletters:

The Ezine Directory (\$7 for 7-day trial) <http://www.ezine-dir.com/>

EzineAdvertising.com (\$24.95 for 3 months) <http://www.ezineadvertising.com/>

Ezine Hub <http://www.ezinehub.com/>

Best Ezines <http://bestezines.com/>

Ezine Finder <http://www.ezinefinder.com/>

You can also Google your “your niche + newsletter” or “your niche + ezine” and dig through the results.

Finding a *targeted* newsletter is critical. A newsletter that was specifically about affiliate marketing usually got a better response than a general “make money online” list. But not always - which is why I’m so big on TESTING (I’ll talk about that in a bit.)

Then subscribe to the newsletters and read them. You want to see what kind of ads are running and get a feel for the audience.

Step #2 - I wrote to the owners and asked how much ad space cost.

This is to verify the cost of the advertising. Always ask the owner...

- ◆ How many subscribers they have
- ◆ Whether they give a discount for multiple ads

Once you get this information, you can calculate how much it will cost you per thousand subscribers - and compare one newsletter to another.

A side benefit is you might just make friends with the list owner. That can help you down the road when you want to do ad swaps or JVs.

Step #3 - I wrote a SOLO AD promoting my free “e-course.”

Since my primary goal was to build my list, in my ad I talked about the benefits of affiliate marketing and offered my “free e-course.” This was my 10-day series of email followups - just like yours.

The best ad writing tip I can give you is to emphasize the word FREE. “Nothing to buy” can also work like magic! You really want people to click through so you can get them to your opt-on page or website.

I think I first heard Charlie Page say this, he’s the owner of [The Directory of Ezines](#): The purpose of a newsletter ad is to “sell the click.”

That means your ad should do everything it can to get people to click on the links. It’s up to your website to sell them, get them to sign up, etc.

If you’re going for direct sales, your best bet is to emphasize one or two key benefits from your sales letter.

Keep the paragraphs VERY short - no more than 4 lines. Use short sentences and lots of bullets. Most of all, repeat your URL and ask them to click!

NEWSLETTER LESSONS...

YOU WANT
ATTENTIVE
READERS

YOU WANT ACTIVE
READERS WHO
CLICK

THE OWNER SHOULD
HAVE A GOOD
RELATIONSHIP WITH
THE LIST

ALWAYS TRACK YOUR
CLICK COSTS

Step #4 - I used my 3x3 rule: Run 3 solo ads for 3 consecutive times.

I bought solo ads in three different ezines and ran each one three times. People need to see an ad a few times before they click. I asked for a multi-placement discount - and got it.

And this is really important: I used a unique tracking link for each ad. That way I could see how many clicks I got on each, and see how *responsive* each list was to my offer.

An easy way to create tracking links is with [Hypertracker.com](#) - inexpensive and NO techie stuff!

Step #5 - I tracked results, repeated the winners, and tested one additional newsletter each month.

Each month I tested a new newsletter while repeating winning ads. If I was getting clicks but no signups or sales, I might tweak my opt-in page or send them to a new sales page. If that didn't work, then I'd drop it.

I also was religious about tracking results. You can't always predict which newsletter will produce the best. Sometimes the cheapest ad pulled the most clicks, while expensive ads were a bust.

That's because some newsletters have much more attentive and active readers. Their subscribers really READ the ads and ACT on them.

A lot also depends on the niche. For example, a newsletter that specializes in sending out offers, deals, discounts, etc. *in your niche* could be a great place to promote your free newsletter. The audience is looking for bargains, and there's no better bargain than "free." And to be honest, some niches are just more responsive.

But what matters most is whether the readership reads and clicks. That can happen with any newsletter, in any niche.

It's also important to track results because sometimes a winning ad will stop working after a few months. I think this depends on how many NEW subscribers the list owner is getting. If the list is growing very slowly, your message isn't being seen by NEW people - so you're not getting much of a response.

That's why you can sometimes get a fantastic response from a fairly new ezine with a small subscriber base. The audience is still fresh and attentive to everything in the emails.

You can use a chart like this to record the results of your newsletter ads, or set up a spreadsheet to do the math for you:

Newsletter	Type of Ad	Cost	# of Clicks	Cost per Click	Repeat?
					<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Yes <input type="checkbox"/> No
					<input type="checkbox"/> Yes <input type="checkbox"/> No

Since you're going to be tracking results like this, I want to talk a little bit more about testing...

My favorite four-letter word: TEST!

Testing paid advertising doesn't have to be complicated. In fact, I want you to keep it VERY simple in the beginning. Don't invest in special scripts - you can do that later.

With newsletter ads, all you really need to test are these two things:

- ◆ A way to count clicks on each of your ads.
- ◆ A way to calculate how much each click costs.

That's it!

Counting clicks is easy with Hypertracker, which I mentioned above. It's a system that lets you create a unique "tracking" link for every ad you run. It counts how many clicks you're getting on that link. You can even enter your ad cost, and it will calculate how much each click is costing you.

livepage.apple.com

For example, say your opt-in page is www.ThisIsMyOptinPage.com, and you're running an ad in three different newsletters. You can set up links like:

<http://Thisismyhypertrackeraccount.com/news1>

<http://Thisismyhypertrackeraccount.com/news2>

<http://Thisismyhypertrackeraccount.com/news3>

These will all end up on your opt-in page. Run a different link in each solo ad, and Hypertracker will keep track of how many times each link is clicked. Simple, and you don't have to learn any techie things about setting up "redirects" and all that.

Of course, if you know how to set up redirects, or don't mind learning, you don't need Hypertracker. Just discipline yourself to set up unique tracking links, and keep an eye on how many clicks you're getting.

The second thing - calculating how much you're paying for each click - is even easier. Just use the chart above, or a spreadsheet. Do some simple math to see if you're getting your money's worth.

Any advertising that gives you a good return, scale it up. Repeat the ad. You can even test new things, like a new subject line or some new ad copy.

But what if your paid advertising doesn't work - you spend \$50 and get nothing for it? STOP. THINK.

**If you spend \$50 and get 100 clicks, that's only .50 a click.
If only HALF of them turn into subscribers, that's \$1 per subscriber.
Not bad if you expect to make \$1 per month from each one!**

**But if you spend \$50 and get 10 clicks, that's \$5 per click.
That's pretty expensive. I probably wouldn't repeat that ad.**

Most of all, look at the page you're sending people to. Is the headline strong and easy to understand? Does it promise some great benefits? Does it get people to take action? Try changing ONE thing - I'd start with the headline - and see if it gets a better response.

And remember, you can always repeat the FREE traffic methods that work. If you combine free and paid traffic, you won't be dependent on paid methods.

Exercise #5 - Try Some Newsletter Advertising

Here's an exercise to encourage you to try some newsletter advertising. Once you give it a shot, I think you'll agree it's by far the SIMPLEST paid traffic method.

- 1. Make a list of newsletters to advertise in. Subscribe, and read them for a few weeks to see what they're like.**
- 2. Select ONE newsletter to test.** Contact the owner to find out about ad rates.
- 3. Create a unique tracking link for your first ad.**

4. **If you can afford it, run a solo ad.** If you need to run a different type of ad due to cost, try to get a position at the top or the middle of the newsletter.
5. **Select two more newsletters to advertise in.** It may be a while before your ad runs. While you wait, choose another newsletter and contact the owner. Also keep reading the newsletters you've subscribed to. The more you understand the readership, the better chance you have of writing successful ads in the future.
6. **After your first ad runs, see how many clicks you got.** Give it about a week. Some people catch up on email on the weekend, and this gives them a chance to see your ad.
7. **Did you like the return on your ad?** If so, try running the ad again, or test a different type of ad in the same newsletter.

Okay, now that you've added some paid traffic to your formula...

It's time to show you a marketing rocket engine - it can literally propel you to \$300,000!

SALES FUNNEL - YOUR FIRST ONE!



Guys, this is BIG. Pay careful attention, because I'm going to show you the secret to getting to \$300,000 FAST.

The Power of the Sales “Funnel”

What's a sales funnel? It's a sequence of offers that you put in front of your subscribers and customers. Without really knowing it at the time, I created a funnel with my first successful product + follow up offer.

What do I mean by a “sequence” of offers? It's a series of offers that follow a logical order. In general, they go from the lowest cost to the highest cost. Here's a super-simple example:

Free Offer (\$0)
Entry level product (\$77)
Upsell 1 (\$177)

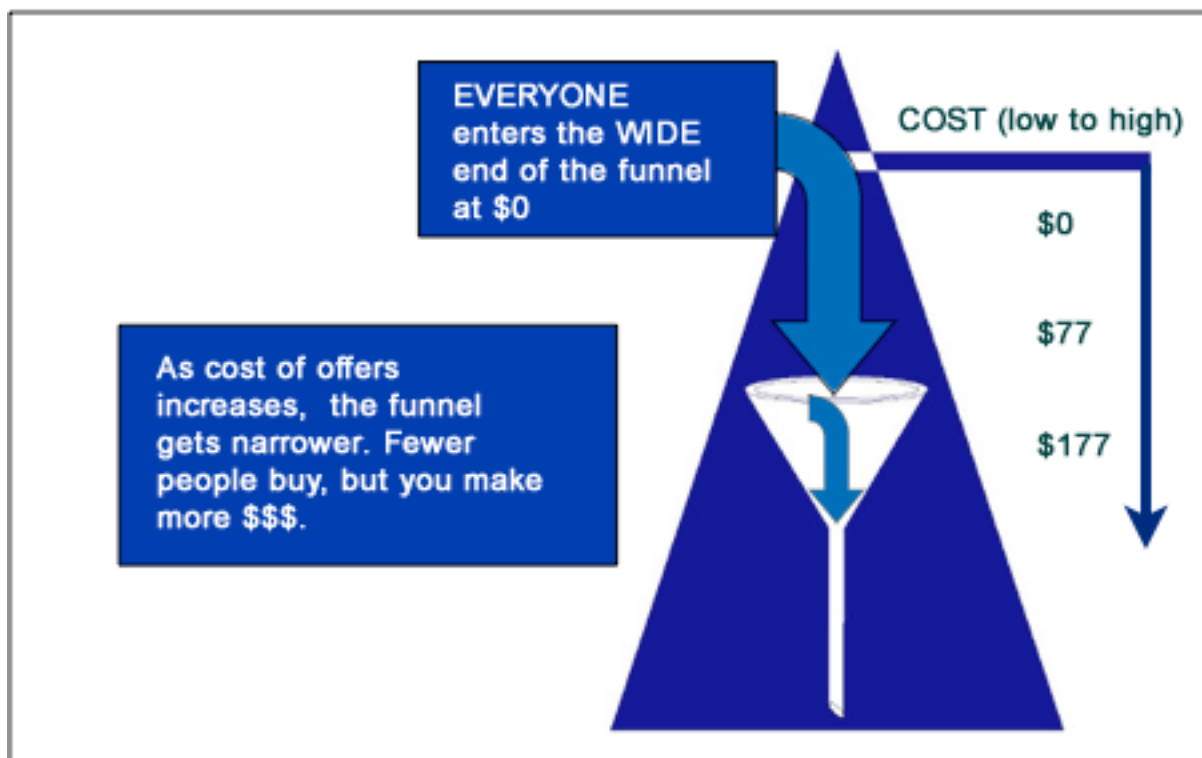
As you can see, this sequence has just three pieces.

