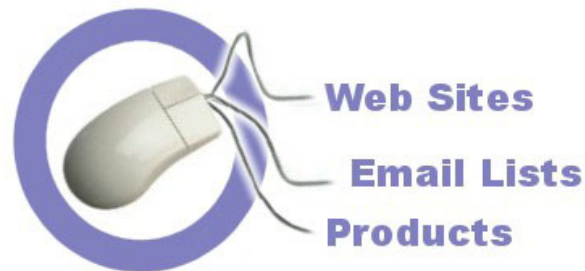


Version 2

Click:

The Ultimate Guide to Electronic Marketing
for Speakers



A Three-Pronged Attack

by

Tom Antion

Other Educational Materials by Tom Antion

VIDEOTAPES and DVDs

Wake 'em Up Video Professional Speaking System (For Professional Speakers)

<http://www.antion.com/speakervideo.htm>

Magic For Speakers (Coming Soon)

<http://www.Magic4Speakers.com>

AUDIOTAPES & CDs

Make 'em Laugh: How to Use Humor in Presentations

<http://www.antion.com/speakershop.htm>

Electronic Marketing Butt Camp on CD

<http://www.antion.com/buttcampcd.htm>

How to Sell a Ton at the Back of the Room PLUS Many other titles

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LIVE SEMINARS

Electronic Marketing Butt Camp

<http://www.antion.com/buttcamp.htm>

SHOPPING CART SYSTEM

Free ebook – <http://www.public-speaking.org/ebook.htm>

<http://www.KickStartCart.com>

TOM ANTION'S VIRGINIA BEACH RETREAT CENTER

<http://www.GreatInternetMarketing.com/retreatcenter.htm>

**INTERNET ASSOCIATION OF INFORMATION
MARKETERS** <http://www.NetAim.Info>

Anchor Publishing

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How to Use This EBook

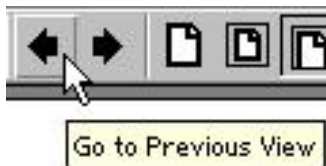
This book is in *Adobe Acrobat* “pdf” format. If you can read this, then you already have the *Adobe Acrobat Reader* installed on your computer. I'll give you some tips below so you can conveniently navigate the book and find what you want fast. This book is best viewed at a minimum desktop configuration of 800x600 pixels and 16 bit color.

Hyperlinks

You will see throughout this book over 700 *World Wide Web* addresses that are underlined in blue . **Example:**

<http://www.antion.com> If you are connected to the Internet, and the web address has the standard **http://** format, you will be able to click on the link and it will take you to the webpage listed. **Your main (default) Internet browser will open up automatically a few moments after you click on the link, and you will be taken directly to the webpage in the link.** To get back to the book, close your Internet browser, or click on the *Adobe Acrobat Reader* button on your task bar usually located at the bottom of your computer screen.

At certain points in the text you will be able to click on underlined blue text that will whisk you away to another part of the book related to that text. To get back to where you were after you review the related text, click on the back button of your *Adobe Acrobat Reader*.



When you are in the **Table of Contents** section of the book, which is at the left part of your screen, you can click on any of the topics and you will be taken directly to that section of the book. Again, click the back button of your *Adobe Acrobat Reader* to return.

Email Addresses

Email addresses work in a similar fashion to hyperlinks. The format you will see in the book is <mailto:tom@antion.com> When you click on a link with a “[mailto:](#)” format before the email address, your main email program will open up automatically a few moments after you click the link. The email address in the link will already be in the “Send to:” area of your email program. This makes it very convenient for you to email anyone listed in this book. You do not have to be connected to the Internet to **write** the email, but you do have to connect before you **send** it.

Emphasis

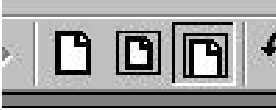
I'll use various ways throughout the book to emphasize words or points. As you see just above I made the words **write** and **send** bold. Hey I just did it again didn't I? I use Bold and Italic for book names like *Wake 'em Up*, software names, company names, and generally anywhere a name or title is used. You'll see some **BIG RED TEXT** once in a while. This means the item I'm discussing can really get you in trouble or be an extreme hassle.

Using the Adobe Reader

There are two ways you can adjust the size of the page to suit your personal reading preferences. You can either use the icons at the top of the screen or the sizing bar at the bottom of the screen.

Icons

The icons at the top of the screen make broad changes in the sizing of the page. Pick the one that you like best by clicking on one of the icons.



