

Secrets of Marketing A Local Business On The Internet



How To Get More
Customers in a Month
Than You Now Get All
Year.....Online

By Jeff Paul and Jim Fleck

JEFF PAUL'S STUDENTS SPEAK OUT...

LISTEN TO SOME OF THEIR AMAZING SUCCESS STORIES...

"Getting involved with your course was the single best investment I've ever made. To this day (over 2 years later), I still use your course darn near every week. The results of studying your material? **I gross between \$30-\$60 THOUSAND a month** with my information product. I feel a deep sense of gratitude to your. Thank you so very much for your help!" - Mike C. Decatur, GA.

"I wanted to let you know how your system is working for me. So far, I've received 78 orders at \$849.00 and I haven't even sent out the second notice! Even though I have a practicing career, as a result of direct response marketing, I have hired another person to treat my patients in the morning so I can run my business out of my home on the hill; and yes, sometimes in my underwear! I'm really enjoying it. Now, I work 3 afternoons at my office collecting \$35,000 a month there, and thanks to you, **I'm on course to collect \$50,000 - \$60,000 a month in about 2-3 months with my home business.** Even though I'm far from an expert in lead generation, there can't be anything out there that a "beginner" can do with such dramatic results in such a short period of time. I really do owe it to you." - Ben A. Hayward, CA

"I think **the course is phenomenal!** In early January '97 we started marketing the sales letter and by February 25th **we've had \$6000.00 in orders.** I wish I had started sooner. This course worked better than I expected." Paul C. - Superior, CO.

"Thank you! First for your **outstanding program.** The money I have made as a result of it is allowing my wife and I to buy our first home! Second, thank you for the incredible service. I was amazed at how quickly you responded to my questions and how friendly and helpful you were on the phone. Many companies pay lip service to customer service but you actually follow through and do MORE than is expected" - David P. Alpharetta, GA.

"I think you're doing a great job at teaching and supporting all of us students. I want to thank you for putting the tools in my hands that will enable me to **escape the slavery of employment and make lots of money** so that I can marry my long-suffering (3 yrs.) girlfriend. I want to be a good provider!" - Christopher B. Kings Park, NY.

"All of your honesty has paid off in every aspect. You have a very **respectable, foolproof system** that will make our future way brighter. Your knowledge will allow us to live the lifestyle we want and give us that key to success!" - Petur T. & Karen P., Canada

"You have given me the tools I need and the answers to a lot of questions I have pondered for what seems like ages. I still have questions, but I know the answers are available. **There is not reason to be skeptical any longer.** Thank You!" - Jan A., Terre Haute, IN.

"You are **the most forthright, down to earth, consistent set of individuals I've ever had the pleasure to be acquainted with...** I'm also totally relieved this is on the up and up - I've been burned in the past." - Christine B., Canada

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Chapter One

Introduction

"How You Can Make Money Quick And Easy, Sitting At Your Kitchen Table, In Your Underwear On The Internet?"

Hi! Welcome to our little guide on marketing your web site, marketing through your web site, and e-marketing in general.

Please understand that as you probably know, e-marketing is a system that changes all the time. There are so many fast moving developments with the Internet, and with all associated e-marketing functions, that you really have to keep an eye on what's going on.

With that said, there are some fundamental principles of e-marketing that have proven to be solid, dependable and profitable, which don't change very much, if at all.

Now please keep in mind that when we talk about the Internet, marketing and making money...there aren't a lot of success stories to use as models. We always look to what's working in any marketing systems, and try to emulate them as much as possible.

We don't copy things, obviously, but we sure do use proven ideas and concepts as models to build our own marketing systems from.

After all, why reinvent the wheel?

Smart marketers use ideas that have already proven successful. Pioneers usually get arrows in their backs, and we've been beat up enough living as entrepreneurs!

Now, how does this work when we're talking about marketing on the Internet? Since there are so few profitable models, where do we look for guidance and inspiration?

Well, we know NOT to look at all the moronic companies that started web sites or other e-marketing efforts and lost all the money they put into them. This applies to small idiotic web sites, to new, idiotic web sites who raised all kinds of money like etoys.com, all the way up to the big boys, like Disney, who lost tens of MILLIONS of dollars on their web sites!

So we'll ignore anything, and everything they did to use e-marketing, since all their efforts were dismal, total failures.

This is a very important point. Why? Because so many of you will visit web sites that have the same or similar way of doing things on their sites.

You'll see lots of things on web sites that don't work that are kind of like, "standard" things all web sites are "supposed" to have or look like. You'll see why in the next chapter.

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Chapter Two

Most Web Sites Suck!

Let me give you a quick example why:

See, when you go to just about anyone's website, the layout and format look basically the same...and, well, *suck!* What do I mean by suck? Well, it's simple. They use all kinds of fancy graphics, lots of color and moving thingies, graphics, and all kinds of cool stuff. Except for one thing.

PROVEN DIRECT RESPONSE TECHNIQUES!

See, all that other crap doesn't work in print, on TV or radio, in the real mail, or whatever. So if it doesn't work in those media, why would it work on a website? The answer is that it doesn't. That's why I talk to people who tell me they got 11,235 "hits" in the last three hours, and "No, no one's bought anything, but they are sure getting their name out there!"

Another thing that amazes me is the *boringness of most sites*. I mean, how much do they pay the copywriters to put tabs for you to supposedly click on with brilliant copy like, "*Products*", or, "*Pricing*", or the like? You know, things that look like this:



Can you think of more killer copy than that? How could anyone resist clicking on the "*About Us*" button? What could be more compelling and irresistible? (You know I'm kidding, of course.) Why aren't web sites using killer advertising copy? Why aren't they using screaming headlines, bullets and titles like:

Free Report Reveals The 7 Questions You Must Ask Before Hiring A Financial Advisor! Do You Know These Critical Questions To Ask? If Not, CLICK HERE To Discover...

Or whatever. I just used that headline out of the million headlines I've used, because it has worked over and over again. You, of course, will need to use killer headlines on your web site that fit your business.

See, the bottom line is that a web site is an **ADVERTISING MEDIUM!** It's no different than TV, radio, newspapers, magazines, yellow pages, direct mail, business cards, brochures, reports, etc., etc. They are all advertising medium. Whether they work or not depends on **THREE** things. Your advertising will work in any medium if you:

1. Find the right audience. (Target market.)
2. Deliver the right message. (Your offer.)

3. Do # 1 & 2 above at the right time.(When the prospect is ready to buy, NOT when you're ready to make a sale.)

Now, for some reason, mostly everyone thinks that a web site is somehow different, somehow immune to all the laws of advertising. (Which, to be honest, are the three items in the above list. In fact, ALL advertising can be sifted down to those three issues.)

But, in reality, as a lot of dumb (so-called Internet marketing geniuses) people thought that because the Internet is on a computer, that it defies the above laws. This, of course, is a giant, stinking pile of garbage!

Think about it. On the Internet, just like in any other advertising medium, you have to find **the right prospects** with **the right offer** at **the right time**. If you do that, you will sell or get leads, or whatever your purpose with your site is.

It doesn't matter that the Internet uses phone lines, broadband connections, and can make dancing babies. Advertising is advertising, and if you are good at advertising, you will make your web site work.

If you suck at advertising, you will have a web site that sucks. (If, we define "sucks" as meaning it makes less money than it costs to run and promote. I don't know another definition. Do you?)

See, the web is really only good for a few things. One, is trying to sell things directly off of the site like so many dot coms try to do. You may have even bought (or more likely, *tried to buy*) things from web sites.

Some sites do sell stuff, but most don't. Now, I could go into a several hour rant about why these "selling" sites do so poorly, but we'll skip my explanation for now.

Next, some sites are there for information dissemination, and want to make money from advertisers putting ads on the site. Like weather sites, or sites that provide info on specific topics. These sites allow you to get the info you want, but most don't try to sell you anything directly.

Other sites exist to "build the brand" of a company or enterprise. They want to get their "name out there", and think that a web site that talks all about them will create brand identity. Lots of professionals (like doctors) make this enormous mistake! They have "ego" based web sites, or offer all kinds of technical information that they think will impress people.

The reality is that all this type of site does is bore people, and drive them away as fast as a finger can click a mouse! (I've checked out many self done web sites...and to say they are boring and terrible, is an understatement.)

In fact, other than the lead generation sites I'll be explaining to you in a minute, one use of web sites that works is as a way to serve existing customers. You know, like Fed-X or the Post Office letting you look up your package, or doing banking or stock trading, etc. But...this use is mostly for really giant companies, so it doesn't translate well to a local business or practice most of the time.

Anyway, we're going to briefly discuss the possible uses of a web site, and focus on how to promote a web site for a local business or practice as an example in the next chapter.

Chapter Three

How To Market Your Business Online... A Beginner's Guide.

Here's how to promote your business on the Web.

While many if not most of our members operate national and even global businesses, some of you just want to promote your business locally. You might have a retail store (like a hair salon), your services might be location specific (like a plumber), or maybe you can't do business outside your licensed area (like some lawyers).

We're going to give you a quick seven step sequence to promote your specific business online, as culled from our associates and work with our client/members.

Pay attention though, if your business isn't location specific, some of this might not pertain to you however, you'll still learn some inexpensive ways to generate traffic to your site...ways you may not even have thought of.

Before you do anything...

The first things we want you to consider before you even start marketing online are:

1. Before defining your business as regional...can you do business outside your region? A lot of companies can actually do business by mail or even electronically, however, they are in a comfort zone selling to a local market...or that's all they've been taught. Is this you? If so, let's expand our thinking. Think about your ideal target market.

If we're going to target markets online, the hardest to find lists and advertising methods are, after all, the geographic ones. In other words, targeting by area or ZIP code. In fact, it's so rare that some companies will charge you triple just to pinpoint a local area. That's because very few have lists that are large enough to be valuable and can be segmented by specific location. In fact most site owners don't even collect ZIP codes.