- ◆ **Start with a \$0 cost offer: your free newsletter.** That builds your list.
- ◆ **Next, a \$77 product.** You offer this to your LIST. Some (not all) of them buy it.
- ◆ **Now you offer your BUYERS a more expensive product.** Some (not all) will buy that.

Makes sense, doesn't it? It all happens in a logical order:

1. **Everyone starts out accepting something for free - your email series.**
2. **Next you offer a relatively low risk, low cost product.**
3. **Some of the people who say YES to the low cost product will want MORE. So you offer them a higher cost product.**

Okay, why do we call this sequence of offers a “funnel?” Because you can diagram it like this:



Study that diagram carefully, because it's the KEY to building your empire!

Now what's the point of the diagram? Memorize this!

**You don't build an empire selling a product here
and a product there.**

**You must create PRODUCT FUNNELS that result in
*multiple purchases from the same people.***

(If you're a more advanced marketer you're probably wondering, "Where's the downsell, where's the cross-sell, where's the bump?"

Relax, there's plenty of time for that later! **This is about the building blocks - the essential components that you START with.** Heck, these days even advanced marketers are going back to simpler funnels!)

Freedom Funnels...

Okay, now you understand the sequence: start with \$0, then offer a low cost item, then a higher cost item. And you know what? In theory, you could repeat this sequence over and over!

That's what a lot of niche marketers do. They pick a niche, build a list, create a low cost product, then create a higher cost product. They repeat the low cost/high cost product sequence over and over. If that list gets tired or goes cold, they start all over again in another niche.

And it's not a bad business model, as far as it goes.

But your goal is *freedom*. To get that freedom, you want an *empire* with a lot of sales power over the biggest audience possible. You want to *dominate* a niche - or at least control a very large part of the market.

When that happens, you don't have to keep creating *new* business (or new businesses). You grow the one you have - as BIG as you want.

At some point you start getting paid over and over again for that hard work you did up front. Believe me, when that starts happening, you'll know it. Once you hit that \$300,000, one million doesn't look so hard!

This is why, as your business grows, you create what I call "Freedom Funnels."

Freedom Funnels are very carefully structured. They create an awesome shopping experience for your customers. They run pretty much on autopilot once you set them up. And they're the backbone of your multi-million dollar business!

But that's for the future - *after* you get to \$300,000. For now let's look at some simple funnels.

Two Kinds of Funnels

"But Anik, all I've got right now is ONE product. Are you saying I have to make ANOTHER product this very minute?"

Not necessarily.

Ideally I'd like to see you create one, high priced product that's closely related. In other words, an upsell. This is **YOUR OWN PRODUCT FUNNEL**.

Your Own Product Funnel

Here's an example. Let's say you created an audio book with 10 hours of expert interviews. What kind of upsell can you create?

- ◆ **20 hours of all new interviews:** All new material, more experts, plus PDF transcripts of every interview.

PRODUCT FUNNELS...

START WITH \$0
OFFER

BUILD FROM LOW
COST TO HIGH COST

USE LOGICAL
PRICING RULES (NO
RIDICULOUS JUMPS)

COMBINE YOUR OWN
PRODUCTS WITH
OTHER PEOPLE'S
PRODUCTS

ALWAYS HAVE
SOMETHING TO
OFFER YOUR LIST

- ◆ **A live webinar “boot camp.” Five webinars**, each with a different expert, where buyers can attend live and even send in their questions. They get lifetime access to replays, plus PDF transcripts.
- ◆ **A combination of audio and recorded webinars:** 10 all new hours of audio interviews, 3 recorded webinars, plus PDF transcripts.

TWO TYPE OF FUNNELS

YOUR OWN PRODUCTS: THAT MEANS UPSELLS, DOWNSSELLS, AND OTHER TYPES OF OFFERS

OTHER PEOPLE’S PRODUCTS (OPP): AFFILIATE PRODUCTS, JV PARTNERS - THAT INCLUDES YOUR COMPETITORS!

That’s just off the top of my head. Depending on your niche, there are lots more possibilities: Live online workshops with streaming video and question/answer sessions; even an eight-week video course (recorded) with a live Q/A at the end.

But let’s say you don’t have the time, contacts, or energy to create your own product funnel right now. That’s okay, because there’s another option.

OPP (Other People’s Products) FUNNEL

With an OPP Funnel, you simply offer other people’s *affiliate products* to your list. Including... no, wait... **ESPECIALLY** your competitors' products!

Do you see the *real reason behind going into a big competitive niche*? It’s not just about having a big pool of prospects to sell to.

If there’s plenty of competition, you don’t have to wait until you’ve created a whole slew of your own products. **You can make money off your competitors right off the bat!**

Now if you’re eager to create your first upsell - and why wouldn’t you, it’s a guaranteed raise - it’s time to talk about the most important aspect: pricing.

Funnel Pricing Rules

Over the years, I've developed a whole set of pricing rules for each product in a funnel. I use different rules at different times, depending on the niche and the relationship I have with my prospects.

Obviously I can't go into all those rules here. But here's my top three, which I come back to over and over again. They apply to just about every funnel in any market.

The #1 rule of funnel pricing: Be logical!

Don't base pricing on emotion. Don't base it on what YOU would pay. This is especially important for the *first* product in your funnel.

That price must always be based on the niche and the type of product. It can't be drastically higher or lower than similar products in your market.

So if the top audio books in your niche are \$27-\$37, you should charge a similar price for yours.

What if your product is bigger, with lots more stuff? Hmm... maybe you should break it up into two products!

But if you've decided to lead with a bigger, better product, then you still need to be sensitive to what people are willing to pay.

Your competitors have figured out what works for your market, so pay attention to them. Remember, your prospects don't *know* you. They don't know yet how good your stuff is - though your emails should give them some samples.

FUNNEL UPSELL RULES

#1 - LOGICAL PRICING

#2 - NEVER JUMP TO AN UNNATURALLY HIGH PRICE.

#3 - FOLLOW THE "NO MORE THAN 3X RULE." WHEN IN DOUBT, STICK WITH ROUGHLY 2X PRICING.

AND ALWAYS ADD CUSTOM BONUSES TO IMPORTANT AFFILIATE OFFERS!

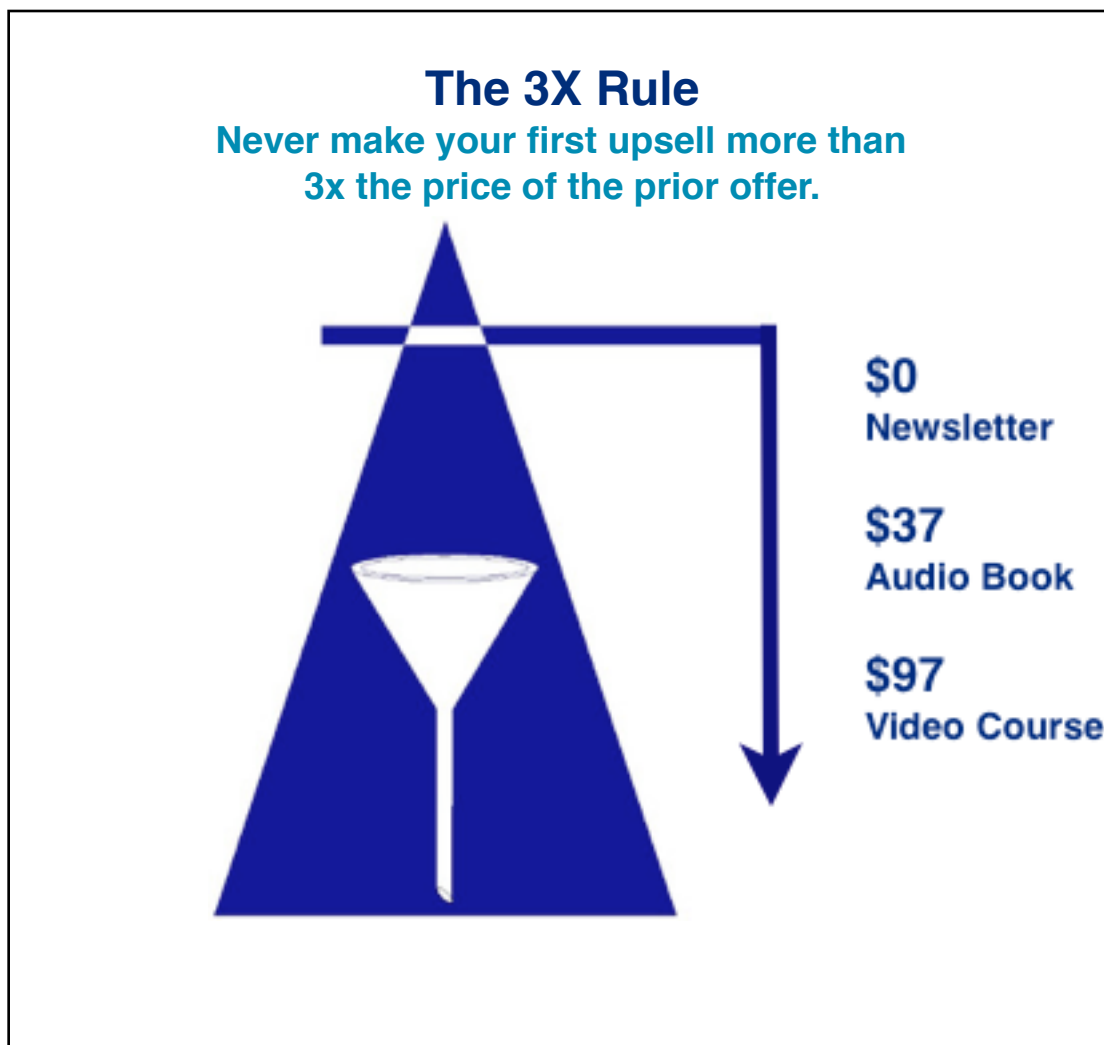
Basically your initial product has to be priced low enough so people aren't horribly nervous about buying from you for the first time.

Okay, that covers your *first* product. What about the upsells?

Rule #2 is a lot like #1: Never hit your prospects with a price that seems unnaturally high.