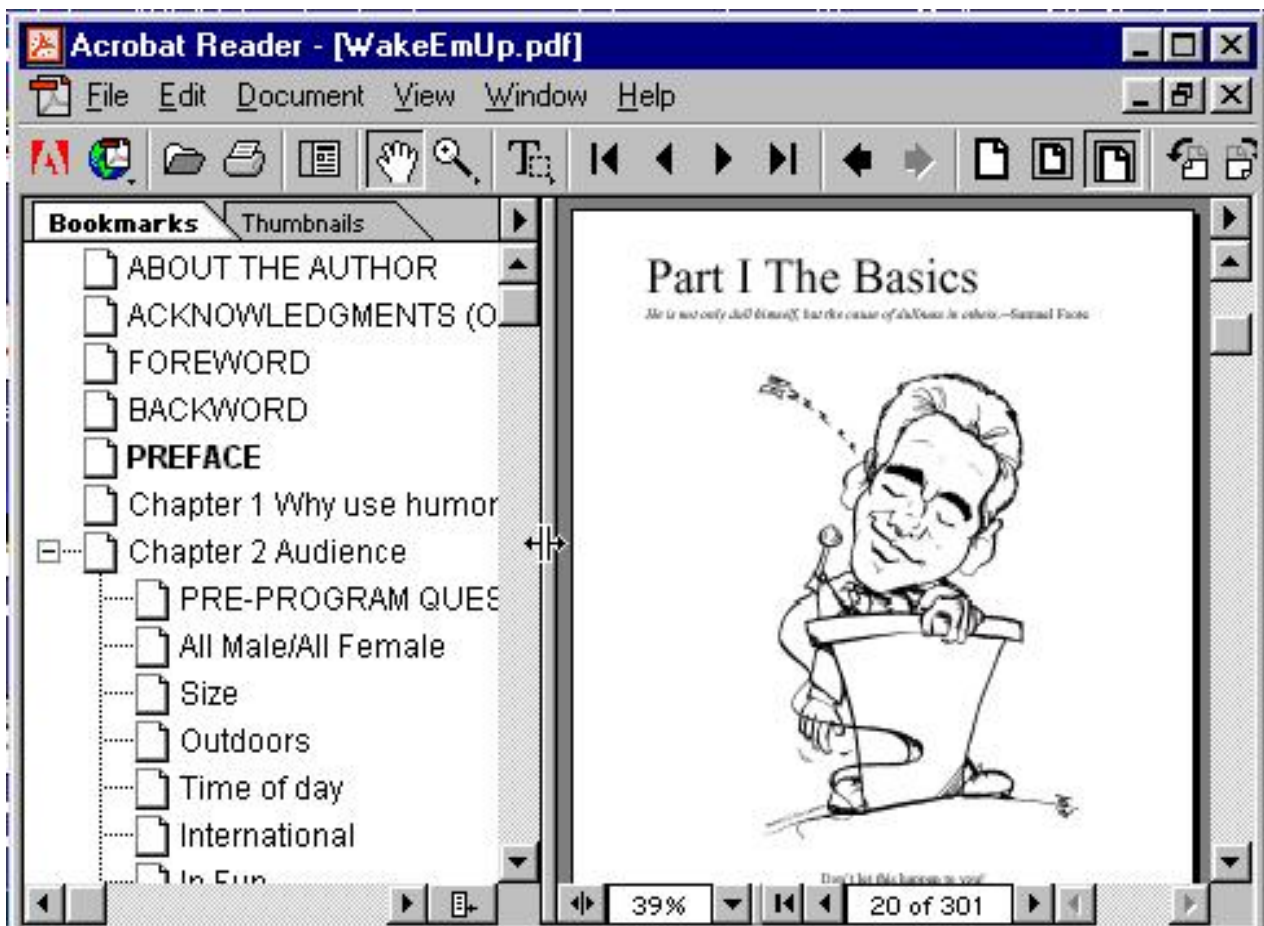
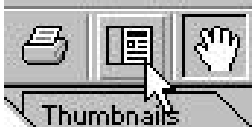
Sizing Bar

You can also use the sizing bar at the top or bottom of the *Adobe Acrobat Reader* screen to set precise sizing of the page. Click the arrow to the right of the percentage box as shown below.



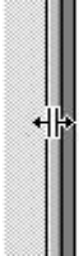
Bookmark Panel

Adobe has a cool feature that allows you to have a complete clickable outline of the book handy on the left side of the screen. You can close this area if you prefer to have more screen area for the actual page you are reading. To close or open the panel, click on the icon shown. It acts like a toggle switch opening and closing the side window.



Adobe Acrobat Reader window showing clickable outline.

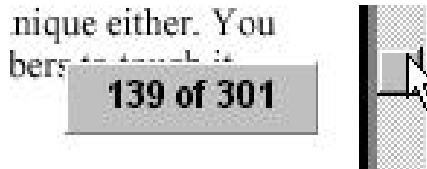
If you want the window there, but it is too big, you can drag the vertical resizing border to the left. Hold your mouse button down ovetop of the border until it turns into a double arrow and drag to the left.



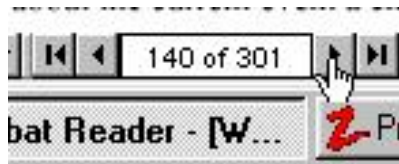
Turning Pages

There are 4 ways to turn pages in your book.

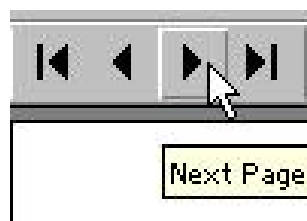
1. You can use the arrow keys on your keyboard.
2. Use the scroll bar on the right side of the screen. Note that when you click on the scroll button, the page number you're on pops up in a little box.



3. Click on either side of the page number box on the bottom of your screen.

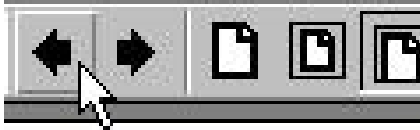


4. Click on icons at the top of the page. The single left and right arrows move you one page at a time, and the left and right arrows with the vertical bar take you respectively to the beginning of the book and the end of the book.



Returning to Your Last Position

Click the back button at the top of your *Adobe Reader* to return to the last page you were on.



Go to Previous View

ABOUT THE AUTHOR



Tom Antion is an internationally acclaimed expert in Internet Marketing for small business. He is a full time professional speaker who has been featured on major news media worldwide including the Canadian Broadcast Network, The Australian Broadcast Network, Associated Press, The Tokyo Today Show and hundreds of radio, television and print outlets across the United States.

Tom was the chief spokesperson for CBS Switchboard.com in their *Main Streets Online* program. Switchboard is one of the largest and most heavily visited websites on the Internet. Tom consistently makes large sums of money while sitting in front of his computer which gave him the idea for his infamous *Butt Camp Seminars* <http://www.antion.com/buttcamp.htm> . Where you can “Make more money sitting on your rear end than going out and working for a living.”

Tom was starting offensive guard for the West Virginia University football team where he earned his Bachelor’s degree in psychology. Tom says he got his clinical experience in psychology in the six years after he graduated when he owned a nightclub just outside Morgantown, West Virginia. The ultimate entrepreneur, Tom has never had a job. Starting from scratch, he owned five apartment buildings and a hotel BEFORE he graduated from college.

Tom is the author of the only video seminar of its kind *The Wake ‘em Up Video Professional Speaking System*. <http://www.antion.com/speakervideo.htm> This training course is considered the standard for training professional, or aspiring professional speakers in the art of speaking and the science of marketing professional speaking and training services. He is also the author of the only Internet Marketing CD of it's kind *Butt Camp on CD* <http://www.antion.com/buttcampcd.htm>

Tom is also co-founder of <http://www.NetAim.Info> The Internet Association of Information Marketers

You can also make quite a bit of money referring Tom for speaking engagements. Visit <http://www.antion.com/referrals.htm> for details.

Quick Start Overview

This is a massive piece of educational and reference material. It is packed full of more details than any other book in our industry.