2. Does your business currently have an existing customer list? Just like your current advertising offline, local online advertising must establish relationships, you're just forming them via e-mail and the Web. You still must create trust and confidence that leads to the sale. If you do have an existing customer list of e-mail addresses, you can start right now. If you don't, the biggest step and the first will be to...

GO OUT THERE AND ASK YOUR PROSPECTS AND CUSTOMERS FOR THEIR EMAIL ADDRESSES! THIS IS NOT OPTIONAL. YOU ASK THEM FOR THEIR SNAIL (REGULAR) ADDRESSES AND PHONE NUMBERS AND MAYBE FAX NUMBERS...SO NOW YOU HAVE ONE MORE PIECE OF CONTACT INFO TO GET! GET THOSE EMAIL ADDRESSES!

What if you have a customer or patient or client base that is email deficient? In other words, you don't have many, if any, email addresses.

Well, as I see it, you only have a couple things you can do:

- A. Ask them for their email addresses either as they come in, or you talk to them, or they order, or whatever it is you do with them. You can do this via your monthly newsletter or a solo direct mail piece. You can offer them a sheet to fill out when they transact business with you, or send them a flyer asking for their email address, and offer them a free something or other in exchange for their email address.
- B. Start with new people, and forget your existing prospects and/or customers or whomever you sell to. This is a bad idea, but not as bad as not getting *somebody's* email address!

Only 50% of all people have an email address, and in some markets, 80-90% of people have and use email. You should be able to get their addresses without too much trouble. If you miss a few, who cares?

Just do your best, bribe them in some way if you have to, and get as many as you can as fast as you can! (You'll see why in a couple of minutes.)

3. Why do you want to market online? Is there a good reason or are you doing it because everyone else is?

Marketing online is just another form of marketing. It has to be added to your arsenal of offline marketing methods and compared to the profitability of those methods also.

Now, in the next chapter, we'll reveal seven steps to consider when marketing your local business online.

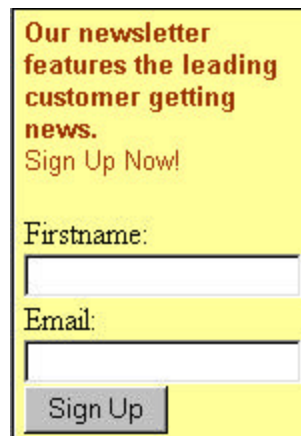
1. Build an e-mail list of locals.
2. Yellow pages.
3. Offline marketing.
4. Trade links/advertising with local sites.
5. Buy advertising on regional or national portals.
6. Use pay-per-click engines like Overture.com to target market.
7. Buy local advertising from e-mail and ad networks.

Let's review them one by one.

Chapter Four

Step One – Build an E-Mail List

Everywhere you market now, gather email addresses and drive people to an opt-in list (which is a form on your web site to gather email addresses. It usually asks you for your first name and email address. They are included in ALL of the Instant Products Websites). They usually look something like this:



Our newsletter
features the leading
customer getting
news.
Sign Up Now!

Firstname:

Email:

Sign Up

Do it in your client or patient newsletters, gather email addresses at the register in your store, ask for them over the phone, put a note on coupons telling them to go to the web address opt-in page, or ask them to fill it in on a coupon before using it. Gather the email address, every chance you get. Offer a discount coupon or service if they give it to you. **JUST GET IT!**

This is going to be one of the most powerful forms of web marketing you will ever use!

Why? Because you can email to your existing patrons, prospects, other allied businesses, referral sources, etc...**FOR FREE!**

Yes, this **IS** the best thing since sliced bread!

If you have the right kind of web site, one that can have automated email follow up function built into it... (like the ones we license, by the way) you will get out at least one, may be more (depending on what kind of site you have, and how aggressive you are) emails that cost you, well, **NOTHING!**

See, the cost of a site *costs you the same* to email 50 people...as it does to email 50,000 people!

Pretty amazing when you realize that the cost of emailing either size list is ZERO!

As we suggest, you should, at a minimum, email a client or customer or patient newsletter once a month. More is better, but at least once is kind of like, not optional.

If you don't use a newsletter you waste the greatest marketing opportunity since Edison turned the lights on!

So, as you go along, you'll capture emails on your own, and of course, automatically capture them when they request free info on your site.

Then, you follow up as regular as Metamucil, and watch as your business blossoms into the cash producing flower you always dreamed of!

Remember that all your emails should have offers for free info or whatever else you're doing to get responses, one or more links back to your site, and/or your phone number, or whatever you want them to do when they get the email.

Don't forget to make sure you offer them some way or reason for responding! We're not building name recognition here. We're going for responses!

If you're too lazy to do anything else, YOU MUST SEND OUT A MONTHLY, DIRECT RESPONSE E-MAIL NEWSLETTER TO:

1. Prospects!
2. Past customers, clients or patients!
3. Current customers, clients or patients!
4. Members of the media!
5. Referral sources, centers of influence!
6. Businesses you want to develop or have joint ventures with!
7. Anyone else who might be helpful for you to stay in their face!

See, this last bullet point is the most critical thing of all!

Following Up, Staying In Their Face, With Something They Find Interesting...Is THE BIGGEST Secret To Legally And Ethically Making Obscene Amounts Of Cash!

If you pay no attention to anything I tell you, if you ignore every proven money making secret I'm sharing with you...please don't skip **THIS HUGE WEALTH GUARANTEEING TECHNIQUE!**

Please make sure you stay in their face, so when they become ready to buy...YOU WILL BE THE ONE THEY BUY FROM!

It's just that simple.

Chapter Five

Follow Up! Harness The Power Of Repetitive Direct Response Marketing To Leads And Customers (Both Active and Inactive.)

This next secret is one of the most powerful and important things you are going to learn - in any business. This is one secret that most direct marketers, or any kind of marketers for that matter, fail to grasp, understand, and certainly fail to utilize.

This is a secret that, once I learned it and began using its power...transformed some mediocre or modest success into great and profitable, multi-million dollar successes!

This particular secret is one that is resisted with great vigor by most people. And, because they do resist it, they are hampering their ability to make incomes they want and deserve.

What am I talking about?

I am talking about the secret of *sequenced-step, direct marketing*. Let me explain what I mean by way of an example.

You know the concept of using multiple steps to get lead generation to the highest level.

What we're talking about is the idea of having an attention-getting headline to get people interested in the ad, having them then read the ad, and having them call the phone number and use a non-threatening Voice Mail response device to get their name and address, and then sending out the report.

The idea of the steps there is you are not asking people to do too much at any one particular step, and you are only designing the step to gain the advantage of what that particular step is supposed to accomplish.

In other words, we don't want the ads to sell your services, we just want the ads to have people give you a call and get them on your Voice Mailbox. So that's what we were talking about there as far as multi-steps. Using simple steps to gain responses.

The next thing that we are going to teach you in this secret is the idea of the sequenced marketing, which is a continuation of the multi-step lead generation approach, but one that takes it on to a much higher degree. It changes the way your direct response marketing will work. It will work because of these sequenced steps. So, let's continue this thought process through. **You will be making a big mistake if you only send information to prospects just once.**

YOU MUST MAIL/FAX/EMAIL TO PEOPLE TEN TIMES! AT LEAST! SOMETIMES, IT WILL TAKE TWELVE OR TWENTY-FOUR CONTACTS TO REACH YOUR PERSON! ONE OR TWO MAILINGS IS A TOTAL AND COMPLETE WASTE OF MONEY!!!

There isn't a marketing piece in the world whether it is a salesletter or an email that will pull all it is capable of pulling, from a one-time shot.

People need to be reminded and nudged along. The whole thing will be a failure if you only

mailed them one report!

Why does just about everybody think direct mail and email is a waste of money? Because they tried it once or twice with a poorly done ad, email or letter and mailed it out just once! When they get little response, they assume the medium is bad.

Those two media work fine; it is the messages and frequency that suck!

Why do you think that so many companies do so much direct mail? For their health?

How many times have you seen Ed McMahon on that envelope? Only once? I doubt it. You see it over and over because that is how it works!

The easiest way to use the multi-step approach is to send your first FREE Report, and then follow up like crazy with a monthly newsletter via snail mail or email!

(It would be better if you created a whole sequence of follow up pieces, but we know that 99.9% of you won't do that. Which is fine. Just use a paper or electronic newsletter, and MAKE SURE it goes out every month like clockwork!)

The timing should be about three to four weeks or so from one mailing to the next. This building will add a measure of remembrance and recognition.

You can test different sequences and different timing.

Just as long as you understand that the repetitive mailings will double or triple your business!

We know from our statistical analysis that if we just mailed out one time, we would get a fraction of the business that we are capable of getting, **and do get**, from the sequenced-step mailings. In other words, if we only mailed you one time after you left your name on the Voice Mailbox or at our web site, you probably wouldn't be reading this right now.

I discovered this several years ago. It didn't sink home with me until I actually tried it.

Once we started e-mailing out to people a second and third and seventh and tenth and twentieth time...we discovered some amazing things were happening. *We were getting more business.*

We found that people who got the second or third or fourth or fifth or tenth or twentieth e-mails converted or bought more stuff after receiving those subsequent e-mails. Why?

Because either they didn't read the first mail, or they read part of it, or they didn't get a chance to respond to it, or who knows what reason.

All I can tell you is what the great advertising man David Ogilvy said many years ago, that "life is a moving parade."

See, people's lives change.

And if they have expressed an interest in receiving your materials, (or if you started off contacting

them cold - because you thought they might be predisposed to being interested), either way...receiving your first marketing piece does not indicate whether people are either going to respond, or not going to respond...***based on the one contact alone!***

As I said, 99.99% of marketers - even very sophisticated direct marketers still only use one contact to try to get a prospect to do what they want.