By “unnatural” I mean a **BIG jump that feels weird or greedy**. This is especially important for your first upsell. Gradual increases tend to work a lot better.

What should those gradual increases be? That brings me to...



Rule #3: Your first upsell should never be more than 3 times the price of your initial offer.

So if your first product is \$37, don't charge more than 3 x \$37 (\$111) for the upsell.

An even safer strategy is to charge roughly double the price of the first product. With a \$37 product, your upsell could safely be \$77.

What about affiliate products?

Good question. You can't control the pricing of your competitors' products, so you have to "position" them strategically.

I've got two rules for affiliate offers. The first one we've already covered...

Affiliate offers also follow rule #1: Raise prices gradually.

This is ALWAYS your first concern - especially when your leads are new. You don't want to blast a \$1000 product offer to people who signed up for your list two days ago.

People who have been on your mailing list for a few months are more likely to trust you - and consider a higher ticket item - than someone who joined two weeks ago.

And of course your BUYER list already trusts you, so they can tolerate a higher price point.

By the way, this is why all your *fresh* leads should go into an autoresponder. You want those first communications to be very carefully crafted messages that pre-sell your main product. Don't send them any additional emails until they go through that sequence.

The second rule may sound almost too simple. But it's unbelievably powerful and a MUST if you're going to promote affiliate products:

Affiliate upsell rule #2: Make affiliate products at ANY price attractive by adding your own custom bonuses!

This is a surefire method that works just about every time. All you have to do is give the people who buy from YOUR link something extra, something special - something they can't get from anybody else.

Your competitors will literally BEG you to promote their products. In many cases you will be their TOP affiliate.

This is the first step in dominating your niche - you make money on *everything*, whether you're selling your own products or someone else's.

Of course, this means you have to create custom bonuses. Ahhhh - not more product creation!

Don't worry, custom bonuses are NOT hard. In fact, some types of custom bonuses are drop dead easy.

Easy Custom Bonuses

Let me share two custom bonuses ideas from about a dozen that have worked for me. I'll just summarize them, because we still have a LOT of ground to cover in this report.

Custom Bonus Idea #1 - Your product!

How easy is this? Just give everyone who buys your competitor's product a free copy of *your* product. Of course this won't work on people who've already bought your product. But in the early days it can help you earn some affiliate commissions *and* show people your products are high quality.

Custom Bonus Idea #2 - Exclusive webinar(s) with the product creator

You schedule a special webinar presentation, for your customers ONLY, with the creator of the product. This is where your networking can pay off. The more you get to know the "players" in your market, the easier it is to approach them for a little "favor" like this.

Most product creators will be glad to do it, too. Especially if you come up with a great idea for the webinar and do most of the work for it. Don't worry, it's not much work at all. It takes about an hour, maybe two at the most.

Not bad if you can make \$1000, \$5000 or more on just this one promo. In fact, I once made *half a million dollars* for my company using this simple technique.

Now it's time to do a quick product funnel exercise...

Exercise #6 - Do a Stage 1 Product Funnel

What follows is a diagram where you can record the components of your first basic sales funnel. Even though there's just one upsell, you can see there's a lot that goes into thinking about each stage of the funnel.

I also want you to write down at least five, and preferably 10 different affiliate products you can promote to your list. Check all of these networks for products:

- ◆ ClickBank.com
- ◆ PayDotCom.com
- ◆ E-Junkie.com

And if applicable to your niche, you can find software products at these networks:

- ◆ RevenueWire.com
- ◆ RegNow.com

Filling out this funnel chart is good practice for the more complex funnels you'll need to create as your empire grows.

STAGE 1 SALES FUNNEL

Free Newsletter Price: \$0

MAIN PRODUCT Price: \$ _____

Name of Product:

Product Components:

UPSELL Price: \$ _____

Name of Product:

Product Components:

AFFILIATE PROMOTIONS

1.	_____	\$	_____
2.	_____	\$	_____
3.	_____	\$	_____
4.	_____	\$	_____
5.	_____	\$	_____

AFFILIATE PROMOTIONS

6.	_____	\$	_____
7.	_____	\$	_____
8.	_____	\$	_____
9.	_____	\$	_____
10.	_____	\$	_____

Hey, look how far you've come... You identified a big market, you created your own product, and now you've got your first affiliate and traffic. People are signing up for your newsletter - and you're probably making some sales. You've even designed your first sales funnel.

So now it's time to kick things up a notch!

The Empire List Formula

In this formula I'm going to share some of my biggest list marketing secrets with you. And they can all be distilled into this one simple formula:

**LEADS LIST + CUSTOMER LIST x STRATEGIC PROMOTIONS =
EXPLODE EMPIRE REVENUE**

THE LIST EMPIRE FORMULA



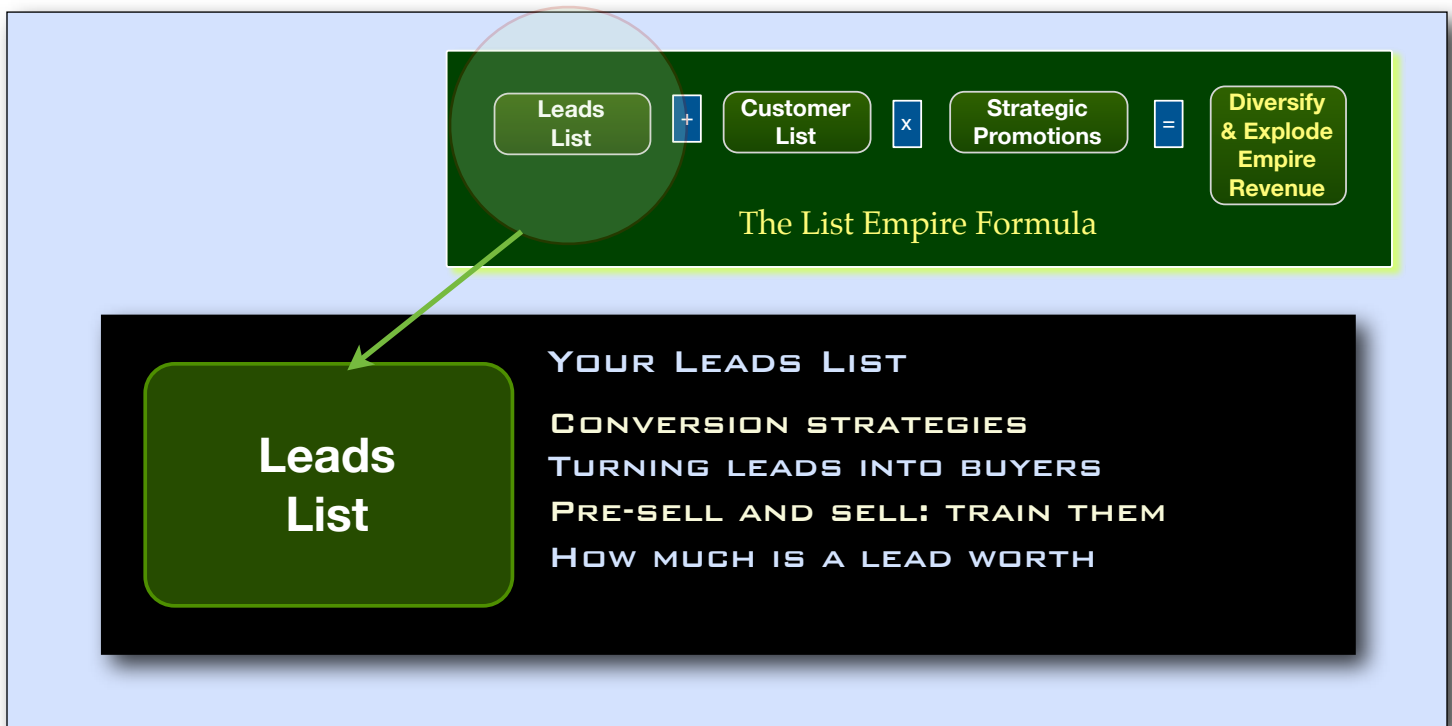
The List Empire Formula

KEY CONCEPTS

- KEEP ADDING LEADS TO YOUR LIST; BUILD TRUST
- TREAT YOUR CUSTOMERS LIKE GOLD - THEY ARE!
- DOMINATE LAUNCHES AND BECOME A SUPER AFFILIATE

The first thing I want to talk about is growing your “leads” list. Let’s get started!

LEADS LIST



What's a "leads" list? It's that list you're building through your opt-in page. These people haven't bought from you - at least not yet. That's why they're called "leads." (Sometimes you'll hear them referred to as "prospects," meaning a prospective customer.)

What are your goals for your leads list?

1. **Your lead list should be *growing* constantly.** You need a steady supply of fresh leads joining your list.
2. **You want to convert leads into customers.** Of course you'll never convert *all* of them, but you're striving for the highest percentage possible.
3. **Build a strong and trusting relationship.**

Growing Your Leads List

Okay, let's deal the first goal. Growing your leads list is an *ongoing* process. Trust me, you'll never stop doing this. Why?

Because a sale always begins with a lead. So the more leads, the better! Without a constant stream of people going to your opt-in page, you'll run out of people to sell to.

To keep building up that lead list, you need to do two things...

◆ **Push as much traffic to it as possible.**

I covered the free and paid traffic methods you should focus on in the previous formula. Keep working them!

◆ **Make sure your opt-in page converts!**

It has to convert as many visitors into leads as possible - it's got to convince people to sign up!

I'm really proud that I can create opt-in pages that convert like crazy. One of my first Affiliate Classroom opt-in pages had a conversion rate of almost 42%. Yep, almost one out of two people who hit that page signed up!

And I've created opt-in pages with even higher conversion rates for specific product launches.

So what's my secret? Why do my opt-in pages convert so well?

One reason is the traffic is good quality. I use traffic methods that attract people who should already be interested in what I have to say.

But an even bigger reason is this: I use a lot of conversion strategies on my opt-in pages.

I'll share share some of them with you right now...