Let me give you a quick start overview of some of the big things you are going to accomplish with this document.

- You're a speaker, author, trainer, coach or consultant so you will be learning to use the Internet to sell your speeches, products and services. This is a pretty obvious reason you bought this ebook.
- Not so obvious is the fact you are going to learn how to create even more income by selling other people's products and you are going to have other people selling yours on a commission basis. This is called affiliate marketing.
- You are going to learn to look for other ways to make passive income with your website and database by joint venturing with others, selling ad space, making money when someone leaves your website and lots of other ways to give you a much greater return on your web investment.
- You are going to learn how to acquire great websites for virtually no investment that look great and represent you well professionally.
- You are going to learn to evaluate those that are helping you to see if they know what they are doing.
- You are going to learn the psychological sales process of a website so your site sells.
- You are going to learn the value of having a great shopping cart system that automates your business and sells more to the same number of people.

- You are going to learn the methods of getting high rankings in search engines.
- You are going to learn guaranteed ways to get top rankings by using pay-per-click search engines without losing your shirt.
- You are going to learn how to build a massive email database of people who want to hear from you. This database will be extremely valuable to you because it is virtually cost free to reach them over and over when you have something to sell.
- You will learn to create digital and physical products that you can sell over and over without keeping any inventory.
- You will learn how to make money conducting TeleSeminars.

You will learn tons more along the way, but I just wanted to give you a little preview of what you are going to accomplish. That will help you when you get a little bogged down now and then trying to learn this stuff.

I can assure you my students that persistently applied the knowledge in this ebook are making more money on the web than they ever dreamed they could.

Good luck and let's get started!

Tom Antion

P.S. **Here's a bonus idea.** Why not create your own "Vortal"? That stands for "Vertical Portal" or a website all about one topic or for one group of people. I did this with <http://www.Public-Speaking.org> and it has meant hundreds of thousands of dollars coming into my business. There is no reason you couldn't do the same thing with your topic. Cover every aspect and make your site the one to come to when someone wants info on that topic.

Introduction

The reason I got into this Internet Marketing stuff was because of statistics. I had a website for two years and didn't even know that statistics were being kept on the site. When I saw them for the first time I almost fainted. ONLY 400 PEOPLE HAD COME TO MY SITE IN TWO YEARS. . . . OUCH!!!

I was really depressed about it. I had fought with my web designer over that two year time period about updates taking forever, or more likely never being implemented at all. My *Wake 'em Up* Book was out a year before the webmaster got it on the site. The depression and shock that I felt was the best thing that ever happened to my career!

This was about eight years ago. Now, at the time of this writing, I get many thousands of visitors per day to my websites and earn over a million dollars a year selling my products and services on the Internet. I had to learn many things to make this happen. You need to start somewhere and consistently work at this to keep people coming regularly to your site and keep the numbers building. But it does start to mushroom after awhile.

I am not a tech guru . . . in fact, I'm not a techie in any way. I just studied the simple techniques that either I can do myself, or I can farm out to some professional that does it all the time. The more you do yourself, the cheaper this whole deal is going to be. You can call or email me for recommendations of people that can do things you don't want to do yourself.

Website . . . Ya Gotta Have One

Everybody tells you must have a website, but hardly anybody tells you how to really have one that kicks, brings in business, gets you speaking engagements, and sells products for you.

What happens is that you spend a fortune getting someone to design a website for you, and then you sit there and wait for the money to roll into your bank account. It just doesn't work like that. You need to make a commitment to actively manage your website operations and supervise, or completely control, the marketing efforts of your site.

By using this book (it wouldn't hurt you a bit to get the *Butt Camp CD* too) <http://www.antion.com/buttcampcd.htm> you can develop a successful speaker electronic marketing system. I recently attended the Western Workshop of the NSA, (National Speaker's Association), and it was very evident that there was only a handful of us who knew these techniques and tricks and had successful speaker websites.

Remember, if you think that something is a little bit over your head, I don't want you to worry. What I want you to do is try to understand the purpose, or the reason for doing the particular technique. Then write it down. Either follow-up with me, or take it to your Webmaster and make sure he/she implements the idea for you, even if you don't understand the technical details of how to do it. You want to make sure your site(s) comply with what we are going to discuss.

To help you with this, I have put *What You Need to Know* light bulbs just after sections that might be a little confusing if you are a beginner. I'm not expecting you to be able to do everything in this book . . . that would make you a "techie." **You must, however, know what needs to be done so you can make sure it gets done.**



Here's your first *What You Need To Know* revelation.
You don't have to know everything, or even anything technical
to make a lot of money with electronic marketing.

Watch Out for Electronic Artists

Also, I want you to be prepared because many of your web designers and technical people driving old Ford Pintos will argue with you and try to talk you out of doing some of the things mentioned in this book. Always remember, this book came about because people making extremely large amounts of money taught me how to do it and I'm making extremely large amounts of money with the same techniques. Exactly how much money are your web designer and techie friends making actually selling things on the Internet?

You need to make sure that you don't get stuck in the typical trap of paying for a beautiful design of a website that nobody comes to . . . and more importantly, you need to make sure your web visitors stay and buy your products and services. The "Pretty Website Syndrome" is the most common problem I see. Everybody and their brothers and sisters are website designers because it is so easy. However, very few people know the marketing techniques I'm going to cover in this book.

You have to make sure your designer or web person knows how to do these things. If they don't, you need to educate them or get somebody else. It's that simple. I know you bleeding hearts out there are thinking, "Oh, but my web designer is so nice and the site looks so pretty, I couldn't possibly find someone else as nice." I hate to be the one to tell you . . . nice is important, but nice ain't going to make you any money in this specific aspect of your electronic marketing efforts. I can virtually guarantee that your web designer doesn't know what is in this book. OK . . . maybe 2 percent at most might know some of what's here. Hey, maybe a tiny fraction of them know more. What are the odds that one of these few select people is currently working as your web designer?

It's relatively easy to design your web site, but putting in the appropriate marketing elements is not so easy. If you fall into the

“Pretty Website Trap,” it’s going to cost you a lot of money. If you’re interested, I have a six-hour tape on this subject at <http://www.GreatInternetMarketing.com/buttcamptapes.htm> , the five hour **Butt Camp CD** <http://www.antion.com/buttcampcd.htm> and this book. If you want to stick with your current designer, then these materials will educate him or her.