This particular point is so important that I am going to stress it over and over again.

The concept of sequences is really very simple. It just means that every so often, on a periodic basis, somebody who subscribed to your website or has responded to your FREE report requests or who is already, or used to be a customer, client or patient, or whatever receives something else from you. (This secret works just as well, and is just as important, to outside professionals, referral sources, other businesses in town, etc.!)

For example, let's say that you send out a first report, and you get no response from a majority of the people. This is not unusual - in fact, it is to be expected in most cases.

See, just because somebody expressed an interest in getting a FREE report does not mean that they are interested in scheduling an appointment, coming into your establishment, attending a workshop, or buying whatever product or service you sell.

No - not even anything of the kind.

In most cases, what you are getting are people who are anywhere from "somewhat interested" to "very, very interested"...and everything in between.

Now, when you send out your first reports, the people who are "very, very interested" and like the report, and who make an emotional connection with you, they might respond immediately. **Might.**

Even the most highly motivated prospect may blow you off initially, for any number of reasons. But, they still are your best prospects...and, the ones most likely to respond right away.

But the number of people who are "very, very interested," out of all the leads from one effort, is usually very small.

The majority of the people responding generally range anywhere from "somewhat," to "kind of interested," to--maybe--"very interested."

But, that whole group of people, if they are not ready to do anything right when they get the report, are going to be people who you are going to have to continue to contact often to build up enough psychological, critical mass to cause them to eventually respond.

For example, let's say that somebody goes to your web site, sees one of your headlines on the home page, and they respond by leaving you their email and/or snail mail address, and instantly get the email version of your report.

Let's say that this person is "kind of interested", but are really not ready to do anything right now. So they read the report, and they like it, but because of any number of reasons, they are not ready to

respond.

You are not going to get money from this person because they are not ready to do anything.

Now, each month goes by, and every thirty days you are sending out another email to them – your customer newsletter, for example (which is automated to happen whether you remember to do it or not).

(By the way, it's perfectly OK to send out a customer newsletter to prospects and other non-customers like referral sources, because they get to experience what it's like to be one of your customers BEFORE they become one! If your newsletter is compelling, interesting and response oriented, of course!)

But for now, just get the concept that every thirty days (which is the time we normally recommend as a place to start, and then increase frequency) they are receiving something from you in their in-box of their email program.

Remember, what they are getting from you wouldn't be anything boring, or some image type brochure, or personal promotion piece. Only interesting, curiosity-provoking things, whether pitches for other reports or products and services, etc.

So this person gets something from you every thirty days. Six months, twelve months, who knows how far down the line, the subject they responded to in the first place now looms as a huge issue in their life.

If you're a Chiropractor, for example, their hand and wrist is now killing them, and they're about to be fired from their job, when before it was annoying, but not killing them. NOW, they are more than just curious or interested...they are panicky and need to take action!

Or let's say you're a carpet cleaner, and your lead who first requested your free report but wasn't ready for you to come over just yet...all of a sudden is informed that her mother-in-law is coming over for a visit, is ready to have someone come over NOW and clean those darn carpets!

Or, whatever your business is, you can plug the same scenario into your field of endeavor.

And, right when they go from interested but not ready, to...

I NEED TO DO SOMETHING RIGHT NOW

That's when your sixth or fifteenth or twenty-fourth email shows up in their email in box. Who do you think they are going to call?

See, three things that have to happen for any marketing to work. You have to match **the right message to the right market at the right time**. Now, if you have the right message, which we are assuming you do. (We assume you're using materials that are psychologically interesting. Not boring. Materials that stimulate feelings of compassion and empathy.)

So that's the "right message" part of the formula.

Now, we assume you have the "right market" because people said they might be interested in

whatever you offered. They have "raised their hands" by responding to your online, or even offline ad or postcard or whatever you used to get their attention. Out of the whole market out there, these people are better to market to than anyone else. They stepped up and said, **"I'm Interested!"**

So, the third step, "the right time."

This one can be a problem because you don't know what the "right time" is. You've got the message and the market, but what is the "right time"?

See, statistics show that it takes a minimum of three to five contacts before somebody buys anything. Responding to your ad, of course, may happen instantly, because you have peaked their curiosity, and the report is delivered in seconds via email.

Requesting a FREE report on a non-threatening basis from a web site (or, a recorded message, if you use offline marketing and capture their name, and both their snail and email addresses) however, is not the same as actually calling up or coming in to give you money.

This is the whole deal.

Bill Brooks, the world's best sales trainer says...*"People will eagerly buy from people who give them what they want when THEY are ready to buy...not when YOU need to make a sale!"*

This system doesn't suck just because all of your leads don't buy right away. That would be ridiculous for us to imply or say. What's happening is that you are building the best follow-up/ mailing list you could ever get your hands on:

**A list of people who are interested and have
told you so by asking for the report!**

The real magic is that a small portion of the leads will convert to buyers right away. Others will come around a little later. And still more will convert much later.

As long as you fill your pipeline with these interested parties, and never stop following up with a non-threatening, non-salesy approach, and never resort to only doing one thing and diversifying your efforts...you will see a whole new world in a few months. Often as quickly as a few weeks!

But you have to work the leads! You cannot just send one or two mailings or emails out and expect to see more business. Here, for the first time, everyone you talk to will have called you first! Don't blow this incredible marketing opportunity by assuming one contact is enough!

How many people are you missing, if you don't continue to follow up with email, and/or snail mail and/or phone calls, etc.?

(We think that the combination of both kinds of mail and phone follow-up is going to be your best bet, by the way, but that's a whole 'nother subject.)

Now, we are going to give you some suggested sequences. The key here to understand is that you have to follow up with these people!

If you don't want to do any other follow up other than email...you will still get much more business that if you don't do any follow up at all!

Email follow up, by itself, or in tandem with other follow up efforts will get you the highest percentage of people who respond to your original advertisements to eventually become your customers, clients or patients... and maximize the Lifetime Value Of A Customer!

Keep in mind, when you are spending money getting people to raise their hands and say they are interested...**you have to decide how much money you are willing to spend to keep after those people, until they do become customers, clients or patients!**

For example, let's say that it costs you \$22 to get a lead from either your online, or offline advertisements. If you use email only as a follow up device, it will cost you exactly ZERO to follow up with them like clockwork.

So, in the course of a year, you have \$22 tied up with that lead. (Remember, that's when you are only emailing them once a month. If you combo the follow up with snail mail, you might have another \$12 a year in mailing costs to follow up with that lead. But for this example, we'll assume you're only using email follow ups.)

Now you have a total of \$22 invested in that lead. Let's say, then, that out of every ten leads you get, one converts and gives you money. So for ten leads, you are going to spend \$220 in lead costs and follow-up costs to get one new customer, client or patient.

In this example, if your one conversion is worth \$500 in your pocket, right off the bat, and will have an average Lifetime Value Of A Customer (LVC – this is how much your customer will spend with you over the lifetime of them doing business with you...a very critical number...maybe the most critical of all) of another \$1,000 over the next two years, the question I have to ask is:

"Would you spend \$220 to get one new customer, client or patient who's worth \$500 to you now, and worth another \$1,000 over the next two years?"

The answer is, most likely, "Of course!"

But if you only mail once or twice and stop your follow-up, you will still be spending \$22 per lead, and out of ten leads, because of the poor follow-up, you get no conversions.

On the other hand, by spending \$220 AND sending twelve emails you're far more likely to get at least one conversion. Which approach makes more sense?

Another example:

- A. Lead cost of \$32 each.
- B. Total lead and follow up cost with email over 12 months = \$32.
- C. If initial sale is \$1,000, you would only need to close one out of every 31.25 leads to break even!
- D. Question is simple:

Even If You Suck At Closing or Selling
Could You Close One Out Of Every 31.25 Leads You Acquire???

This is a big hurdle we see many people having a hard time getting over. We see business owners, sales people and professionals doing what we tell them, getting leads, following up once or twice...and dropping the ball and letting go. It is so sad to see these people give up just when they were at the point of finally making a breakthrough and getting the money they spent on ads back in the form of huge profits...by following sequenced email.

I am going to say this again - you can not maximize your profits without doing spaced, repetitive, follow up to your leads. Does this make sense? Do you see how critically important it is to continue following up with these people because you want to be there - in their in-box, (or on the phone, or in snail mail) when **they become ready**.

In our opinion, you should go after people a minimum of twelve times, at least once a month. Some people want to stop after three times. Some people want to stop after six times. That's up to you. But, as I said, our recommendation is that you should go at least twelve times before you give up. In fact...

**You Should Follow Up Until One Of
The Following Three Actions Occurs:**

1. They convert and give you money.
2. They die or move.
3. They tell you to stop bugging them. (Unsubscribe)

Period. (Of course, once they convert, and buy, you will continue to email them until number 2 or 3 above occurs!)

And with email being so simple and free...what on earth would stop you from making sure they hear from you every month???

I know some very successful business owners, sales people and professionals who use our system and never stop emailing until any one of the three events above occurs. Yes - when they get a lead, they email them every month, forever.

These are the same people who are taking home \$300,000...\$400,000...or \$500,000, \$1,000,000 or more a year.

Let me ask you a question. Is there a correlation between the fact that these members are willing to follow up with prospects and their past/current customers...and their incomes being so high? Is there a correlation between that and the fact that the lowest income people are only following up once or twice at the most - if they follow up at all?

Yes - I believe there is a great correlation! I can tell you from thousands of tests all over the North

America and Australia, that repetitive marketing to leads who have already expressed an interest...is one of the biggest "Secrets" we are ever going to share with you.

As long as you understand that people's lives change, and often they move from being a "little interested", to "very interested," literally overnight!