**WHY YOU WANT A
BIG LIST OF
LEADS...**

**A SALE ALWAYS
BEGINS WITH A
LEAD!**

**FRESH LEADS MEANS
A GROWING POOL OF
POTENTIAL BUYERS**

**WITHOUT FRESH
LEADS, SALES
EVENTUALLY DRY UP**

The screenshot shows the Profit Instruments website. At the top, there's a logo and a green star with the word "FREE". The main headline reads: "FREE Video Reveals One Website That Makes \$14,350 Every Month ...With FREE Traffic On Complete Autopilot! And How YOU Can Create The Same In Less Than 3 Hours". Below this is a video player titled "Profit Instruments Revealed" with a play button. To the right of the video is a form titled "FREE Instant Access" with fields for "Name:" and "Email:", and a green button that says "REVEAL THIS WEBSITE! >>". A large red arrow points from the headline down to this form. Below the video player, there's a text block: "... And NO, I'm Not A GURU, Nor Do I Make A Billion Dollars A Day, Nor Do I Have Any Magic Powers! I'm Just A Regular Guy Like You, And THAT'S Why You Need To See This Video Right Now". Below that is another headline: "I Will Introduce You To A Stupidly Simple System That:". This is followed by a list of four bullet points: "Takes Very Little Time To Set Up", "Can Be Followed By ANYONE", "Requires ZERO Investment In Getting Traffic", and "Makes Money On Complete Autopilot". Below the list is another form titled "Get FREE Instant Access..." with fields for "Name:" and "Email:", and a green button that says "SHOW ME THE FREE VIDEO >>". A yellow arrow points from the bottom of the list to this second form. At the bottom of the page, there's a footer with the Profit Instruments logo, a copyright notice for 2010, and a list of links: Home, Free Training, Affiliates, \$330 Per Sale, Support, Privacy, Terms, Disclaimer.

My All Time Favorite Opt-in Conversion Strategies

What's a conversion strategy? Something on a web page that makes people say, "Yes, I want to sign up!" It can be a word, an image, a message - but whatever it is, it makes it very hard to walk away without signing up!

I've got dozens of conversion strategies in my bag of marketing tricks, and I pull 'em out whenever I design an opt-in page.

I can't tell you about all of them here - that would be a whole course - but I'll share a few of my favorites.

I'm going to use this opt-in page as an example. One of my clients recently created it for his launch.

So what's the first thing you notice when you look at this page?

Conversion Strategy #1 - The Big Arrow!

That mega-sized red arrow is really in your face, isn't it? There's no way you can miss the opt-in box with that red arrow grabbing your eyeballs!

Always use an arrow to point to your opt-in box. It needs to be nice and big - don't be shy here! Make it a bright, contrasting color.

In my testing I've found that a red arrow works best. Yeah, I know a lot of people say avoid red in your marketing. But it works great for me, and for my clients.

Conversion Strategy #2 - FREE

The word **FREE** seems to have a magical power to boost conversions. Look how many times I use "FREE" at the top of this opt-in page:



FREE is the single most powerful word in marketing - maybe even in the English language! I could write pages and pages on why it's so effective. But bottom line, everyone likes to get something FREE, provided there's no risk or catch.

So always offer your visitors something for FREE if they opt-in. Make it something cool, interesting, fun, or just plain irresistible. On this opt-in page we offered a look at a web page that brings in over \$14,000 a month. Pretty intriguing. Heck, even I would sign up for that!

Your freebie can be as simple as calling your 10-day email followups a “free e-course” or “free secrets.” Or you can offer them a free sample of your product - a chapter or an interview excerpt. Just send them a link to it in your first email.

Another nice trick is to give your freebie a *tangible* value. A dollar value is always best, but you can also show how it saves you time or money.

And there’s something even *better* that you can offer for FREE...

Conversion Strategy #3 - Video!

Access to a FREE video boosts conversions like crazy. If your product lends itself to any type of video presentation or demo, make one and use it to get signups!

On this opt-in page I put a big graphic of the video right next to the opt-in box. If you can take your eyes off the red arrow for a sec, you’ll see it outlined in green!

profitINSTRUMENTS

FREE

FREE Video Reveals One Website

That Makes \$14,350 Every Month

...With FREE Traffic On Complete Autopilot!

And How YOU Can Create The Same In Less Than 3 Hours

Profit Instruments Revealed

Case Study: \$14,350/mo Website

- All FREE Traffic
- 3 Hours Setup
- Autopilot Income

FREE Instant Access

Enter Your Name And Email Address Below
And You'll Be Taken To The Video Instantly

Name:

Email:

REVEAL THIS WEBSITE! >>

We take your Privacy very seriously.
Your email will NEVER be shared or given away.

Here’s some ideas for videos you can use on an opt-in page:

Introduce yourself! Show people there's a real person behind the product.

If you're giving them a free report or chapter, give them a sneak preview of what they get after they opt-in. Show the confirmation page and then the page where they pick up their freebie. You can even show them the table of contents and a sample page. This reassures people your stuff is real and legit.

If your niche is in a "visual" niche do a cool, artsy video. Some visual niches are entertainment, beauty, health, sports, and gaming. Even software works - you can do a walkthrough of the software.

Tell your personal story. Make a quick powerpoint of your personal experiences which led you to create the product.

Make a quick how-to video. For example, if you're in dog training, you can show a 1 minute video of your well-behaved dog doing funny tricks.

You don't have to be a techie person to make a simple video. Just use a free service called Jing: <http://www.techsmith.com/jing/> .

With Jing, you can make a video that captures whatever you're doing on your desktop. This works great for software demos or a Powerpoint presentation.

You're limited to five minutes with Jing, but believe me, that's plenty for an opt-in page video. Any video on your opt-in page should be short. You don't want people to get impatient!

Those are just three of my favorite conversion strategies for opt-in pages. Start using them on your opt-in page, and I guarantee you'll get more signups.

There are MANY more tips out there, but for now, these will be good enough - we'll get into more later!

Okay, now that you've overhauled your opt-in page a bit, how do you start converting those leads into buyers?

Converting Leads Into Buyers - Your Relationship with Your List

It's great to have a big, constantly growing leads list. But your goal is to convert them into buyers as soon as you can.

That's because **nothing seals the bond between you and a subscriber better than making them a customer.**

Yes, relationship building means sharing your insights, opinions, and advice.

But trust me, the moment someone takes the plunge and buys from you - your relationship becomes fifty times stronger!

Why? Because when someone buys from you, they've *invested* in the relationship.

Now all their attention is focused on you. They'll be *watching* for your emails. They'll *read* your emails.

And if they like what they bought from you, they'll pay special attention to all the other products you recommend! And not just your products, but also any affiliate products you promote.

So how do you turn a lead into a customer? By doing all the right things in the first 10 emails!

MY FAVORITE
"BEGINNER"
CONVERSION
STRATEGIES...

USE THE BIG RED
ARROW TO DRAW
ATTENTION TO THE
OPT-IN BOX

USE THE WORD
FREE. GIVE STUFF
AWAY TO GET
SIGNUPS

USE VIDEO - PEOPLE
LOVE FREE VIDEOS
THAT "SHOW AND
TELL"

10 Days to a Sale

After a lot of trial and error, I've come up with a system for a 10-day email series that converts leads into buyers.

I can only scratch the surface here, so what I'll do is this: I'll show you how to set things up, and then I'll explain the overall strategy.

Set things up the right way...

There's some basic setup in [AWeber](#) you should make sure is done tight:

- ◆ **Make sure link tracking is turned on in AWeber.** BIG ONE! When you turn this on, AWeber will show you how many people click the link(s) in your emails.
- ◆ **Make sure you've got a physical mailing address in AWeber.** This is required by law. All you have to do is make sure it's in your settings - [AWeber](#) adds an opt-out link to your emails automatically.
- ◆ **Always use the subscriber's first name in every email.** [AWeber](#) has a code you can put into your emails that will plug the name in automatically.

Now for the overall strategy. I can boil it down to one sentence:

TRAIN your list to CLICK on promotional links!

Set the tone with your list right away. Include promotional links from the very beginning, and your list won't resent promotions - they'll expect them!

Now that doesn't mean you should hard-sell in your first email. You should "pre-sell." That means getting people excited about your product and what it can do for them.

Basically you mix up some good content with links to your product...

**BUILD A STRONG
RELATIONSHIP
WITH YOUR LIST**

**GETTING THEM TO
BUY SEALS THE
RELATIONSHIP**

**PEOPLE WHO SPEND
\$\$\$ HAVE INVESTED
IN THE RELATIONSHIP**

**BUYERS ARE MORE
ATTENTIVE AND WILL
READ YOUR EMAILS**

- ◆ Tell people what's inside your product.
- ◆ Give them samples of your product.
- ◆ Tell them how people use your product to get results.
- ◆ Explain how you support your customers.
- ◆ Include promotional links in EVERY email - no exceptions!
- ◆ Use some personality!

See, there's no reason to turn your emails into one big commercial. Make them more of an **infomercial** - but without shouting at people to buy, buy buy!

My overall strategy is to introduce myself, establish my expertise, give out little samples from my product, and LINK to my sales page. Train them to click on those links! **Overall it's a low key promo - but I DO promote.**

Give your subscribers some credit. They aren't stupid. They KNOW you have something to sell. The key is to sell in a way they appreciate.

People will either buy something from you at some point, or they'll unsubscribe. (Whatever you do, don't take unsubscribes personally!)

Getting them to OPEN the email...

Of course your subscribers can't click your links if they don't open your emails. The biggest "open factor" is your Subject line. Always...

- ◆ Use the first name in the subject line.
- ◆ Make the Subject a "mini headline."
- ◆ Use something that grabs attention. One of my favorites is to ask a question in the Subject line.

The "pre-sell" process...

In your first 10 days, promote YOUR PRODUCT ONLY. This is when your leads are most attentive to you. You want to give them plenty of opportunities to buy in those first 10 days.

Now you're probably thinking, "Anik, do I keep people who BUY from me on the leads list? Should I try to move them over to another list?"

Ideally, yes! Once someone buys it would be best if they were MOVED to a special customer list.

But realistically speaking, you may not be able to do that at the very beginning. And to be honest, I haven't done that with all my lists.

But I would advise you to ADD your customers to a special mailing list. The easiest way to do this is set up a "customers only" list in [AWeber](#).

Then when people buy your product, require them to enter a good email address before you deliver it. You'll get every buyer on a separate list. Just tell them they need to do this to get customer news and updates..

After the First 10 Days...

Okay, so what do you do AFTER the first 10 days? Go ahead and start promoting affiliate products!

Just because people didn't buy YOUR product doesn't mean they won't buy *something*. If they're still on your list, it means they'll still be interested.

It's perfectly okay if they buy someone else's product. I don't mind as long as I'm making money from it as an affiliate.

So here's what you'll do next: write some emails pre-selling your competitors, and load those up into your autoresponder. And the best pre-sell for an affiliate product is...

CONVERTING LEADS INTO BUYERS...

**PRE-SELL YOUR
PRODUCT IN THE
FIRST 10 EMAILS**

**BE SURE TO TURN ON
CLICK TRACKING SO
YOU CAN SEE WHICH
EMAILS GET THE
BEST RESPONSE**

**GIVE THEM FREE
SAMPLES OF YOUR
PRODUCT**

**FOCUS ON HOW YOUR
PRODUCT WILL
BENEFIT THEM**

The affiliate product review

Reviews are the most effective pre-sell. It's because people who are still on your list are curious about your opinion. They want to know what you think about all those products out there. A review is the best way to tell them.

In the beginning, when funds are tight, you can use the competitor research you did in earlier formulas to write your reviews.