Here's a funny thing that happens all the time. I get into discussions with many of these designers who claim to know what they are doing. A certain marketing point will come up and, after they've seen my materials, they say, “Oh, I knew that.” Funny thing is that when I review the sites they have designed, the element we were discussing is nowhere to be found. If they actually knew it, why didn't they bother to implement the idea for their client???

Designers that haven't come to my **Butt Camp** generally don't like me, because I expose them for what they are . . . *electronic artists*. Designers that come to my **Butt Camp** usually end up loving me before they leave because I have just put them into that tiny, tiny, percentage of people who can both design and market a website properly. That makes them VERY valuable.

Learn from the Best

I'm also going to be telling you about a consultation I did with Corey Rudl, who just happens to sell over 6 million dollars a year on the Internet. I have a website that brings in good money . . . I've earned as much as \$25,000.00 by sending one email which drove people to one of my sites . . . and this guy ripped me to shreds. I'm going to tell you what I found out during this consultation, and all the improvements I've made to my sites because of what I learned from him. It cost me 640 bucks to talk to this guy for an hour (now it's \$1280.00 per hour) and I'm going to share the concepts he told me so you too can use them on your website.

Remember -- I'm not a techie. I just know where to click to make money. I'm hoping I can be a model for you to just go out and do it! I will tell you that learning how to update my website myself is by far the best single investment in time and money I made in my entire speaking career. It is by far the biggest income generator and hassle reducer. It took a month and a half part-time with no help to learn how to update the site. With the update method I teach, that time can be reduced to a few hours of training.

Three-Pronged Attack

I'll be teaching you my *Three-Pronged Attack* of electronic marketing in this book. I want you to quit trying to sell speaking engagements. I'd rather have you sell your expert knowledge in as many formats as possible and the speaking engagements will come . . . and at a much higher fee. My fee has gone up to five times the level it was before I started getting good at using the Internet and email marketing, and I get speaking engagements ten times easier than I ever did at the smaller fees. In many cases I don't even want a speaking fee. The clout I've gained from Internet marketing gets me much bigger engagements where I can sell \$150,000.00 or more at the back of the room. This book will teach you how to gain that clout.

The Three Prongs



In **Prong One** you will create and market a killer website. That will entail creating it properly so that the marketing aspects are worked into the design of your site. You will learn many electronic methods of promoting the site along with all the traditional off-line methods. You will create the proper sales atmosphere on the site to maximize your return on investment, and learn the electronic mechanics of making your website an automatic sales machine.



Prong Two will be all about email list building and responsible email marketing. This is where the money is. Savvy companies large and small are using this extremely cost-effective method to reach out to their customers over and over. This creates more loyal customers and keeps their company name at the top of their customer's minds. The customers on your email list who hear from you regularly are the ones that pull out their wallets and buy. In a very short period of time I have been able to dominate the speaking industry because of my email magazine *Great Speaking*. You'll learn how to do this too. If you aren't a subscriber sign up at <http://www.antion.com> .



Prong Three will concentrate on product development and delivery and all the ways you can sell your knowledge electronically. You'll learn how to make downloadable products and e-courses that have no cost of goods sold. You'll learn how to make high profit CDs, audio and videotapes, and how to handle the order fulfillment process. And you'll learn how to sell your knowledge by doing seminars on the telephone.

If ever you feel like you are getting confused or lost, revert back to your three prongs. You're either working to make a great website, getting more people on your email list, or developing more things to sell to your target market.

One Page Websites

This is an entirely new method I've developed to make very low cost websites that sell digital products. These sites can be developed in a matter of days for almost no cost once you have your basic shopping system in place <http://www.KickStartCart.com> . Just three of these sites is going to gross over \$90,000.00 this year and I'm constantly looking for new topics to develop on these low cost sites. You'll read about them and the exact technique I use to create them in my "White Paper for One Page Websites" below.

Mac vs PC Debate

I could care less what kind of computer you prefer to use. What I will tell you is that all the cool, cheap and free software to be a prolific Internet marketer is created for the PC. So you can be a Mac holdout if you want, but you are seriously impeding your Internet marketing operations.

A Band-Aid you could use is *Virtual PC* for the Mac. I've never heard anyone rave about how great it is though. Keep in mind you can buy an outrageously fast marketing PC for \$350.00. I make more than that selling two CDs, so consider getting one and putting it to good use making money.

Why Should I Quit Selling Speeches?

It's one heck of a jump to go from someone not knowing you at all to giving you many thousands of dollars for a speaking engagement. And it's not just the money. It's the risk of putting you in front of their important audience.

Did you know that the people who hire you can get fired if you bomb at an important event? It's your job to lessen their risk. If they don't know you, or if they haven't heard about you in some credible fashion, your chances of getting hired for a major speaking engagement at a high fee are slim. I don't even have to mention the stiff competition at the higher levels, do I? You already know about that.

The method I use to sell my knowledge combines many different formats. First of all, selling a book or tape or downloadable product is much easier to do because not much money is at risk to the buyer. You can sell this kind of material at a ratio of 100, or even 1000 to one (one being a high-fee speaking engagement).

Since the profit is very high in information products, this can create a very nice cash flow for you while spreading your name all over the world. People are actually buying a demonstration of your knowledge. **Don't you wish everyone would buy your demo tape instead of you sending it out for free?**

Your knowledge being spread via informational products is exposing you to many people that may have speaker-hiring responsibility, or to people who influence the hiring of speakers and trainers.

Another benefit you get from product cash flow is that you don't have to take every pitiful engagement that comes along. You can hold out for the better ones and only be seen speaking at the most

prestigious events. This raises your celebrity image and allows you to continue to raise your speaking fee.

Reduce the Risk

Now, let's get back to the risk factor of those who consider hiring you. It's very likely when you get your name spread around enough via products that someone has already recommended you as a possible candidate for the engagement. They may have purchased one or more of your products and feel that your ideas would be perfect for their group. That recommendation by someone else reduces the risk of the person hiring you, especially if the recommendation came from someone of a higher rank in the organization.