If you're systematized (check your Resource Guide under **COMPUTER SOFTWARE** for the Instant Profits Marketing Software to help you systematize and automate all of this), and keep those leads in the loop, many of them will have a change that moves them from "slight interest" to "deep and immediate interest" just like that! If you give up, when the change occurs...*someone else will get them, but not you.*

Now, the last thing I'd like to do is to make the suggestion that you should **TEST** your sequences.

In any market, at any time, depending on who you are going after, who your target is and what the economy is in your area, as well as competition and other factors...the sequences may need to be changed or adjusted in order to maximize your dollars.

You may have to test the copy you use, the offers you make, the number of contacts, the frequency of the contacts, etc.

The key is follow-up. Do it regularly, and do it often! You'll be doing nothing but wasting your time and money if you neglect to follow up! If you're ready to put the non-response activities behind you once and for all, then please pay careful attention to this critical point! And remember, you're now only going to be dealing with, and following up with, *interested* leads!


As long as your material isn't boring, and you're consistent in your marketing efforts and follow up, you will see a whole new world open up to you very quickly, as long as your pipeline stays full! **Don't ever turn your marketing machine off, and you'll never stop making deposits of large paychecks into your bank account!**

Chapter Six

Step Two – Yellow Pages - Add your web site and/or email address to your Yellow Pages ad.

You're already paying a bundle, get more out of it.

Just put in **BOLD LETTERS SO THEY CAN'T MISS IT!** Like this:

<p>Robert Knight's Human Relations Institute 711 Indianapolis Blvd. Suite G653R2 Bloomington, IN 45673 219-666-6666 www.winfriendsandinfluencepeople.com</p>	
--	---

Now, this ad is actually a pretty sucky Yellow Pages ad, but I wanted to show it to you because it's so typical of Yellow Pages ads, which mostly suck.

Here's an example of a non-sucky Yellow Pages ad for the same business:

**Free Report Reveals The Best Kept Secrets Of
Winning Friends And Influencing People!**
To get your copy, call our toll-free, 24 hour FREE
recorded message line, 844-123-4567, or to get it
INSTANTLY via email, go to our web site at:
www.winfriendsandinfluencepeople.com

Which ad do you think would work better?

Which ad might get someone to your web site pronto?

And, YES, I know that Robert Knight's name IS NOT in the non-sucky Yellow Pages ad. And, YES, I know this confuses people and irritates them.

"Why isn't my name in my Yellow Pages ad?", they ask.

Well, because the purpose of the ad is to get responses. If they go to your site and get your free report instantly, and automatically, they will see Bob's name eventually.

But they ain't interested in his name in the beginning. They want info, and that's what we're offering in this example.

If you want name recognition, go rob a bank. If you want money, use direct response advertising in an advertising medium like the Yellow Pages.

By the way, when did they announce that you can't use ads that actually work in the Yellow Pages?

When did they say you have to use boring crap like a business card in yellow, and that REAL, DIRECT RESPONSE ADVERTISING is not OK in an advertising medium? What law says your name has to be in a yellow pages ad? (Yes, I know some of you have legal requirements to put your name in an ad. I understand that. If you don't HAVE to by some government or regulatory body's requirements, then you may do lots better without it in the Yellow Pages!)

And/or you can put an online ad up. You would use the same killer copy you know you should be using. Just like the above example. Check out these online sites: (due to the changing nature of the Internet, some of these sites may have been moved or merged and may no longer be active)

<http://www.anywho.com>

<http://www.superpages.com>

<http://www.qwestdex.com>

<http://www.Smartpages.com>

These are just some of the places you can check on.

Chapter Seven

Step Three – Offline Marketing

Here is where you want to mention your email and/or web site address on every other promotion you do.

TV, Radio, Business Cards, Direct Mail, Flyers, Press Releases, Brochures, etc.

Any and ALL offline marketing should offer your web site address! It's simple. Just put it in there! I also recommend you add language like this to each promotional piece to get more hits to your site, quicker:

To get your copy, call our toll-free, 24 hour FREE recorded message line, 833-756-4567, or to get it INSTANTLY via email, go to our web site at: www.slowhand.com

You can offer a bonus for sending an email or going to the web site and signing up. Like this:

To get your copy, call our toll-free, 24 hour FREE recorded message line, 833-756-4567, or to get it, AND OUR FREE BONUS 14 POINT CHECKLIST, INSTANTLY via email, go to our web site at: www.chiefwiggam.com

For instance some of our contractor clients offer tips on their sites like “The 7 Mistakes People Make When Hiring A Contractor in The Bartlett Area. Come to our site, www.weshowup.com, and discover what other contractors don't want you to find out” etc.

Or, offer a coupon like this:

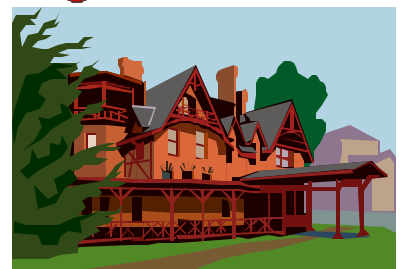
To get your copy, call our toll-free, 24 hour FREE recorded message line, 833-756-4567, or to get it, AND A GIFT CERTIFICATE WORTH 20% OFF YOUR FIRST FULL BODY WAX, INSTANTLY via email, go to our web site at: www.rubberchicken.com

Or, if you're doing a TV ad, you could put something like this up on the screen during the ENTIRE 60 seconds:

To get your copy of this remarkable FREE Report, call our toll-free, 24 hour FREE recorded message line, 833-756-4567, or to get it, AND A COUPON WORTH \$10 OFF YOUR NEXT CAR WASH, INSTANTLY via email, go to our web site at: www.fillerup.com

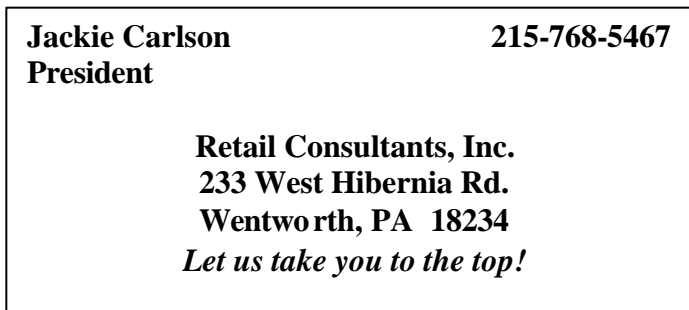
Or, if you're a real estate broker or agent, you could run an ad like on the next page that says something like:

To get a complete description of these homes pictured above, and for ALL of our remarkable homes for sale, call our toll-free, 24 hour FREE recorded message line, 833-756-4567. Or, for a VIRTUAL, ON- LINE TOUR of your next home, and an instant e-gift certificate worth \$500 towards your home purchase... *without* leaving your house, simply go to our web site at: www.nofsbo.com NOW!

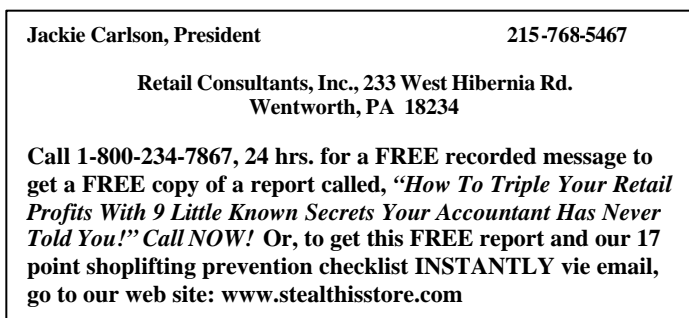


See, no matter what kind of offline advertising you do, you must offer the fact that they can get FREE info, and or other bonuses or freebies at the site INSTANTLY, so they'll want to go there NOW, not later!

How about your boring, old business cards? Do you use business cards that look like this:



Or, you could actually make your business card be a selling machine, and promote your web site like this:



Are you getting the idea here with offline marketing?

I wish I could make this section longer, but I've said all I can say. I hope you see that there is no limit to how you can drive people to your web site with offline marketing!

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Chapter Eight

Step Four – Trade Links/Advertising With Local Sites

In many communities there are local sites. In someone's home town of Bartlett, IL there are:

www.village.bartlett.il.us

local.yahoo.com/?location_state=IL&location_city=Bartlett&location_lat=41.978100&location_lon=-88.171898

And here's a national site, with local weather:

<http://www.weather.com/weather/local/USIL0074?GO=GO>

So, check out these sites and do searches online for your town and state, and the surrounding areas you service. You'll find tons of sites you can try and advertise on.

Some of them will charge you flat fees to put an ad on their site, others will charge you per click to your site, some will only charge you if you make a sale. It varies, and you have to talk to the owner or manager of each site to find out what they are offering.

Of course, you don't have to accept their offer, and can try to get a more advantageous ad set up then they offer you in the beginning.

For example, we've had lots of clients tell us they were told things like, "We charge \$400 a month for a banner ad on our home page", and then negotiate a deal where they pay \$.20 every time someone clicks on the ad or you pay when the person clicking over buys something and so on.

By the way, in case you don't know, or haven't guessed, banner ads or links (they can be called either thing) should be DIRECT RESPONSE ads, with the same copy as with the offline ads we just went through, but with the added element of a **CLICK HERE** response device instead of just the web address.

For example, if you wanted to run an ad on a local web site, you might use something like this:

ATTENTION: FREE REPORT Reveals How To Get Rid Of Your Unwanted Body Hair: Call our toll-free, 24 hour FREE recorded message line, 833-756-4567, or to get it, AND A GIFT CERTIFICATE WORTH 20% OFF YOUR FIRST FULL BODY WAX, INSTANTLY via email, go to our web site at: [CLICK HERE](http://www.rubberchicken.com)
www.rubberchicken.com

I didn't even list the real estate, RV, and other local businesses that have websites that you could piggy back on their advertising. In fact, you could pass this guide along to them so they could learn to market more effectively online which would increase your traffic if you trade links with them!