But as soon as you start making money, invest in these products. That way you can write an even BETTER review - and spy on your competition a little bit, too :)

Once your list gets bigger, you shouldn't feel shy about asking other product owners for a review copy. Most will gladly give you one, since you're promoting the product to your list for free!

Here are my top five tips for writing reviews to send to your list:

1. Don't "sell" the product, just talk about it. Be yourself.
2. If you own the product, tell people how it works and the results you got.
3. Select one or two benefits and really go into them. Pick something your list can relate to.
4. Tease with details from specific pages or timings in a video product. ("I totally changed the way I do my daily workouts after I read pages 47-52.")
5. Create a VIDEO DEMO of the product. This can really generate quick sales!

**GETTING TO
\$300,000 WITH
AFFILIATE
PROMOS**

**MAKE MONEY OFF
YOUR COMPETITORS!
BECOME THEIR
AFFILIATE**

**SPRINKLE IN
AFFILIATE PROMOS
AFTER YOU'VE
PUSHED YOUR
PRODUCT**

**JUST BECAUSE
PEOPLE DON'T BUY
YOUR PRODUCT,
DOESN'T MEAN THEY
WON'T BUY
SOMETHING**

**DON'T "SELL" - USE
PRODUCT REVIEWS
TO PUT COMPETITOR
PRODUCTS ON FRONT
OF YOUR LIST**

Take some time to write some really good reviews - then load them into your autoresponder.

The “magic bonus” method...

Here’s a way to almost guarantee you’ll make sales from those reviews: **Offer custom bonuses for some of the bigger ticket products.**

Trust me, you WILL make sales if you do this. I personally feel it’s one of the keys to reaching \$300,000!

Custom bonuses aren’t hard to put together. You can create a report or a set of short videos. If you’ve done a lot of interviews, you can put together a collection of highlights. In some niches, things like templates or graphics make good bonuses.

One of the easiest ways to make bonuses is to subscribe to a PLR (Private Label Rights) or Master Resale Rights site. They offer reports, ebooks, software, even audios and videos that you can either customize or re-brand. Many have products in lots of different niches.

Just take a little extra time to spruce them up or create a value bundle, and you’ve got some quick bonuses.

Don’t forget to keep promoting YOUR product...

Of course you should continue to promote YOUR product to your list. It’s fun to be an affiliate - I love it - but to build an empire, you need to always keep your products front and center.

EASY MAGIC BONUS METHODS...

OFFER EXCERPTS OR
“LITE” VERSIONS OF
YOUR PRODUCTS

OFFER SOME CUSTOM
TEMPLATES OR
GRAPHICS

BUNDLE SOME
RESALE RIGHTS OR
PLR PRODUCTS INTO
A NICE PACKAGE

SCHEDULING MAILINGS

BE CONSISTENT.
MAIL THE SAME
NUMBER OF TIMES
EACH WEEK.

MORE EMAILS ARE
ALWAYS BETTER.

2-3 MAILINGS A
WEEK IS A SAFE BET.

KEEP THEIR
ATTENTION WITH A
MIX OF CONTENT AND
PROMOS.

So always have a link to your sales page in every email. Your signature is a good place for it. As you build up your autoresponder series, throw in some kind of pre-sell email for your own product once every 5-6 emails.

Scheduling mailings to your list

What about the scheduling of all these emails? I wish I could give you exact instructions, like, "Send an email every 57.2 hours." But I can't, because every list is different.

One thing's for sure, though. **It's not how often you email, it's how *consistent* you are.**

People get used to hearing from you regularly. If you send three emails one week, then disappear for two weeks, you lose their attention.

In my experience, *more emails are better than fewer.*

If you keep your emails short, people don't get bored. I know one marketer who sometimes sends five emails a DAY. They're never more than 12 lines long, and sometimes they're only two sentences and a link! But he puts personality into his emails, and his list loves him.

If you want to be safe, email your leads list 2-3 times a week. Don't make them all promo emails. Throw in some pure content, like a link to blog post or an article you just wrote. You can even send them a joke or a link to a funny video. All you need to do is keep their attention and not bore them!

The \$ Value of a Lead

Once your list starts buying, you can do something VERY cool: calculate what your list is worth! You figure out how much money you can expect to make *per subscriber*. I mentioned this in the previous formula, and It's real easy to do.

Here's an example:

**You have 300 people on your list.
Your mailings to them last month earned you \$654.**

Divide \$654 by 300 = \$2.18

**This means every person on your list is worth an average of \$2.18
per month in income. \$2.18 is the *value of a lead*.**

Of course, this number goes up and down all the time. And in general, the bigger the list, the lower the value of a lead.

There's many reasons why. Sometimes people subscribe twice with different emails. Older leads can become less responsive. This is why it's important to always generate *fresh* leads.

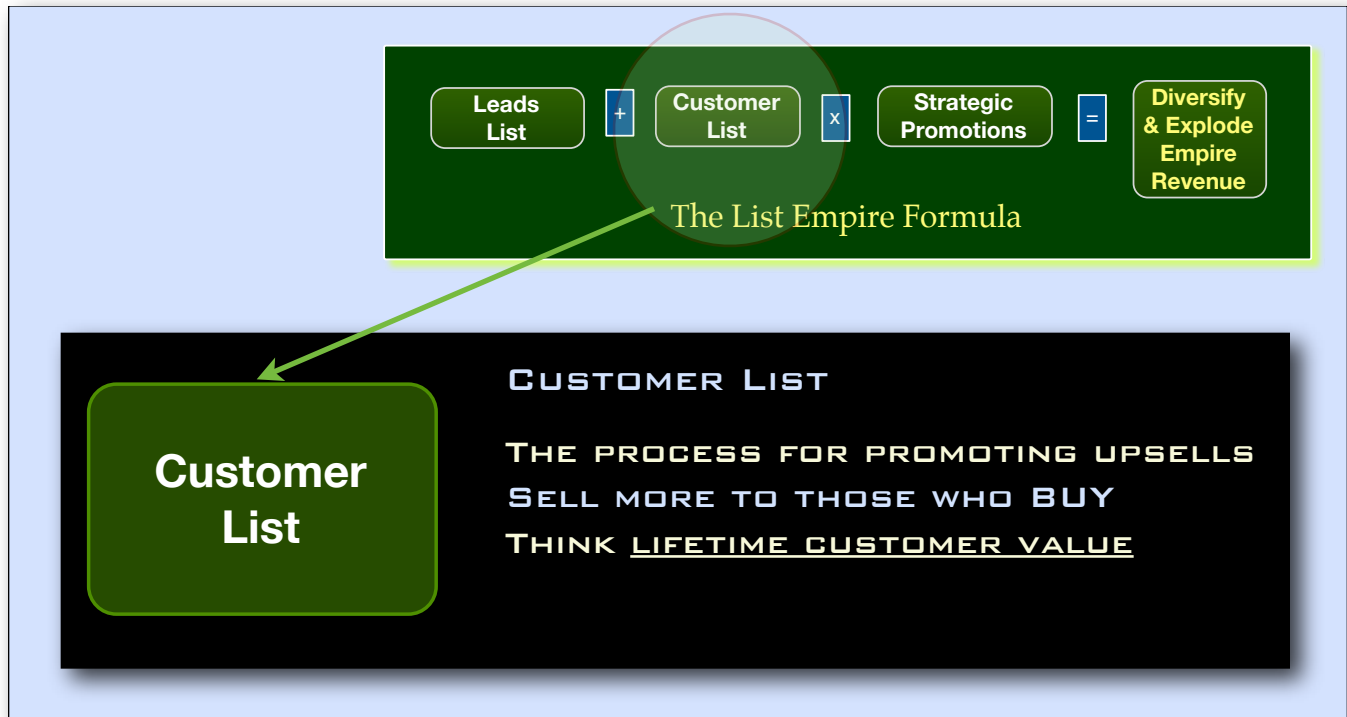
But in general, after about 6-8 months, you'll be able to predict your lead list income fairly accurately. All you have to do is be diligent about communicating with them and send them relevant promos.

Just keep your eye out for new affiliate products, keep creating custom bonuses, and load up that autoresponder!

Making money with your lead list gets pretty easy after a while. Sometimes you feel like you're creating money out of thin air - you send a promo and make money.

But that's nothing compared to what you can do with your customer list...

CUSTOMER LIST



Repeat after me... **“My CUSTOMER LIST is my most valuable asset.”** Say it to yourself at least 10 times a day. It’s a huge business truth you must never forget!

If I lost EVERYTHING tomorrow... but still had my lists... I could rebuild my entire business in less than a year. It wouldn’t be easy, but I KNOW I could do it. And I would start with my *customer* list. Why?

Because it’s always easier to sell to someone who has already bought from you! Think about it. Which would you rather do?

Scenario 1

Get someone to visit your opt-in page.
 Convince them to sign up for your list.
 Persuade them to part with their hard earned cash for the first time.

Scenario 2

Ask someone who has already bought from you, “Hey, would you like to try my newest product?”

It's a no brainer, right? #2 is EASY!

All the hard work - getting the email, establishing the relationship, making the first sale - is already done. The customer knows and likes you. And you already know what THEY like... so all you have to do is offer them more.

This is what happened with my very first product - the software course I promoted in the forums. The people who bought from me trusted me. They knew I would deliver on my promises because I'd provided them with a great product.

So when I offered them a premium service, they jumped at the chance to get it. The same is true of YOUR customer list.

In general, your conversions will always be higher from your existing customers. If my lead list conversion rate averages 18%, it will average 28-30% on a *customer* list. So even if your customer list is smaller, MORE of them are buying,

**WHY YOU SHOULD
PROMOTE TO
CUSTOMERS...**

**IT'S EASIER TO SELL
TO AN EXISTING
CUSTOMER - THEY
TRUST YOU**

**CONVERSIONS WILL
PROBABLY BE HIGHER
WHEN YOU PROMOTE
TO CUSTOMERS**

My 5 favorite ways to make money with a customer list...

#1 - Give your customers little extras and perks.

People love FREE, remember? So give your customers free stuff to thank them for being on your list. It can be a free report, video, ebook - in some niches a recipe, song, or poem works!

#2 - Give an early bird "discount" just to existing customers when you release a new product. This works like a charm. Even though you're charging less, conversions will be higher! It's especially effective if you're going to limit the total number of copies that will be sold.

#3 - Give your customers advance notice of your custom bonuses. Say you're putting together an extra special, limited time bonus for a product launch. Only 100 people can get it. So offer it to your customers first. This increases your chances of making a killing on the launch!

KNOW THE VALUE OF A LEAD AND A CUSTOMER

\$\$\$ VALUE OF A
LEAD HELPS YOU
PREDICT INCOME
FROM YOUR LIST

\$\$\$ VALUE OF A
CUSTOMER HELPS
YOU PREDICT LONG
TERM BUSINESS
REVENUE

#4 - Send customers important news and deals first. This could be a special discount from a competitor, or just advance notice that you're releasing a new product.