What if they saw you in the media? What if they get your E-newsletter? Every time your name comes up somewhere, it is another chance that someone with hiring authority will be influenced to pick you . . . because the more your name is heard, the more credible you appear, which translates into **LESS RISK** for the person hiring you. In fact, when your name is heard enough, you pass the risk phase and turn into a “slam dunk” because they are absolutely sure you will be great! This is where you want to be, and this is where my e-marketing has helped me to get.

Products Phase 2

The sale of your knowledge through informational products will often result in more income and less work than actually doing your speaking engagements. I also look at it as a insurance policy. If for some reason I could no longer go out and speak, I could still have a very substantial income while staying at home.

Where you'll really make money with informational product sales is on the back end. I address this later in more detail in Chapter 2: **The Website Sales Process**. Keep in mind that most of the thousands of people who buy your informational products will never have the opportunity to hire you to speak, or influence anyone else to do so. But that doesn't mean they can't spend a substantial sum of money with you over a period of time.

Here's how the people who can't hire me to speak and I help each other. I sell them a really good, low-priced product like my *Wake 'em Up* book <http://www.antion.com/wakebook.htm> , or an audio tape that is packed full of good ideas. Then, once they see I know what I'm talking about, they might buy a CD for a couple hundred dollars, or a tape set, or the *Wake 'em Up Video Professional Speaking System*, <http://www.antion.com/speakervideo.htm> or a consulting package, or my mentor program <http://www.GreatInternetMarketing.com/mentorprogram.htm> or come to my retreat center <http://www.GreatInternetMarketing.com/retreatcenter.htm> . . .

The deal is, I give them good information that will help them, and they give me money. This constant, and high-profit cash flow allows me to take only prime speaking engagements, which raises my celebrity status. Pretty good deal wouldn't you say?

A Little Info About This Book

This book includes all the links you need to help make your electronic marketing efforts kick into gear. I've also included a special webpage where I'll post updates and new and exciting e-commerce developments as I learn about them. Thus, you can keep up with the latest and greatest developments between major updates of the book. <http://www.antion.com/clickupdates.htm>

This book has literally tons of information from the most dynamic field in existence today . . . the Internet. **Don't be surprised if you go to a link and it's not there, or something has changed.** That's the nature of the beast. Please send me a note and I'll post it on the updates page.

I've attempted to give you lots of resource choices on every topic I cover. This is not because I want to confuse you, but because, as I just mentioned, some may close down before you get to them. I don't want you to be stranded while trying to find a particular service. It's doubtful that all of the links on a particular topic in this book would have changed. You should always have a couple from which to choose.

Research any site you do business with carefully, and don't forget to read the fine print. I don't mean you have to nit pick everything to death, but some of these relationships take considerable effort to set up, and you want to be sure you can live, for a while at least, with the deal you make.

I can't vouch for every website I reference. Use them at your own risk. Everything changes so fast, that something good one day could be bad the next. However, I will tell you if I've used a service and how it worked out for me.

Please email me with your comments and concerns regarding web marketing and I'll try to post answers on the updates page.

One Last Important Tip

This book has so much information you might tend to skim over some of the points, checklists and ideas. That's OK for a quick first read of the book. **BUT DON'T FORGET TO GO BACK AND PAY ATTENTION TO THE DETAILS!**

Here's a \$500,000.00 example: In **Chapter One** I talk about **Electronic Ways to Get People to Return to Your Website**. One of the ways mentioned briefly is to compile “What's New in Your Industry” information so people come back to your website to find out what's going on. This saves them time, so it should work pretty well in getting them to return to your site.

A guy I heard about in California took this one simple idea, expanded it and now makes a substantial amount of money. Apparently he spends about three months of the year researching the changes in California tax law. He compiles all the changes into a big binder and sells it for a large amount of money to California CPAs who must have the information to do their jobs properly. He then puts on high fee seminars for CPAs who want live explanations of the laws. In the report I read he makes about \$500,000.00 in roughly six months time and takes the rest of the year off!

Think past the surface ideas you find in this book and relate them to what you do or what you would like to do. It's very likely you could hit on a big winner.

If after reading this guide you want someone to help manage your particular situation, please call and we can discuss management packages that will fit your budget and goals. You might also consider joining my mentor program where I'm with you over a year to help you get your Internet marketing machine built. Check it out at

<http://www.GreatInternetMarketing.com/mentorprogram.htm>

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Chapter 1: How to Create a Speaker Website That Kicks



Introduction

This is the “dummies consultation” on *How to Create a Speaker Website That Kicks*. I have to tell you up front that you may not like this section of the book, because this is not a save-all-of-the-world guarantee that you’re going to be a rich speaker just because you have a website.

A Rapidly Changing Field

The one thing you have to know is that the web is a rapidly, changing field. If I had written this last week, I might have learned something this week that makes it a little bit different. I don't claim to have all the answers. Many of the things I am going to tell you in this book are broad stroke principles that don't really change that rapidly. When you put some effort into what you read, you can expect to get some returns on it for quite a while so you don't have to worry about it changing every two seconds.

As soon as I make such a statement though, something major will change, or I'll learn something new that will help you, so I'm setting up an update webpage just for you. You can find it at <http://www.antion.com/clickupdates.htm>

Benefits of a Kickin' Website

The benefits I have received by putting effort into my website, electronic magazine, and electronic marketing are:

Benefit 1: More Money

You Will Have More Money by learning this information and doing it yourself. As a speaker, I have saved a considerable amount of money by learning this information. Put a triple underline under the word *considerable*. The time I spent learning how to do my website update management is the best single investment I have made in my speaking career to date. I'm pretty well known today, but previously I was going to networking meetings and paying \$35.00 to shake hands with a bunch of people that had no clue as to what I did, and frankly couldn't care less. Now I reach people around the world who want to know me, and for a lot less money and time.

Benefit 2: Increased Product Sales

Going online and doing it correctly generates many product sales. If you've read some of my past E-zines <http://www.antion.com/ezinebackissues.htm> you may remember that the combination of my electronic magazine and website brought in about \$25,000.00 in a couple days while I was just sitting here. I'm a big advocate of making money this easily, aren't you?

One thing I want to make perfectly clear is that I'm an average guy who goes out, does things, and learns while he earns. You can make a lot of money that way too.