Just have fun typing in your town's name in search engines, and see what's out there. You'll be amazed at all the opportunities to run ads, many of them on a "results only" basis!

Chapter Nine

Steps Five - Seven

Since these steps are much smaller than the previous ones we will cover them all in this chapter.

Step Five - Buy advertising on regional or national portals. Check Yahoo and Google.

You can buy local advertising from some national sites like:

<http://www.digitalcity.com/>

<http://www.citysearch.com/>

And even sites like [Yahoo.com](http://www.yahoo.com), [Lycos.com](http://www.lycos.com), [Excite.com](http://www.excite.com) and other major search engines who'll sell you targeted advertising at very high prices.

Or better yet, some more local sites to try are:

<http://www.webguideyourcity.com/>

<http://www.vacationweb.com/>

Or, if you're a real go-getter, start a community site yourself and charge other businesses to be on it! Then, you can advertise for FREE and MAKE MONEY charging others!

Step Six - Use pay-per-click (PPC) engines like Overture.com, Google adwords, and target market.

You can advertise your web site at what's called a "pay-per-click" search engine, where you pay for traffic by keyword or phrase.

For instance you might bid on pizza. Now if someone in San Francisco searches on pizza, and you're in Chicago, you don't want them coming to your site because you have to pay for that click.

So, you make sure in the message you post you say something like:

Chicago Pizza for South Siders. And then go on to give them details.

Go to [Overture.com](http://www.overture.com) and search on Pizza and you'll see what I mean.

There are a lot of other pay per click search engines you can register with also. You can find them at:

www.payperclicksearchengines.com

And finally our last step....

Step Seven - Buy local advertising from e-mail and ad networks.

This can be expensive and that's why it's last. Here are companies you can get email lists from:

<http://postmasterdirect.com>

<http://yesmail.com>

<http://mypoints.com>

And for ad networks:

<http://247media.com>

<http://doubleclick.com>

What you do with these folks is rent email lists of people who have supposedly signed up, or “opted-in”, to receive email about a certain topic or subject area.

This is very important, as you want to **MAKE SURE** the list is an opt-in list, and not email addresses somehow obtained of people who have **NOT** opted-in, or agreed to receive these emails!

When you send an email to someone with whom you have no relationship with, it's called “spam”, and is not good. I won't go into the 3,324 reasons why you don't want to be spamming, but please suffice it to say you only want to email opt-in recipients!

In fact, nowadays, many lists are what's called “double opt-in”. What this means is that the recipient initially agreed to receive emails about the subject area, and then the web site that solicited them, sends them some sort of email verification that they have, in fact, asked to be an opt-in recipient. This is called, “double opt-in” because they have asked for the email, and then verified that they actually did.

If you are a real estate broker or agent, for example, and you want to sell homes in the higher end of the market in your community, you could attempt to rent an email opt-in list of people who have said they want to receive emails about high end homes in your market area.

You could send them an email announcing your listings, and have a link back to your web site.

Look on the next page to see what I mean...

You see, you can promote any business online.

By the way, an important thing to know is that your SUBJECT line is the most important line in any email!

Subject: Bill, here's the home in Little Rock you've been looking for!

Hi Bill

You are the kind of person who loves fine things, especially fine homes. You love to enjoy the feeling you get from walking the perfectly manicured grounds, seeing the sunlight filter through your huge picture windows, and smelling the fresh brewed coffee in your large, fully equipped, kitchen, with corian counter tops glistening in the light coming down from the Tiffany fixture over the solid oak center island.

Since you love homes like these, we have an exciting and remarkable virtual tour of the most exquisite, executive homes in Little Rock! If you'd like to walk through them, and see every square inch of the home, the floors, windows, ceilings, woodwork...everything, in any direction, up or down...[CLICK HERE NOW!](#)

Or, if you prefer, to get a complete description of these distinctive homes, and for ALL of our remarkable homes for sale, call our toll-free, 24 hour FREE recorded message line, 833-756-4567 NOW!

We look forward to helping you find the perfect home!

Sincerely,

Leona Helmsley

You MUST use world class, emotional direct response copy, and usually the name of the recipient, just to get people to open and read their email!

Remember that the SUBJECT line of an email is just like an envelope in regular mail! If they don't open the envelope, they won't read your snail mail.

And, if they don't open your email, they won't read your email message! The SUBJECT line is what gives someone the information to decide if they're going to open an email or not. If it's boring, or corporate, "forgetaboutit"! (That's forget about it, in Soprano language.)

You must become a SUBJECT line master if you are to become a web marketing master!

Take a look at the emails you get, and see which SUBJECT lines get you to open emails, or cause you to not open them...or even delete them! Study the good ones, and use them as models for your SUBJECT lines!

OK.

You've been through the most comprehensive, and otherwise unavailable guide to marketing your web site, and marketing through your web site!

I hope you don't sit around and think about this stuff.

No, I want you to get moving and **DO SOMETHING ABOUT THIS STUFF!**

You've learned the nuts and bolts of web site marketing:

Create an email list from offline and from your web site, then nurture it, and keep coming at them with interesting, relevant information.

Now you know what the real Internet winners know, so get out there and kick some online butt!

Chapter Ten

101 Industry-Specific Opportunities

Computer

1. Desktop Publishing

With the advent of Personal Computers came the onslaught of individuals and small businesses desiring the ability to self-publish their creations. With a laser printer and good software package, you can create quality designs and layouts for brochures, books, catalogs, and more.

2. Banner Ad Designer

Aside from other business identity packages, banner ads are the fastest growing method of marketing a company in cyberspace. Banner ads can be created with an inexpensive quality software package such as Ulead, which sells for under \$30. Using this type of software, you can design both static and animated banner ads.

3. Animated Graphic Designer

Introduction pages are widely used now on websites that want to promote a professional image. Those who know how to deliver tailored designs in areas such as Macromedia's Flash, have business clamoring to acquire their services.

4. Electronic Copying Service

If you have a PC that includes a CD-ROM burner, you can duplicate DVDs, CD-ROMs, and other files for your clients (adhering to copyright laws, of course).

Some businesses put Standard Operating Procedures, Training Courses, or other pertinent company information onto a CD-ROM format and then duplicate them and mail them to their worldwide locations.

5. Clip Art Collector

The use of clip art is prevalent on both personal and professional websites. If you enjoy designing or collecting clip art images, or animated gifs, then you can offer a free site or charge for admittance into a clip art gallery where viewers can download the art onto their hard drives, depending on the value of the images.

6. Third Party Computer Servicing

If you're a good salesman and can secure a company's contract work, you might consider this opportunity. Whenever a person buys a computer, printer or other accessory, they usually have a warranty to protect their investment.

Then, Compaq or whatever company manufactured the computer, contracts their repairs to another party. Once these accounts are over-burdened, they source them to a third party. All you need is the ability to outsource local technicians to do the repairs.

7. Domain Name Distributors

The art of buying and selling profitable domain names has become a wealth-enriched business opportunity. By snatching up one word (easy to remember) domain names such as business.com or information.com, site owners have made a rich profit from their URLs.

Any event, occasion, business, or name you can think of will probably become desirable to some individual or corporation in the future. If you're the owner, you hold the rights to unlimited profit potential.

8. Used Computer Broker

Computers are one of the fastest-evolving industries that ever surfaced in the marketplace. Once a brand new computer is purchased it depreciates - because the very next year, a newer, faster, and more compact model will sit on the shelves, ready to snatch up the consumer's dollars.

As a used computer broker, you can become a reseller of complete and partial computers for those who can't (or don't want to) afford to replace their system each and every year.

9. Webmaster

Every single website that launches needs a webmaster. This can be one of the individuals who run the business, or more likely, it's someone who offers this service independently.

As a webmaster, your job will be to maintain the site's content and features, troubleshoot any complications that arise, and answer all correspondence that comes to the webmaster related to the site's functionality.

10. Web Security Guard

No, you don't have to stand by with a badge and firearm by your side. As a web security guard, your job will be to protect the site's safety from hackers and any viruses that are released into the atmosphere. If you have in-depth knowledge of how to design and employ firewalls and other safety measures then this is a highly profitable career track to consider. Nobody wants their business – virtual or otherwise, to fall victim to criminal activity.

11. Search Engine Submitter

It won't do anyone any good to have a web presence if it's not placed before the public eye for consumption. As a search engine submitter, your job is to make sure the site is ready for submission, based on all of the pertinent criteria (META tags, etc.), and then send the information into all of the top search engines (Yahoo, Google, Lycos, etc.). The goal is to be listed first, but at the very least, within the top 10.

12. Sound Effects Creator

Many of the websites online today want to give their audience a reason to enjoy their experience – and therefore, stay onsite. One way to do this is by creating cool sound effects to compliment the images and flash designs that appease the viewer.

You'll work hand in hand with the site owner to find out what effects he or she needs, and then deliver the file in an audio format so that his webmaster can integrate it into the site.

13. Internet Service Provider

One of the most important measures your site (or anyone's site) will encompass is that of the Internet Service Provider (ISP). Without a reliable ISP, you're doomed to site failure, and those crashes, whether frequent or occasional, will result in lost business, repeat customer frustration, and panic by you in trying to discover the problem and get it fixed.

If you have the server capability, and can connect users in a location to their local phone lines, then you have the makings for your very own ISP. This option works very well in remote areas, where ISP companies are scarce, and users need a service to cater to their needs.

14. Discussion List Moderator

As a discussion list moderator, you'll be responsible for maintaining the functionality and atmosphere of the discussions taking place. This includes removing those who violate the policies of the list, and getting any problems resolved whenever one arises.

15. Backup Service

You would be amazed at how many companies fail to do regular backup procedures in order to save their precious business files and information.