#5 - Make sure customer service is excellent. Every time you successfully resolve a problem for a customer, you increase the chance of making them a *repeat* customer.

Lifetime Value of a Customer

Remember how we calculated the value of a lead? Well, you can do the same thing with customers. Periodically figure out the "lifetime" value of a customer.

Of course, you can't really get an accurate "lifetime" value when your business is only a few months old.

But after about six months, you can start to look at how much money you can expect to earn from a new customer. Here's an example:

**You've been in business six months and have 250 customers.
This means they bought your main product
and some affiliate products.**

Your combined income from customers was \$8,275.

Divide \$8,275 by 150 = \$33.10

\$33.10 is the *value of a customer*

That means every time you convert a lead into a customer, you can expect to earn about \$33 from them - at least at this stage in your business. This number can go a lot higher, so recalculate it every 1-2 months when you first start out.

Customer value can also spike suddenly if you successfully promote a big product launch - either your own or someone else's.

I think this is a very interesting number to keep an eye on. It really reinforces the fact that a customer is always worth a lot more than a lead!

STRATEGIC PROMOTIONS



With all these pieces of the formula in place, you're now ready to "rinse and repeat" your way to \$300,000!

Of course, if you have the time and funds, you can introduce some innovations. For example, "recurring income" is going to be especially important when you get to Stage 2 of your empire, where you ramp up to \$1 million in revenue.

But you don't need anything fancy to get to \$300,000. In fact, you now have a VERY simple process you can keep growing...

- ✦ **Keep getting more leads.** That means constantly sending traffic to your opt-in page.
- ✦ **Convert leads into customers.** Pre-sell your product and affiliate offers.
- ✦ **Promote upsells and targeted offers to your customers.** Give them your best bonuses and deals *first*.

- ✦ **Keep promoting to your leads list.** Don't let this list get cold! Keep communicating, keep offering your own products, and include them in any big launch mailings.

And now for the final piece of the formula...

SIMPLE STEPS TO \$300,000...

KEEP GETTING MORE
LEADS! SEND ALL
TRAFFIC TO YOUR
OPT-IN PAGE

CONVERT LEADS
INTO CUSTOMERS

PROMOTE UPSELLS
AND TARGETED
OFFERS TO YOUR
CUSTOMERS

KEEP PROMOTING TO
YOUR LEADS LIST

PROMOTE
STRATEGIC
OFFERS TO ALL
YOUR LISTS

Promote **STRATEGIC OFFERS** to all your lists!

What do I mean by a “strategic offer?” Shouldn't ALL your offers be “strategic?” Of course. You don't want to pitch just anything to your lists. Whatever you promote, choose carefully and make sure it will be helpful to all your subscribers.

But to me a “strategic offer” is a product launch or other “timed offer.”

A product launch is a planned release or re-release of a product. The promotion and sales of the product happen on a strict schedule.

Some launches are “by invitation only.” The best way to find out about them is through your network. Others are available to anyone who is an affiliate.

The benefits of promoting launches...

Participating in a big product launch is a little more work than just sending out an affiliate promo. But it can really be worth it.

That's because you can easily make \$10,000-\$30,000 on just *one* launch. Sometimes you can make even more. If you do this four or five times a year... well, it adds up!

Of course how much you can make depends on the size of your list, the price of the product, and how well the sale process converts. You'll need to plan ahead, build up some anticipation in your list, and work on a nice bonus package.

Here's some of the things to look for in a launch product...

Highly relevant and attractive to your list. It should be so obviously good for the people on your list, such an incredible value, that the only reason they wouldn't buy is because they don't have the money!

New or timely. The product is fresh and exciting. Your list will want to be the first to know about the product and get it.

Limited release. The product will only be available for a short time, or only so many copies will be sold. If you don't promote it to your lists, they'll miss out.

High ticket, or you get paid on backend promotions. If the product itself is low cost, you can still earn commissions on the upsells, downsells, and other follow-up offers.

From a proven marketer or company. As you gain experience in your market, you'll soon identify competitors who have a great reputation. Their products are high quality and sell well. It always makes sense to promote their stuff when you can.

An opportunity to create custom bonuses. If the product developer allows you to offer your own special bonus, your odds of making a lot of money just doubled. And if the creator will participate in a webinar or interview with you, it just quadrupled!

Every product launch operates on a schedule. Let's look more closely at the timing now...

The launch schedule...

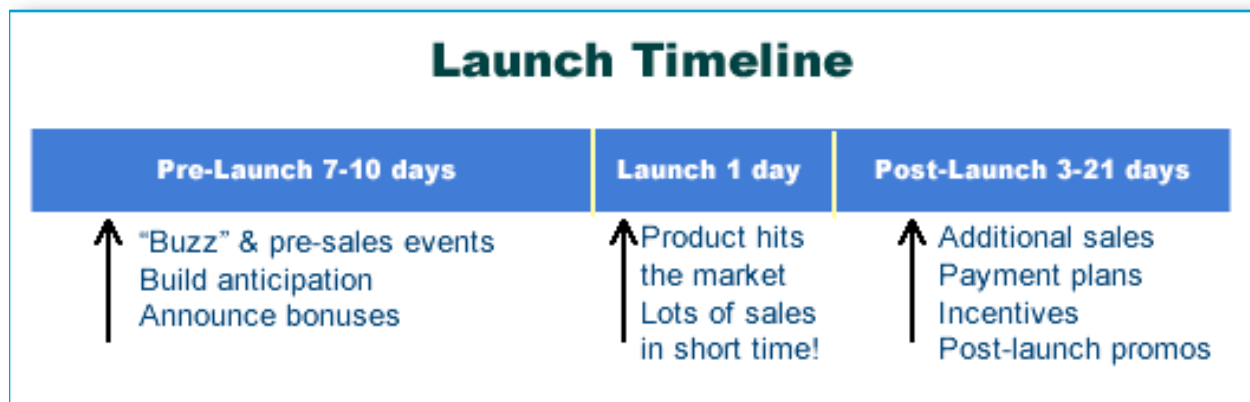
The typical product launch schedule can be broken down into three phases:

Pre-launch: A 7-10 day period before the product is released to the public. A lot of anticipation and buzz gets built up.

Launch: This is a specific date and time when the product becomes available for purchase. Hundreds or even thousands of sales made within a few hours.

Post-launch: This lasts anywhere from 3-21 days after the launch. You ride the momentum of the launch and make additional sales. If the product doesn't get taken off the market, you can even plan to promote it again in another 3-4 weeks.

Here's a diagram of the basic launch timing:



The Pre-Launch: Your chance to dominate...

Why would you want to dominate a launch? Lots of reasons.

I've been the #1 or #2 affiliate for many product launches. Getting "super affiliate" status can open a lot of doors. You can win some great prizes (I've won cars, trips, Macbooks, all kinds of stuff). Often you can get paid a higher commission or earn a bonus.

But the best reason is this: **When you build up a track record of good performance on launches, your opportunities to make money off your competitors EXPLODES.**

I learned this the first time I became the top affiliate for a launch. Suddenly...

- ◆ It got my foot in the door for the big launches. I was able to say, “I made xxx sales for this guy, and xx,xxx for that guy” and boom - I was in.
- ◆ Anybody who was developing a new product wanted me to promote for them. I had a reputation!
- ◆ The people who were doing big launches were eager to do exclusive pre-launch teleseminars and webinars just for my list. They wanted to help me make money.
- ◆ My ability to network really opened up. When I attended a live event, people sought me out. So my opportunities to make joint ventures, business deals, even raise money for charity went through the roof.
- ◆ I was now in a position to ask the people I promoted to support MY product launches. I could basically count on my competitors to help me make money.

HOW TO GET ACCESS TO BIG LAUNCHES

ESTABLISH A TRACK
RECORD OF
CONSISTENT
AFFILIATE SALES

WORK AT IMPROVING
CONVERSIONS ON
ALL YOUR AFFILIATE
PROMOS

NETWORK! MAKE
FRIENDS WITH YOUR
COMPETITORS TO GET
THE INSIDE SCOOP
ON UPCOMING
LAUNCHES

To dominate a launch, the pre-launch phase is most important. Timing plays a big role. You need to follow a schedule similar to this, and make sure your affiliate link is in ALL these mailings:

1st mailing - 7-10 days before launch: Announce launch date and time, hint that something special is happening that day.

2nd mailing (1-2 days later) - Build some buzz. Hint at what the product can do for your list members.

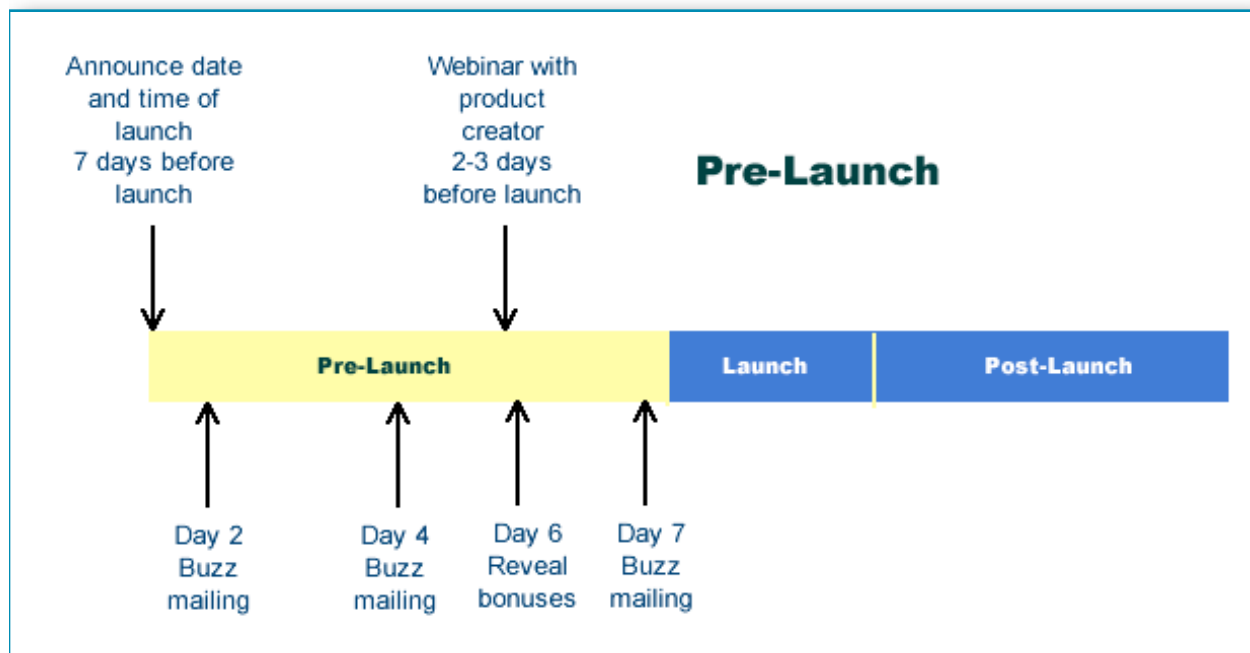
3rd mailing (2 days later) - More buzz. Give some specifics of the product, like the title. Announce a special webinar with product creator.