Benefit 3: Goodbye, Press Kits

I cannot remember the last press kit I sent out ever since I designed a killer website. Many people have hired me directly after looking

at the website and seeing the credibility I have established on the site. They didn't even ask for a video demo tape.

I was very proud of five particular videos I labored so hard to produce because they were uniquely packaged. They're sitting here gathering dust now. Soon, I'll be distributing my videos on a CD-ROM along with a copy of my website, for fifty-nine cents plus postage. My video demo is also streaming on my website. I'll trade that low cost against a \$20.00 - \$30.00 press kit. Some people will say, "Some clients want the hard copies." However, I really don't care, because I know I can get enough bookings electronically. Therefore, it saves you from the tire kickers that want your press kit, your videos, and any other information they can get when they neither have a clue about what you offer, nor a serious intention to purchase.

Benefit 4: Sayonara, Printing Costs

I do a lot less printing since I have the website. When someone wants to have something sent to them, I talk him or her out of it. I tell them I'm simply going to send them the same thing that is on my website and almost all of them take the website option. They get the information quickly, make their decision, and hire or don't hire me. Great, that's fine. I don't spend a nickel on them.

That's at least four major benefits from having your own web site. Let's get to the steak and potatoes of what you can do to develop your own Kickin' Site. The first thing you need to consider is a name for your site . . . this is extremely important to your success.

Developing your Site

I know there are many different levels of Internet knowledge in the people reading this book, so I'm going to start out on a basic level. Advanced Internet and web development folks can skip to [Search Engine Strategies](#) .

For those of you that are new, I suggest spending a little time every day at the following site <http://www.newbieclub.com/> . I even learned something here. Since I'm self-taught when it comes to computers, I missed a lot of the basics that can be found at the "Newbie Club." [Note: don't buy anything there until you finish reading this book or email me for an opinion. I may have better options for you.](#)

Should You Have Your Own Domain Name?

A question I get all the time is “Tom should I have my own domain name?” A domain name, by the way, is like “antion.com.” You don’t want to get something like “Geocities/ImTooCheapToGetMyOwnDomainName/joeblow.htm” even though it’s free. All your promotional efforts will be wasted if Geocities makes some small change. People won't be able to find your site anymore. If you have your own domain name, you can move and be hosted anywhere around the world and people will still be able to find you through all your promotional efforts. In addition, having your own domain name gives you greater credibility.

Tip: If you think of a good name, get it now because they’re going fast. A friend of mine just sold his for \$90,000.00. He had “helpdesk.com.” The domain name can be a valuable entity for you in the future if you get a good one.

There's lots of talk now about new top-level domains that will be available soon. I think they will make lots of money for domain name sellers, but won't do much for the typical businessperson. Watch the update site as that saga progresses.

For now check out domain names using the free tool available at <http://www.KickStartDomains.com> You can purchase domain names there too.

Here’s a very modern book on buying and selling domain names: <http://hop.clickbank.net/?powertips/open4sale>

Want to find out who owns a site so you can make an offer to buy it? <http://www.whois.sc>

Sub-Domains

Having keywords in your domain name can be very helpful in getting you high rankings in search engines. What if you can’t find a regular domain name with the keywords in it that are beneficial

to your business? Get a variation of the domain name and then add subdomains as needed. For instance. I couldn't get <publicspeaking.com> so I got <http://www.Public-Speaking.org> which has great keywords for my business in the domain name. If I wanted to I could now add <humor.public-speaking.org > and <storytelling.public-speaking.org> etc.

Your web host will advise you on making sub-domains on your site (some don't have them available so check first).

Here's a great article on using sub-domains:

http://www.webmarketingplus.co.uk/seo_positioning/tutorials/sub-domains.html

What Name Should I Use?

It's better not to use your own name. If I had to do it over again, I would not use my name as my main site. I would still have <http://www.antion.com> but I wouldn't have developed it as deeply as I did. In fact, I just bought three other ones that include important keywords in the name.

<http://www.dynamicspeaking.com>

<http://www.greatspeaking.com/> and <http://www.speak4money.com>

The highest ranked one I've got going is <http://www.Public-Speaking.org> . (notice it's got a major keyword phrase in the domain name.)

If anybody knows my name, they will easily be able to find me on the Internet. I want the people who never heard of me to be able to type in something in the search engines and find me. You want to make sure the people who don't know you're out there can find you.

Here's a couple fun and useful free tools to help you get ideas for domain names. You can register the ones you want right at these sites (please make your purchase through KickStartDomains.com):

<http://www.KickStartDomains.com>

The site <http://www.whois.org> shows the deleted and expired domain names that are available.

How Much Should It Cost?

When you do get your domain name, it should cost less than \$15.00. You can easily find places where you can get a domain name for \$15.00 per year or less. One place is called <http://www.KickStartDomains.com> where \$15.00 is the actual fee for the domain name. A lot of people that have contacted me are paying \$200.00 or more because they don't know how to fill out the form. If you pay anything above \$15.00, you're paying the company to fill out the form for you and submit it. I suggest you think up a domain name you want and get a techie friend to check it out for you. It only takes about 3-5 minutes to fill out the form yourself.

Tip: You can easily check to see if a domain name you want is available. Visit <http://www.KickStartDomains.com> and type in the domain name. If the name you want isn't available, you can see who owns it by visiting the "who is" link above and then making the owner an offer. I bought <http://www.dynamicspeaking.com> for only \$119.00. So, don't feel that all is lost just because the domain name you want is not available. Make an offer and see what happens.

BIG WARNING: Make sure your name, or your company name is listed as the **Administrative Contact** for your website. Some people will trick you into doing everything for you including listing "themselves" as the administrative contact. This gives THEM total control of your website. You'll be stuck dealing with them every step of the way and if you want to move to a different host, they may make it very difficult or even impossible for you to do so. In effect, they own your website. And it will be even worse if they go out of business and disappear.

I get asked all the time, “Once you have the domain does that name automatically go up on the Web?”

The answer is no. You can find places that “park it.” This means if you just get the name and you’re not ready to go live with it, you can store it somewhere for almost nothing. When you’re ready to go live with it, you have to pick a **Web Hosting Service**. There are thousands of those around. Therefore, you can park it for almost nothing if you buy it now.

What is an ISP?