When a major crash does occur, they wind up having to spend thousands of dollars trying to recover the lost data, or have their business fail, in some instances (a good selling point). Some backup services go onsite, but you can easily do backup via phone lines and remote communications software.

16. Computer Programmer

Whenever a new business starts up, they'll inevitably need someone to design a software program that will allow them to conduct business to their specifications.

While programmers do sometimes create programs from scratch, often it's not that complicated. There are many programs already on the market that will allow programmers to modify the existing system so that it's customized to their needs.

Health & Self Improvement

17. Herb Cultivator

The health industry is rapidly expanding at an astonishing rate. And with it, alternative medicines and approaches are being vigorously pursued. As an herbalist, your business can cater to individuals, restaurants, health food stores, and more.

18. Professional Motivator

From large corporate conglomerates to small freelance ventures, everyone is looking for a way to improve their lives – both personally and professionally.

If you have a knack for motivating others and teaching them how to enhance their performance, you can create a website that showcases you as the expert in your field. Other great resources for this opportunity come in selling audio, video, and print transcriptions of your seminars or training courses.

19. Disability Deliverables

Many disabled individuals are wired to the Internet as a means of interacting with their community. You can be the virtual warehouse that caters to these individuals – with beneficial software, communications equipment, or a comprehensive inventory of items that aid in making the life of a disabled person easier – such as walking canes, wheelchairs, and more.

20. Smoking Cessation Center

Smokers, like dieters, need a lot of help when they make the decision to kick the habit and make a healthy lifestyle change. You can offer products such as Nicotine Gum, and other aids, or offer expert information from contributing doctors and other sources.

As an added bonus, you might want to offer a support program – from a list to a direct one-on-one email system where you encourage them and keep their minds focused on their goals.

21. Therapist

Therapists don't have to have a degree in today's world. It's no longer a PhD that qualifies you to counsel people, but an original approach in dealing with people's problems.

As a therapist, you can offer segments of counseling, in telephone or web meeting timed increments, or as a counselor who provides clients with regular contact and interaction through emails.

22. Nutritionist

Many of the health websites today offer tips and tricks to enhance your nutrition and therefore, improve your health. As a nutritionist, you'll counsel clients via email or phone on the food choices they make, based on their specific medical implications and food preferences.

23. Personal Trainer

Just as a therapist no longer has to be sitting across from his or her patient, a personal trainer can counsel clients in the physical goals and accomplishments from a virtual setting. Armed with the right information on body statistics, a personal trainer can keep in regular contact with a client and tailor a work-out program for that individual. However, this would probably require clients who are already familiar with the equipment and proper usage of the exercises.

Entertainment & Travel

24. Travel Agent

Like most of the other opportunities included in this guide, whoever starts a virtual travel agency that specializes in certain areas will reap the rewards. Instead of being a generic agency, focus on one or a few tours and trips.

For instance, you might be a premier Disney vacation specialist, or offer vacation packages to remote and unusual destinations in the world. You might focus your efforts on romantic getaways. And remember, your web presence will thrive if you appeal to the viewer's senses.

Put them in their destination before they even book a trip using photographs, audio of a special event, or video. Some great ways to add profit – link your site to related services, such as car rentals, hotels, restaurants, and shows.

25. Entertainment Agency

Hollywood is flooded with waiters and waitresses who moved to California in an effort to get discovered and break into showbiz. You can start your own virtual agency and promote your business to prospects and Hollywood insiders as well.

26. Vacation Rentals

Many homeowners with more than one property like to rent out their residence during peak vacationing seasons. It's a lucrative business that requires a connection to bring homeowners and vacationers together. You can specialize in one region, or worldwide.

27. Web TV Broadcaster

The Internet isn't a static marketplace. It changes on a second-by-second status, which is why you can easily take advantage of it. As a Web TV Broadcaster, you can get your message (and those of certain advertisers), out to a viewing audience who is interested in your topics and subject matter.

Web TV broadcasts live, and although it may not come across quite as smoothly as regular satellite television, it does enhance the use of the Internet and provide a great communication tool.

28. Speaker's Agent

Motivational and other professional speakers across the nation are paid hefty sums to travel onsite and address the audience. From corporate lunches to university demands, you can manage the speaker's affairs online and take over his or her scheduling and promotions.

29. Reporter

Reporters aren't only for the print publications and television stations anymore. Now, ISPs, E-zines, and other web identities are hiring personal reporters to go online and get the scoop for them. It doesn't mean you'll have to broadcast directly over Web TV.

Many companies, like America Online, for instance, hire many people in different parts of the country to report on their local area. They might want the main news, or it could be a simple need for dining and entertainment locales for travelers.

30. E-Zine Publisher

As an E-Zine publisher, you have the ability to produce a virtual magazine that has the potential for worldwide viewers. E-Zines are laden with sponsors, advertisements, and links that allow additional profitability based on your contacts.

You might create your own content, or acquire the services of writers to do it for you, and you profit from the sales of subscriptions.

31. Reunion Planner

Reunions are a big business now that people are no longer staying close to home immediately after graduation, retirement, and other life-changing events.

Whether it's a military battleship reunion, the Class of 1980, or the Burkes Family Reunion, someone needs to coordinate the arrangements – from entertainment to sleeping quarters. If you have a knack for hosting parties and event planning, then this is a ripe opportunity for you.

32. Online Cartoonist

Many of the websites like to update their sites daily, weekly, or less often with genuine cartoons and illustrations. It might be political or humorous, but the market is there for anyone who is talented with a drawing utensil and a pat of wit about them.

33. Fan Club Host

Fan clubs are numerous among the top stars in the industry, but if you make yours the best, chances are decent that the celebrity hounds will catch wind of it and contact you to be the webmaster of their official site, or, they might just buy yours!

As a fan club host, it will be your duty to regularly update your viewers of the celebrity and offer many images and other appealing enhancements. You might try to garner some personal interaction between the fans and the celebs themselves!

34. Tourist Information Center

You may not be on the side of the highway, but you can be at the forefront of the information highway and assist in the direction of tourists worldwide who wish to experience the pleasures of their destination without the hassle of sorting through reviews and books on the subject.

As a tourist information center, your visitors will arrive free of charge, but the sponsors (local businesses who wish to acquire those visitors), will pay you handsomely for the referrals.

Business Services

35. Collection Agency

Not only do businesses need to enlist the help of a collection agency on a frequent basis, but freelancers and contractors need this assistance, too. As a virtual collection agency, you'll help them recover lost revenue from clients who have not paid their invoices.

One of the best aspects of having a home-based collection agency is that you can cater to the small business sector, since larger collection agencies don't serve smaller accounts. If you do follow this route, be sure to adhere to the laws that pertain to debt collection in your area.

36. Accountant

With an unlimited number of start-ups emerging on the World Wide Web every day, there is an enormous need for someone to counsel these business owners on setting up the financial aspect of their venture. Help them create an accounting system, and design a tailored record-keeping program for their Internet business.

37. Abstracting Service

For all of the multi-purpose informational sites, there are businesses whose job it is to review and gather that information for the database.

Your job, as an abstract collector, is to deliver a brief synopsis of the contents of a document so that the audience can see what the article or clip is about and then find it by using your direct links.

38. Web Content Provider

For every business that emerges online, 100% of them will need web content. Some may need only a few short sentences, while others must have several pages of information. Once you learn the business goals and services of your client, you can craft the text that urges visitors to take action while on the site.

39. Business Plan Creator

Thousands of entrepreneurs embark on a business venture with no direction, and no plan! They need your help. Using a pre-designed business plan software program, you can deliver the information they need to secure investors, approach sponsors, and impress financial institutions for their loans.

40. Web Reviewer

As a website review specialist, you'll interact online with the target URL and then write a synopsis of the site, excluding your personal opinion (unless it's asked for by your client). Reviews can be sold to consumer and trade publications, or given to the site owner for an unbiased opinion.

41. Medical Transcription

If you have any experience with medical terminology and documentation of reports, then this is a prime opportunity for you. Your transcriptions will serve in malpractice suits, for patient and doctor reviews, for insurance purposes, and hospital functions.

42. Mailing List

You can teach businesses how to turn their database of client names into a lucrative mailing list opportunity. By specializing in areas such as new home owners, or small business owners, your lists will increase in value.

You can add on mailing services, by offering to print marketing letters, stuff envelopes, and mail the campaign out to the list of names they purchase from you.

43. Fax Delivery

Many homeowners and freelancers would like access to a fax occasionally, but don't want to spend the money buying a new one. For a small monthly fee, you can provide a personalized incoming and outgoing fax number to your clients, where you convert the incoming fax into an image that they can print out directly from their personal computer.

44. Insurance Broker

While you do have to be licensed to sell most policies, you can offer comparison evaluations and pricing packages of different providers.

You can also contact agents and offer to highlight their services in exchange for a fee, or send them clients and take a percentage of the premiums as compensation.

45. E-Book Publisher

The popularity of electronic publishing means a market is open to those who wish to benefit from it. No longer is electronic publishing limited to new and unknown authors who haven't had any luck with traditional agents and publishing houses.

Now, famous literary giants such as Stephen King are catering to the virtual audience. You can house an endless number of titles on your site, and charge for the download.

46. Copywriter

For all of the products and services emerging in the marketplace, someone has to provide them with the words that will sell their business to the public. From packaging to brochures, crafting the right words is a lucrative opportunity with a high demand.

47. Cyber-Stock Broker

Whether you're a resource site for amateur and professional stock enthusiasts or one of the top consultants in your field, there's a great need for specialized information that will foster the growth of financial portfolios everywhere.

48. Virtual Teacher

Home-schoolers aren't the only student learning everything from business to cooking from the comforts of their homes. With the hectic lives of Americans constantly getting even busier, adults are taking advantage of distance education in droves. You can teach the classes by video segments, audio, or email contact.