2-3 days before launch - Webinar reminder. Remind your list about the webinar that day.

1-2 days before launch - Announce your custom bonus package.

1 day before - Buzz mailing. Give more product details, remind them of the date and time of launch, your custom bonuses, and that they must buy through your link to get them.

Depending on how big and important the launch is, you can start your pre-launch promotions sooner. You can also add more mailings as needed. Here's a typical scenario with a 7-day pre-launch.



Of course there's more to dominating a launch than just sending some mailings. Let's look at some of my domination tactics in depth...

Domination Tactic #1 - Be selective!

It's tempting, but don't try to promote everything. You don't have the time, and neither does your list. If you slam them with a hot new launch every week, they'll either unsubscribe from your list, or they'll start ignoring your mailings.

The two most important things I look for in a product are **relevance and quality**. People buy from me because they know I'm only going to suggest products that they can really use, right now. And they also trust that what I suggest is worth ten times what they pay for it.

I also don't believe in promoting more than 4-5 big launches a year. In some markets, 3 launches might even be too many. Every market tolerates a different level of buzz and "hype." And in some markets you'll tap out your lists' pocketbooks if you over-promote!

Domination Tactic #2 - Create KILLER custom bonuses!

A great bonus doesn't just make you stand out. Many buyers will "bonus shop" during a pre-launch. They'll look to see who has the bonus package they like the best.

Here's where subscribing to all your competitor's lists can help a lot. Start observing the types of bonuses they offer during big product launches. Then see if you can go one better!

You should start developing your bonuses the moment you decide to promote. This way you can use the "tease factor," hinting at your bonus package in your pre-launch mailings.

However, don't reveal your bonuses until one or two days before the launch. Withholding details keeps your list watching your emails.

LAUNCH DOMINATION TACTICS

BE SELECTIVE!
CHOOSE ONLY
RELEVANT OFFERS
THAT REALLY FIT
YOUR LIST

CREATE KILLER
CUSTOM BONUSES

BE READY TO
FOLLOW UP WITH
POST-LAUNCH
PROMOS TO GET THE
MAXIMUM NUMBER OF
SALES

In my experience, the best bonuses are:

- ◆ **Anything exclusive that is being given for this launch only.**
- ◆ **Big! Lots of value you can justify.**
- ◆ **Any bonus you are personally involved in, such as a webinar series or video training**

One of the easiest bonuses also carries the most value: a teleseminar or webinar series.

This is 4-6 online presentations where you act as the host. Get experts in your niche to participate (you already know how from the Product Formula). Let them promote their own products within reason, and you're sure to get participants.

Finally, BONUSES MUST BE RELEVANT AND UNIQUE! I know, I'm yelling again... but I always get the most sales when I go out of my way to create a bonus that's very targeted to the product. I'll give you an example in the case study I'll share in a minute.

Domination Tactic #3 - Get your post-launch promos ready.

This isn't strictly a pre-launch tactic - but you WILL be doing all the prep during pre-launch.

During a launch you've really got your lists' attention. But not everybody will buy the launch product in the first few hours. Some people take a while to make a decision, and you don't want to lose them.

So prepare some post-launch follow-up emails now. As long as the offer doesn't close, you can use these emails to keep promoting the offer for several days - or even weeks - after the launch.

The advantage of preparing these emails during pre-launch is you can...

- ◆ **Get ideas from your competitors' promos**

♦ **See what kinds of questions and objections you get about the product**

When you prepare these emails, you can...

- ♦ **Give details that prove the product is worth every dime**
- ♦ **Remind people the clock is ticking if the offer is limited**
- ♦ **Play up the details of your bonus package**

This is also a good time to plan some related promotions for right after the launch. Not everyone will buy the launch product. But their interest in *similar* products will be very high.

So if you can, have a follow-up offer ready, preferably tightly related but at a lower cost. That way you'll be ready to capitalize on your "warm" list.

Launch Day: Watch the clock!

Your best friend on launch day is your watch. This is one day you're going to want to be ready to "pull the trigger" on a mailing the second the product goes live.

On launch day you'll want to send at least four mailings: two to remind your list that the launch is coming, and two to announce and re-announce it. Your affiliate link should be prominent in all these mailings.

Here's how the emails for a 1:00 pm launch might go (be sure to get your time zones right):

Mailing 1 - 11:00 am. Alert your list to the time of the launch; remind them of your bonus package.

**CAPITALIZE ON
THE ATTENTION
OF YOUR LIST**

**SUBSCRIBERS ARE
MORE ATTENTIVE AND
CURIOUS BEFORE,
DURING AND AFTER A
BIG LAUNCH**

**HAVE ALL YOUR
POST-LAUNCH
PROMOS READY**

**ANSWER QUESTIONS
ABOUT THE
PRODUCT, ADDRESS
OBJECTIONS, AND
GIVE DETAILS ABOUT
YOUR CUSTOM
BONUSES**

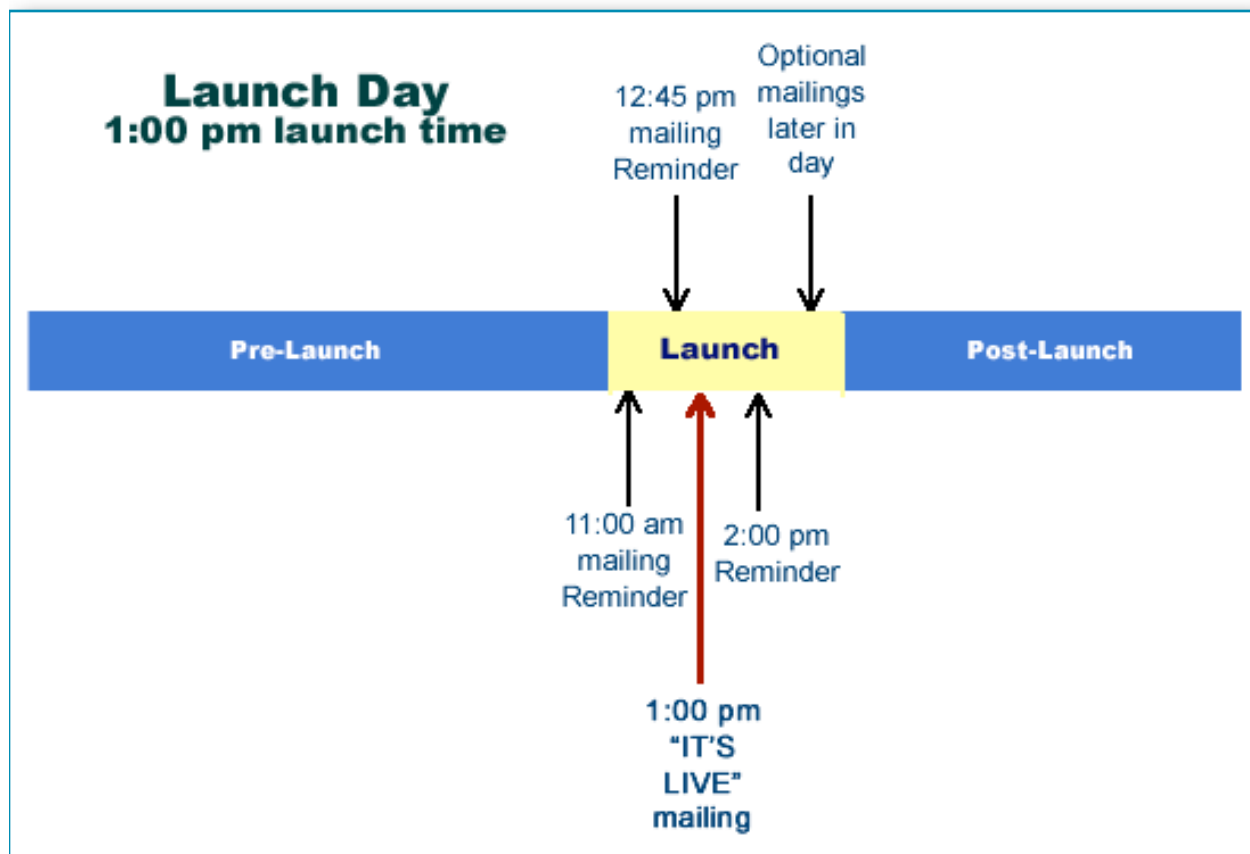
Mailing 2 - 12:45 am. Another alert, telling them the product goes live in 15 minutes. Once again, remind them of your bonuses.

Mailing 3 - 1:00 pm. A short email telling them to “go get it,” with your link. List your bonuses under your link.

Mailing 4 - 2:00 pm. A reminder that the product is live and your bonus package is still available.

You may also want to do additional mailings. An evening mailing can catch subscribers who are too busy during the day to check email. This depends on how fast the product is selling and the whole momentum of the launch.

Some launches start slowly and build. Others are like an explosion - all the action happens in the first few hours! Watch your sales stats, listen to your gut, and send emails accordingly.



Post-Launch: Ride the momentum.

The post-launch is the time immediately following a big launch. It can last anywhere from a few days to several weeks.

3-6 days immediately following the launch: Immediate post launch “wave”

7-21 days following the launch: Optimal list attention period

This entire post-launch period is a great time to...

- ◆ Follow up and promote the product again
- ◆ Promote any payment plans or specials the product creator might be offering
- ◆ Add an additional bonus (which of course you’ll also give to everyone who already bought)
- ◆ Promote something related (often less expensive)

That last point is important! Subscribers who bought the product will be watching your emails carefully. If they *love* the product, they’ll want to see (and buy) anything else you recommend. And if it’s *related* to the product they just bought, they’ll snatch it up!