ISPs simply are the companies that give you an email address and access to the Internet. That's about it. This does not necessarily mean they host websites. That is called a **Web Hosting Service**. In some cases they do both functions, but not always. There are thousands of ISPs you can read about at the links below. You might want to ask a few questions before you pick an ISP.

If you travel a lot, it would be nice if your ISP had regional or national coverage which means you will be able to dial into them toll free when you are traveling. Also, ask them about the types of connections and how many dial up numbers they have. You don't want to get busy signals all the time. The need for a regional or national ISP is decreasing as broadband Internet is available in many hotels and Wi Fi wireless high-speed Internet is becoming more and more available just about everywhere you go. My entire retreat center has high-speed wireless Internet access over the entire two acre estate. Come visit me some time
<http://www.GreatInternetMarketing.com/retreatcenter.htm>

Some ISPs may give you website space, but you must be sure you can use your own domain name.

Look for ISPs here:

<http://www.isp.com?antion>

<http://thelist.internet.com/>

Monitor your Internet connection speed:

<http://hop.clickbank.net/?powertips/absoluteify>

What about AOL?

AOL is a special kind of animal. It is its own online network. You have to pay to use it, although you can send email “to” AOL members at no charge. AOL has all kinds of features and webpages that are only available to AOL subscribers.

I would not recommend using AOL to do serious Internet business. It is simply not set up for it. Trying to send large amounts of email through AOL will more than likely get you kicked off of their service.

Another important thing about AOL is that if something goes wrong at AOL, which is not unheard of, all the members are cut off from the Internet. If you are depending on your Internet operations to bring you business, you certainly don't want that to happen to you. AOL is simply not designed for the commercial applications we're talking about in this book. That doesn't mean I'm suggesting you go out and cancel your account. AOL has helped me out of many jams in the past. In fact, they saved my butt several times on a recent trip to Thailand when I had to get some emails out and couldn't get to an Internet café (a place where you can rent Internet access). AOL actually had a local number in Bangkok!

What is a Web Hosting Service?

This is a place that has one or many computers that store your website and make it available to the Internet. Your website is housed on a “web server” which is basically a specialized computer.

Web hosting services typically have many more services than a simple ISP. You can get email through them, some provide you with shopping carts (that are usually pieces of junk), web authoring software (again very low level software), statistics, automatic backups, and tons of other things that are website related.

The problem with web hosting services is that in many cases they go through a continual porpoise cycle, i.e., they provide really good service so all their customers brag about them and they get a good rating in an Internet magazine. Then they get a rush of new websites to host and everything slows down because they don't have enough computer space and tech support to handle the surge in business. As a result, your website slows down and you can never get anyone on the tech support phone. Six months later they start to improve and add new equipment and hire more people and everything is fine again until the next rush.

I've been through several of these cycles and sometimes it's just not pretty. I get mad, they get mad, but unless you are willing to spring for the money to be hosted on a “dedicated server” (yours is the only website on the computer) you've got to live with what they give you. It's just too difficult to move to a different host every time you have a little trouble. And where would you move to? The next host could be just coming off of the high (good service) part of their cycle and, in a few months, your website would be no better off than it was at the old hosting company.

Picking a Web Host

Here is a checklist of points to consider when selecting your web host (you may not understand some of these terms yet, but you will by the time you finish reading this book):

Avoid freebie hosting and hosting offered by your ISP (they do too many things and have too much demand on their bandwidth to do a super great job at web hosting). Get good solid hosting because you will be crying big tears if your site loads as slow as molasses or never loads at all.

- ✓ If you are using **Microsoft Front Page** to create your website, do they have **Front Page Extensions** installed to make all the different parts of **Front Page** work?
- ✓ Do they give you autoresponders? [NOTE: You'll learn all about what these are later.] (available in the shopping system <http://www.KickStartCart.com>)
- ✓ Can they handle multimedia and CGI scripts? Do you have full access to the cgi-bin? You may want to have things like **Real Audio** and **Real Video**. Or you might want to put some custom functionality in it, like a 'recommend me form,' or something like that (also available in <http://www.KickStartCart.com>). If they can't handle it, you can't have it on your website.
- ✓ How about backups? Do they have a reliable system? How often do they back up? How long will it take to restore your site from backup if something goes wrong? [NOTE: This doesn't relieve you of the necessity of doing your own backups.]
- ✓ What statistics packages do they make available to you? Do they just have a bare bones package, or maybe none at all? Do they make really advanced packages available? Do they have "real time" statistics? Is there a monthly cost for the advanced packages? Do you have access to the "raw server logs"?
- ✓ What kind of connection do they have to the Internet? Do they have superfast T-1 or T-3 lines or something slower?
- ✓ Are there limits on file transfers? Will you have to pay more soon after you sign up and your site starts getting busier?
- ✓ Do they have secure server capability for your e-commerce efforts? [NOTE: This may not matter if you have a top notch system like <http://www.KickStartCart.com> that provides you with the secure server.]
- ✓ How much space do you get? How much does extra space cost as your website grows? My site has grown to nearly 200 Mega Bytes in 2.5 years.
- ✓ Do they provide web-based administration. This allows you to operate your server from a webpage with no technical experience.

- ✓ Do they have complete email services like Pop 3 mailboxes and the newer IMAP? Do they give you unlimited email aliases?
- ✓ Do they require a long term contract. Avoid them if they do. What will you do if their service is poor?
- ✓ What is their uptime? A good web host should be up and running 99.9 to 100% of the time.
- ✓ Is their tech support any good? They should have support by phone and email 24/7. . . .You might want to test them out on this before you sign up.
- ✓ **Watch out for ripoffs. You should never pay extra for autoresponders, email aliases, CGI bins, statistics and POP mailboxes**

Here's a directory of web hosts:

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

Changing Web Hosts

This is usually a massive pain in the neck if you have a complex website, and only a very large pain in the neck if you have a plain website. You don't want to lose any of your files or the functionality of your website while making the move.