49. Electronic Public Relations

As a public relations specialist, you have the ability to promote your clients in a multitude of ways. Not only can you acquire your clients online, but you can publicize their efforts to both Internet and offline audiences.

Your job will be to devise a marketing campaign strategy, send out appropriate press release statements, and develop a cordial relationship with all of the top media in an effort to foster repeat coverage of your clients and bolster them to the forefront of the news.

50. Resume Writer

Americans change jobs an average of seven times in their career spans. And each time, they need an updated resume that will highlight their qualifications and make them stand apart from the crowd. If you know how to devise a professional document, then you might want to consider this option.

A resume writer has to know how to be inclusive without being too verbose. Be succinct without leaving off any relevant information. The potential is worldwide – not restricted to the United States.

51. Form Design Service

With all of the businesses in the world, forms are populous in the paperwork that passes from desk to desk, office to office. Each business needs their own particular form – invoices, applications, contracts, inter-office, etc.

You can also design online forms for use in html language so that users can enter their information online without having to manually fill out forms.

52. Scanning Service

Even if a company hasn't made the full transition to online status, many of them have inter-office sites that only allow access from employees.

No matter what the situation, many of these companies need someone to scan documents and images that will be used on the site itself and sometimes in presentations that are offered to employees and clients alike. You can charge by a per page basis for this service, or do bulk jobs at a price break.

53. Market Research Consultant

We discussed in earlier chapters how important it is to *know your audience*. Once you do, you hold the key that unlocks the mystery of their purchasing decisions. If you know how to gauge the marketplace and decipher demographics and consumer habits, you can benefit the myriads of those who don't have a clue how to determine their customer's needs.

54. Grant Writer

Grant writing is a business that will never fade out. Start-up companies are always looking to find funding for their ventures, and they don't know the formula and language it takes to secure these funds. The money will come from the government, foundations, and businesses who want to assist in the development and furthering of a specific industry.

55. Internet Trainer

You'd be amazed at how many people are still not online – especially when so many *are*! These newbies, as they're termed, all need assistance in using the Internet – and you can teach them! One of the biggest markets for this is in the older generations who weren't taught computer classes in traditional education. You can offer audio, video, and personal training packages.

56. Credit Card Service

All of these virtual businesses need some way to conduct the financial aspect of their venture. While many can accept personal checks, or wire transfer, consumers today like the ease of credit card availability online, and you can offer it to them!

57. Billing and Invoicing Service

Some people who start their own business online haven't considered the tedious task of administrative duties, such as invoicing and billing procedures. While they could do that in their spare time, let's face it – they want to enjoy the profits of their business! With a simple software package that allows you to invoice their customers, you can take over that involvement for them, and let them use their spare time for more enjoyable things!

58. Electronic Clipping Service

Many business sites like to have a complete section that announces the press releases and coverage they've garnered in the media in an effort to tout their skills and advancement in their specified industry. As an electronic clipper, you'll scour the publications – both print and virtual, and send the “clippings” to the company contact who requested them. These can be done in bulk emails, or constantly updated, depending on the size of the company.

The Unusual

59. Memory Maker

If you take a look on EBay, you'll find page after page of collectibles from specific events and t-shirts of your favorite band, to 50-yard Superbowl tickets and autographed footballs. Specialize in a certain industry and you'll boost yourself further to the top of the field.

60. Hobby House

For all of the lifestyles that abound in society, the participants are seeking other like-minded individuals who share their interests. Even cigar-lovers have their very own celebrity-endorsed print publication now – what's to stop you from doing something similar in cyberspace?

61. Contest Craftsman

iwon.com has garnered a wealth of sponsorship from companies vying to participate in their contest and sweepstake competitions. Since contests are a great way of building a

database, and of securing customer loyalty, hundreds of businesses are in need of someone to create those situations.

62. Online Garage Sale

You can sell your own acquisitions, or become a liaison between buyers and sellers for a percentage of the profits. Think of how enormous EBay has become – there are celebrity auctions, people addicted to the process, and book upon book on How to Make a Living Buying, Selling, & Trading on EBay. Again, if you specialize, you'll have better odds of success – think vintage or electronics, books or videos.

63. Virtual Detective

Not only do businesses need this service for background investigations on potential employees, but many individuals want to discreetly hire an investigator to find information on a spouse or acquaintance. For premium services, you can offer surveillance and bill the client for travel expenses as well – or outsource the work to a local contact.

64. Reminder Service

Hotels aren't the only ones making wake-up calls these days. You can offer this service, too – for important deadlines, meetings, special occasions, and anniversary dates as well. This can be an email reminder, personal phone message, or letter service. Add on to your profitability by incorporating personal shopping for these events.

65. Astrologer

Earlier in this guide, we briefly touched on the astrological business that is booming worldwide. While you can offer general, broad astrological forecasts, you can also tailor your niche to love, career, money, or family. Your consultation can be one-on-one interaction via email or telephone. And as an added bonus, you can tack on products such as books, video and audio courses teaching others to do what you do. Along with astrology, you can offer other features such as numerology, which predicts lives based on numbers.

66. Freebie Center

From discount coupons to sample-sized trials of your favorite detergent, websites that offer freebies to their visitors can generate a large sponsor-based advertisement section for medium to high profit potential. You can contract with companies that want your audience to test their candy, cleaners, and so on. A trial is then sent to the user, and they offer feedback on the products to the manufacturer.

67. Cyber Secret Shopper

Businesses worldwide have been employing the use of secret or “mystery” shoppers for years. While you can be the liaison between companies and people who sign up with your service to become secret shoppers, there’s another market to consider. Department stores, restaurants, and every industry you can name have launched their business on the Internet. They need people who will give them reports on things like website ease and use, customer service response, shipping and delivery actions.

68. Puzzle and Game Sites

Just as the New York Times has a crossword puzzle that people spend a relaxing hour every day solving, so do many websites. It can act as a stand-alone feature for sites that want to provide an abundance of gaming choices, or it can be offered on other sites, from personal to professional, as an added feature for visitors to interact with every day, week, or month.

69. Referral Service

A referral service can be on a local level, or worldwide, if the particular service is one that doesn’t require close physical proximity. To do this, you must market yourself as the best site available for such information, and then you’ll have participants vying for a spot in your list. You can sell top spots to those who pay extra for it. It’s similar to some search engine sites who allow bidding for the top spots. One company might be willing to pay \$1.50 per search for every top listing, while another might go as high as \$2.75.

70. Matchmaker

Matchmaking is one of the fastest growing industries online. It’s no longer taboo to put a personal ad out there in hopes of meeting Mr. (or Mrs.) Right! With online matchmaking services, you can offer free or minimal access to users, and get your revenue from advertisers and sponsors, or rely on users alone, who pay a premium fee for added features such as live chats, etc.

71. Creativity Consultant

Everyone wants a winning idea, and when brainstorming fails them, they seek help from an outside source. Whether it’s a corporation or an individual, many people will contact creative consultants to deliver a great product or marketing idea for their future efforts.

72. People Finder

As mentioned before, people are no longer restricted to live on the same plot of land with their ancestors for decades. Soon after graduation, they move across country, and some

retire far from their loved ones and old friends. As a people finder, you can help reunite those individuals with someone from their past who they can no longer locate.

73. Housemate Services

Sharing living quarters is a frequent occurrence, especially for college students and those who are on a shoestring budget. As a housing referral service, you'll connect potential roomies with one another, so that they don't have to put up post-it-notes all over campus. You might even offer to run background checks on potential roommates as an added service to ensure the safety of the individuals.

74. Digital Mall Landlord

A digital mall landlord is someone who houses several businesses in a virtual setting and manages them just as a landlord would in a physical mall. The best approach is to find several companies whose services and products complement one another so that each one can benefit from every visitor who comes into the mall.

And More...

75. Cartographer

With so many businesses offering regional, nationwide, and international services, many have a need for a tailor-made map to showcase specific locations. Additionally, cities, states and countries are hiring the mapping services of cartographers to design maps that are posted on the government or organization websites.

76. Specialty Informational Site

Unlike the wide-spanning basic information-laden sites that handle volumes of general data on broad topics (like about.com), specialty sites offer a narrow and rare approach to hard-to-find subject matter.

Consider a court case or public challenge where "experts" in a certain field have been called to testify on behalf of one of the parties. This type of information is valuable. With a specialty site, you can combine the free data with items to order – books, audio, video, or even gifts.

77. Custom Made Calendars

Many businesses like to order calendars and other small items to hand out as free marketing incentives to their customers. Think about the insurance agencies, car repair shops, banks, and other companies who employ this method of remaining on their clients' minds year-round.

You don't have to stop at calendars – many businesses give away pencils, coffee mugs, mousepads, and magnets – each with their logo and contact information emblazoned on them.

78. Animal Breeder

Often times, people wish to find a pure-bred animal or unusual species of pet, but have trouble finding a breeder nearby. If animals interest you, or you specialize in a certain breed, you can sell to clients on a world-wide basis.

79. Financial Aid Services

If you have the talent to do a little detective work and seek out funding for various situations, then this is the business for you. Each year, thousands of college students and their parents go online in search of money that will allow them to fund their college education.

You can offer multi-tier services – to simply locate and deliver relevant financial aid choices, or fill out and submit the paperwork yourself.

80. Translator/Interpreter

If you're fluent in more than one language, you can provide translation services to businesses and individuals. This can either be done over the phone, in real time, or through documentation in written form.

81. E-Greetings

While most of these sites are free, and garner their revenue from advertisers who have links on the site, some charge for premium e-cards and personalized messages. You can customize the cards, animate them, or include music and sound effects.

82. Religious Deliverables

By specializing in a specific religion, you can position yourself as a connoisseur of religious goods and services. The possibilities are endless – products such as menorahs, bibles, rosaries and more, or other articles of importance.