Here’s a typical schedule of post-launch promos:

Immediate Post Launch Wave (Days 1-6)

1 day after launch: Promote launch product again

3 days after launch: Promote again, add additional bonus

6 days after launch: Promote payment plan and updated bonus package

Optimal List Attention Period (Days 7-21)

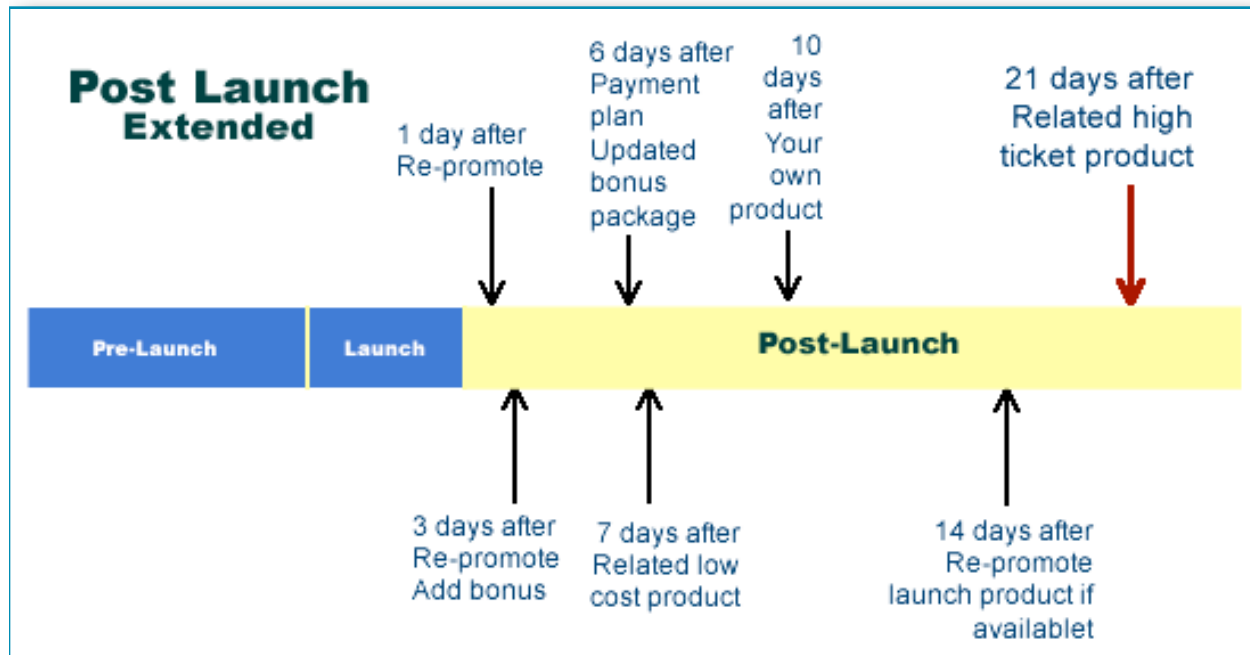
7 days after launch: Promote related, low cost product

10 days after launch: Promote your own product

14 days after launch: Re-promote launch product (if available)

21 days after launch: Promote high ticket strategic launch (highly related)

In between, of course, you can send content mailings - whatever fits your normal mailing schedule. Here's a diagram of how these promotions would run:



I think the best way to show you just how effective post-launch tactics are is to give you an example.

It's a mini-case study of one of the most successful promotions I've ever done.

\$340,000 While On a 17-Hour Flight...

We re-launched of PPC Classroom in February 2009. It was very successful, adding about 40,000 new leads to our lists. The launch itself brought in hundreds of thousands in revenue.

But by following up with a targeted promo to this list, we made even more money. And a lot of these sales were from people who did NOT buy our PPC Classroom product!

How did we do it?

After the launch, we followed up with our list. We stayed in touch by sending them 2-3 messages a week. We sent them free reports, free webinars, videos... we worked very hard on building a relationship.

If we promoted something, we'd wrap some value around it by giving them a nice bonus. We really wanted them to feel like *it was an amazing value just being on our list*.

About three weeks after our launch, one of my top affiliates contacted me to say he was about to release a new software product.

Not only was this software highly relevant to our new leads - it was a perfect fit for our customers, too.

I thoroughly tested the software, and was 100% sold on it. It was of the best products to hit the market in a long time.

I was using Domination Tactic #1, being hugely selective... and the product passed all my tests with flying colors.

So we threw our full support behind this launch. I started promoting approximately 10 days before the release. We sent a few mailings about it, but most importantly I worked hard on Domination Tactic #2: a killer custom bonus.

We put together a \$9,000 bonus package. It was tailored around this specific product, and included a series of webinars which would show people how to use the software in practical marketing situations. Nobody was offering a bonus like this!

On the day of the launch, I was on a 17-hour flight back from India. I had to schedule the mailings while riding in planes and automobiles. The second I landed in Atlanta and cleared security, I called my team to find out many sales we made.

MEGA-PAYDAY LESSONS...

YOU'LL MAKE THE
MOST MONEY WHEN
THE TIMING IS RIGHT

BONUSES THAT ARE
PERFECT FITS WILL
GENERATE THE MOST
SALES (AND ATTRACT
BUYERS WHO ARE
NOT ON YOUR LISTS)

THE LAUNCH
PRODUCT MUST BE
SOMETHING YOUR
LISTS NEED RIGHT
NOW

KEYS TO MONSTER PAYDAYS...

**TIMING! THREE
WEEKS AFTER A
SUCCESSFUL LAUNCH
OF YOUR OWN
PRODUCT IS OPTIMAL**

**ATTENTION! YOUR
LIST SHOULD BE
HYPER-ATTENTIVE
AND HANGING ON
YOUR EVERY WORD**

**MAKE SURE YOU ARE
GIVING YOUR LISTS -
LEADS AND
CUSTOMERS ALIKE -
EXTRA SPECIAL
TREATMENT**

**BE READY TO CREATE
A BONUS THAT
WORKS HAND IN
HAND WITH THE
LAUNCH PRODUCT**

\$340,000 in immediate affiliate

scommissions! This was my best affiliate payday ever. And it all happened while I was sleeping on an overseas flight.

We also used Domination Tactic #3. A few days after the launch, we reminded our lists about our exclusive bonus one more time.

Overall we earned \$512,000 which would be paid over the remainder of the year in recurring commissions.

Now take it easy - this is NOT a typical promotion!

But stop for a second. Close your eyes and think... If you had a good relationship with your lists, don't you think you could easily do 5% or 10% of what I did with this promo?

Lessons learned...

Okay, obviously you - and probably I - won't have a payday like this routinely (though I'm working on it)!

But I was serious when I asked you to imagine doing 5-10% of what we did with a strategic promo. A \$17,000 - \$34,000 payday is very doable. And every one of those gets you closer to your \$300,000 goal.

There are some big takeaways I want you to get from this case study...

- ◆ **The timing was PERFECT.** Our 40,000 new leads, in fact ALL our lists, were at their PEAK readiness. It was three weeks after our own successful

product launch, so they were attentive to everything we did.

- ◆ **The bonus was also PERFECT.** Our bonus created massive additional value because we were teaching people specific ways to use the software to make money. (Hmm... reminds me of my very first software training product!)
- ◆ **The product was PERFECT.** It was a very high ticket item, with a substantial recurring fee. And it was a standout product - one of the best of the year. Software is also ideal for a video webinar bonus package (one of the easiest to do).

So our massive payday was the result of a lot of factors coming together PERFECTLY.

But that doesn't mean "imperfect" promotions don't make money. They generate lots of smaller paydays, all of which add up.

So don't think you have to wait for perfect timing or the perfect product to make good money from a product launch - or from smaller promotions in between.

Just keep looking for "strategic" opportunities!

- ◆ **Keep all offers relevant.**
- ◆ **Use my Domination Tactics whenever you promote a launch.**
- ◆ **Create the best bonuses you can.**
- ◆ **Don't miss out on post-launch momentum.**

Congrats, you've completed all 4 Empire Formulas! You now know exactly what it takes to create a \$300,000 online business. And it's not just a business that generates cash - it's the foundation of an empire that will one day give you freedom!

So what's next? Turn the page to find out...

The Stage 1 Mind Map

Wow, is it really the end of this report? There's sooo much more I want to tell you! \$300,000 is just the **beginning** of your empire.

First goal: \$300,000. Focus on that. You've got the whole blueprint right here, in this report. It's your Stage 1.

Once you hit that \$300,000 goal, you'll see a big, wide road ahead of you... and it's paved with millions.

When I say millions, I mean that literally!

Your next goal is \$1 million in revenue. Let's call it Stage 2 of your empire.

On your way to \$1 million you'll add new products, build a bigger sales funnel, and begin slowly surrounding yourself with the beginnings of a team.

You'll also get your first taste of one of my favorite words in the English language: FREEDOM. You won't be sleeping late and loafing when you want - at least not yet.

But it's the beginning of being free to focus on what YOU really enjoy doing in your business. That's a great feeling.

And then there's Stage 3, where you start building a real **growth company**. You'll be surrounding yourself with talented people, and you'll have the time of your life reaching \$3 million in revenue.

Finally, Stage 4... that's where I am right now. The goal is \$10 million.

THE 4 STAGES OF YOUR EMPIRE

STAGE 1
'LET'S GET STARTED'
\$300,000

STAGE 2
'LET'S GET SMART'
\$1 MILLION

STAGE 3
'NOW WE HUSTLE'
\$3 MILLION

STAGE 4
'TIME FOR BRILLIANCE'
\$10 MILLION

In Stage 4, your empire is now a *family* - dozens and dozens of people who are all pulling together to reach that \$10 million. You're on the threshold of personal freedom - and your "empire family" have a better and happier life, doing what they love.

And you know what? Building this empire doesn't have to take a lifetime. You can do it online in just a few years.

I'm almost there, and it's been less than five years.

I've got a lot more to teach you about empire building. And I mean a LOT. In fact, there's plenty more coming. You can find out what and when at my blog: AnikSingal.com.

So come on, visit me. And let's build our empires together!

To close, I thought I'd leave you with a mind map of everything you've learned in Stage 1. You'll find it on the next page.

Really looking forward to meeting you at AnikSingal.com. See you there!

Anik

*See you at
AnikSingal.com!*

*Mind map on the
next page, check it out!*





For More of Anik's Empire Building Tips, Visit...

AnikSingal.com <http://aniksingal.com/>

Copyright and Trademark Information

This report is protected by U.S. and International copyright laws. The reproduction, modification, distribution, transmission, republication, or display of the content in this book is strictly prohibited without prior written permission from Lurn, Inc. This report is for your use only. You may not give it away or share it with others. Any trademarked names mentioned this report are the sole property of their respective companies. None of these companies are affiliated with Lurn, Inc. in any way.

This report is published by JuJuQ, Inc.
100 Lakeforest Blvd, Suite 610
Gaithersburg, MD 20877
240-252-4228

Earnings Disclaimer

The information you'll find in this report is to educate you. We make no promise or guarantee of income or earnings. You have to do some work, use your best judgment, and perform due diligence before using the information in this book. Your success is still up to you.

Nothing in this report is intended to be professional, legal, financial and/or accounting advice. Always seek competent advice from professionals in these matters. When doing any online marketing, check all local, state, and federal laws to make sure you are in compliance. If you break federal, state, city, or other local email laws, we will not be held liable for any damages you incur.