You can customize religious items with embroidery or engraving services, send gifts for relevant milestones in a child's religious journey, or offer a database of organizations for different locales.

83. Cookie Creator

Put grandma's recipes to the test. You can sell your family creations, or go one step further and customize them for your clients. One company sells cookie bouquets for people to send as a substitute for the more traditional gift of flowers.

84. Competitive Pricing Strategist

One of the most precious commodities online or anywhere for that matter is time. Time is money, and people will pay to save. By being a price checker, you'll offer your visitors the best places to get the best bargains – and businesses will pay to advertise with you.

MySimon.com is only one such site that allows price comparisons, but as with the other opportunities, specialty is key.

If you open a site for small business owners to find the same kinds of deals that larger corporations get on their bulk buys, you'll find a huge line of virtual visitors clamoring for that valuable information.

85. Immigration Services

By counseling immigrants on the processes involved in interacting with the Immigration and Naturalization Service (INS), you'll find a hearty demand for more specialized consultant services.

You can offer various packages of information – on subjects such as deportation, resident status, and tourist visas. You can also develop an opt-in referral feature for lawyers and translators.

86. Consignment Clothes

As a consignment entrepreneur, you sell clothing for individuals for a percentage of the income it generates. You don't have to limit yourself to clothing – you can venture out and add jewelry, purses, shoes, and other accessories of interest to men, women and children.

87. Antique Dealer

Ever since the Antique Roadshow became a fixed staple in the lives of Americans, people have had a fierce obsession with articles of the past. With items ranging from the modest to the extravagant, the income potential is equally as amazing.

88. Automotive Consultant

Buying a car is one of the biggest and most important purchases in a consumer's life. Next to a home, it's the one purchase they'll want to be most informed about before they buy.

If you become your own consumer's guide for your clients, you can gain profits from advertisers, members to your subscription site, and products such as domestic and foreign automotive guides.

89. Online Syndicate

You may not be Ann Landers and Dear Abby yet, but the potential is there. With worldwide potential, you can create publications that house many syndicated writers, or become your very own writer and send your message out all across the Internet. You might write specifically for a corporation or industry (remember, specialization is key to a better marketing strategy).

90. Temporary Agency

Temp agencies have sprung up in mini-malls all across America. Now is your turn to harness the power of the Internet and provide temporary liaison services to businesses on a worldwide basis.

Temp jobs are easy to come by – many companies want to hire these employees so that they avoid paying insurance premiums, or as a way of testing out each candidate to see if their skills are a good match for the company.

Your cut comes in the form of hourly salary – the company pays \$10/hour for the job, and you pay the worker \$8/hour. The more temps you sign on, the better!

91. Job Database

Just as you can connect temp jobs with their candidates, you can also try your hand at housing all jobs on the Internet in one large database where clients and employees alike find each other's skills through online resumes and contact sheets.

Monster.com and Hotjobs.com are two giants in this industry, but you can focus your attention on one industry for even better results – like Engineers.com, or Writers.com.

92. Virtual Realtor

A virtual realtor can act as a virtual guide, and correspondent between the homeowners and potential buyers of the home. While you may want to travel and do it all in person, there is no reason why all of it can't be done over Internet communications.

Of course, for inspections and such, you'll have to find a local contractor to deliver, but for regular involvement such as contracts and locating properties your clients will like, you can do from your own home.

93. Liquidator

A liquidator is like an online auctioneer – they work with a business that is going out of sale (or perhaps upgrading their equipment), and they sell it for the business for a percentage of the profits.

This can be organizations that have just received donated upgrades, and want to sell the old items and use the money for more improvements, or simply a business that no longer has room for the older items.

94. Digital Photographer

As web presences become more competitive in the marketplace, so do the enhancements they use to impress the audience and keep them coming back for more attractions.

As a digital photographer, you'll manipulate their images using Photoshop or another such program, and professionalize it to a new level.

95. Event Coordinator

An Event Coordinator plans every detail of an event from the invitations to the cuisine and entertainment. If you have a spotless record of arriving on time for dinner, and setting spectacular places for dinner parties, this is your dream opportunity.

Even Coordinators also manage affairs for specific locations – such as a major restaurant that allows parties to be hosted, or a church that has to have someone synchronize the wedded bliss.

96. Indexing Service

Go into any Barnes & noble and take a look at the shelves full of books. Someone had to index all of those publications. Authors themselves rarely have time to do it themselves – they're busy writing the next installment of their series, or are out doing book signing tours for their last best seller. As an indexer, your job will be to thoroughly read and mark all relevant information and then organize it in the back of the book.

97. Legal Transcription & Digesting

Most courtrooms house their own transcription personnel, but many legal affairs, such as mediation, only have records kept on audio tape to be transcribed at a later date.

As a digester, your job would be to take already transcribed documents and provide the client with a comprehensive summary of the text.

98. Proofreader/Editor

Probably the worst mistake one can make in uploading their web content is in not checking it for grammar and spelling errors. It's not enough to run a spell check procedure, because that component doesn't allow for differences in the words "not" and "knot."

It's best to hire an outside source that can look at your words with a fresh eye and point out any glaring mistakes, and those that are hidden as well. If you have a promising talent for nit-picking these errors, then you can proofread and edit for a host of print and online publications, not to mention businessmen and women who like to ensure their accuracy before publishing their works into the corporate world.

99. Recipe Service

While it may sound basic, being a recipe database has its advantages. Traditionally, cooks everywhere have had to rely on print publications that released newer versions of their recipes every so often, updating them with new ingredients or better items.

Now, your online recipe center can deliver quicker versions that can easily be downloaded and placed into the cook's hard drive for easy access.

Some other added profit possibilities involve being a source for questions – there is a 24-hour turkey hotline at Thanksgiving, why not have something similar year-round? You can also offer a virtual cooking class, which can be downloaded for the user's convenience.

100. Homemade Crafts Service

From wreaths to personalized baby bottles, there is money to be made in homemade crafts. You might want to visit your local trade area – some are flea markets, and some are trade shows, and find out what people are selling (and buying) from others with a handy talent.

101. Portrait Painter

Portraits can be painted from photographs, as long as the image offers a clear detailed version. If you have a talent for painting, you can offer this service to people worldwide.

Maybe they have a loved one they'd like to surprise at Christmas. Or maybe they wish to preserve precious memories of a life happily lived in a special scene. You can provide them the timelessness they desire.

Chapter Eleven

In other parts of the kit, you have everything you need to know to find hot target markets, how to find or create products, the resources you need to use to make your business run by itself, etc.

Over the years, many of my students have said they want to sell high priced products just like I teach, but that they don't have a target market in mind, and they don't want to find someone to team up with, or learn the specifics of a particular target market, etc.

After several years of hearing students voice these concerns, I decided it was time to do something about it.

And what I've done has been amazingly well received!

Here's the deal:

There are TWO TARGET MARKETS that are the biggest, have a constant inflow of new people in them...and who are hyper-responsive to buying information kits!

What are these two markets?

Well, they are:

- 1. Small Business Owners**
- 2. Business Opportunity Seekers**

Remember when I told you that there were 30,000 CFP's in my original target market, and that I built up a multi-million dollar business selling them high priced, high profit information products?

Well, think about that number, 30,000. With that small of a market, I was able to turn my life into a life most people only dream about.

Now think of this:

There are over 15 million small business owners and over 25 million business opportunity seekers!

Did you hear what I just said??

Instead of a target market with only 30,000 people in it...you're looking at two that have over 40 million people combined!

Now let me ask you this. Do you think you could make money in markets like this?

I know the answer, and it's obviously a resounding YES!

Keep in mind that these target markets have all the money making characteristics of smaller target markets, but just have millions more prospects for you to sell to!

For example, these two target markets:

1. Are very passionate about what they want!
2. Are very eager to learn more about how to succeed in what they do!
3. Are willing to spend money to learn more!
4. Are willing to spend money on high priced products!
5. Are more than happy to buy MORE products to become “back end “ sales for you! (THIS IS WHERE ALL THE MONEY IS!)
6. They are EASY to reach, EASY to find, and EASY to sell to! (There are zillions of publications including your local newspaper you can advertise in to get them as leads!)

So, we’ve put together two different licensing packages to make your transition into an information millionaire easy for you! We have an “off-line” licensing package that has different “kits” to sell to both business owners and business opportunity seekers! We also have an “on-line” licensing package with web sites you can sell to both target markets as well!

Now keep in mind that licensing is an amazing way to get into business, probably the best way, because the products and advertising are all done for you, so you don’t have to create anything! You’ve seen licensing programs your whole life, but probably don’t know it.

For example, when you go into McDonald’s to eat and see the “Lord Of The Rings” figures for sale, or if you see a catalog selling jackets with NFL team emblems on them. These are both examples of licensing programs. In each case, the seller wanted to sell the products, but didn’t want to re-invent them or come up with the ideas themselves. They were happier to pay a licensing fee and a royalty on each sale to the organization they licensed the stuff to sell.

The only drawback to licensing is that most licensing programs require you to pay royalties to them on each sale. For example, McDonald’s likely pays a royalty (a percentage or dollar amount) to the Lord Of The Rings people.

The good news with our licensing programs is that we do not charge a penny in royalties. Whatever you sell, you get to keep 100% of! This is very unusual in licensing, and an opportunity that you won’t find too many other places, if any!

Anyway, that’s my story, and I’m sticking to it! Please get going and do something NOW! Time waits for no one, least of all any of us! Don’t procrastinate. The opportunity is here NOW, so get going NOW! If you aren’t sure what to do, we have the Fast Start tapes and guide. Best of luck to you! I hope to meet you, and hope to get your success story to put in our next programs!

All my best wishes for a life full off success and happiness...

Jeff Paul and Jim Fleck