Why would you want to move? Well maybe the web host has old and slow server computers, or maybe they have a slow connection to the Internet. Maybe they can't handle *Front Page* websites, CGI scripts and streaming video. Maybe they are just jerks and never return your calls or emails. Whatever the reason, think long and hard before you make the move and plan for disaster. Here are some tips to help you reduce the size of the pain that you are definitely going to suffer:

- ✓ Don't quit your old web host until the new site is up and running perfectly.
- ✓ Before you do anything, make sure your new hosting service can do what you want it to do. If moving a complex site is a massive pain in the neck, then doing it twice would be considered massive, colossal and you're-a-big-dummy-for-not-checking-the-new-place-out-first pain in the neck.
- ✓ You must make sure you have a copy of every single file that will be transferred to the new web host both on your hard drive and backed up to a floppy, zip drive, or CD. This list of files could include graphics, text files, web pages, and whatever else you have cooked up that is included in your web site.
- ✓ You must stay organized. Match all of the directories and folders on your hard drive to the ones you have on your website. **Example:** If you have a folder for 'images' on your Web site, then make a folder of the same on your hard drive and keep all your images in that folder.

- ✓ Once you have your entire website organized on your hard drive and backed up, then upload the files to the new host.
- ✓ If you have forms, CGI scripts, secure servers, shopping carts and similar advanced functionality, someone (probably not you, unless you are a techie) must make the appropriate coding changes to get everything working again.
- ✓ Test everything thoroughly over a couple of days, and have some of your friends test things too. Make sure everything is working perfectly before you actually make the switch.
- ✓ After you're thoroughly satisfied that everything is working properly, go ahead and authorize the new webhost to make the changes needed for the Internet world to find you at your new home. This step could be a pain in the neck too, so you'll just have to plug along until it gets done. It could take a few days and you may have some down time on your site while the change is occurring. Be prepared for the fact that you will probably not get much cooperation from the host you're leaving. Get the new host to advise you on the steps you need to take. For security purposes, you might have to jump through a few hoops to get the change made. This is really a good thing because you don't want others to be able to gain access to your website.

Dedicated Servers

Dedicated servers are designed to give you more control of what happens with your web hosting. You have a complete computer “dedicated” to doing your bidding. Now this doesn’t mean you buy a computer and put it in your basement. In fact, you will probably need a technical person to help you operate your dedicated server which will be located in a hosting service somewhere.

When your hosting fees for individual websites exceed the cost of a dedicated server, you might want to start thinking about getting one.



What You Need To Know

You have to have a name for your website. You have to have some way to access the Internet when you are at home and also when traveling, and you have to have a really reliable place to store your website so the world can see it. Getting a dedicated server gives you cheaper web hosting when you have many websites.

How do I Make a Web Site?

There are lots of ways. I'm only going to concentrate on one method that I know works. I used to try to get people to do their entire website from scratch because they could save the most money. After seeing the results of this advice, I have totally changed my mind. Almost all of those sites look homemade which doesn't represent you well professionally. Here's the method I now use. The people who follow it usually have fewer headaches and actually stay motivated because things get done quickly.

Step 1. Search the web and find pages you like and generally try to get the feel of what is already out there in your industry. Bookmark and save these pages in your favorite places so you can get back to them easily.

Step 2. Get a plain old tablet of paper and start a little diagram. What will be on the home page? What buttons (navigation system) will it have to lead people around the site? What content will it have, etc., etc., etc.? [NOTE: You can start playing with this, but don't try to really finalize this until you read the rest of this book.] Another great way is to use 3 x 5 cards with each page you want on your site.

Step 3. Start collecting keywords you think will be appropriate for your site. These are words that someone might type into a search engine or directory when they are trying to find the service you offer. You'll learn very specific techniques for finding keywords later.

Step 4A. Get a professional to design the basic look of your site and handle all the technical details of getting the site up and running on the Internet. **This will save you an ENORMOUS amount of frustration.** I recommend, without reservation, Global Presence in Tucson, Arizona <http://www.saeler.com> Jason is very familiar with the way I do things and makes a special effort to

please the clients I send. Another recommendation is <http://www.HaroldHingle.com>

Step 4B. Your website will be created to allow you to update it yourself if desired. **I HIGHLY RECOMMEND THIS!** Your ability to add page after page after page of content to your site will have a direct correlation to your ability to do many of the techniques taught in this book. Of course, if you are independently wealthy, all these things can be hired out. [NOTE: For this to work smoothly your site should be created in the program you plan on using to update it. Don't worry if you already have a website that needs to be redone. The major web authoring programs can import it and convert it, if necessary.]

Step 5. Purchase and install a web authoring program on your computer (see discussion below).

Step 6. Learn the basics of the web authoring program. You can do this while your site is under development. I highly suggest having some telephone coaching, or better yet some tutoring at your office, both to help with the basic install and to teach you the simple things you need to know for updating your site. During this step you'll learn how to access your site's administration area, change email settings, handle pass codes and learn some miscellaneous tidbits about your hosting service, including what else they have to offer.

After you have the basic site up and running, you only need to know how to do four simple things to start: 1. add a new page with all the navigation buttons from the last page; 2. add text; 3. make a hyperlink; 4. and add a graphic. These five things are done over and over again and can really make your site grow into a force to be reckoned with on the web. [NOTE: You can learn this in about an hour working with a coach directly, or within a couple hours on the phone.]

Step 7. As you get more comfortable working on your Web site, you will start to learn a little bit more about how to use tables to

keep things firmly in place. You'll learn a little bit about HTML (the behind the scenes coding language of the web) to help you make little improvements here and there to your website. [NOTE: When you are ready, see the Chapter 7 for some basic HTML tutorials.]

During this step you'll also be getting used to the idea that making a web page is not like printing something on your printer. When you create a document to print on your laser or inkjet printer, you pretty much know exactly what it is going to look like. Items you've put on the page are exactly where you saw them on the screen. Web pages are different. They can look completely different depending on the web browser used, such as *Internet Explorer, Netscape and AOL*. That's why as you create pages for your site you want to check how they look in those different systems. You might even ask friends with older or newer versions of the different browsers to tell you how it looks to them. It's really educational for you to look at your website on other people's computers, or a computer at your local library. You'll be very surprised at what you see.

Here's an Internet tool that will help you if you don't feeling like running all over town to see what your site looks like:

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

Here's a quick tip on picking fonts (typestyles) for your website. In most cases you want to use standard typefaces like **Helvetica** and **Times** that are installed on virtually everyone's computer. That way you can be sure your text looks about the same everywhere it's seen.

I highly recommend that you purchase the book *The Non Designers Web Book* by Robin Williams (no, it's not the comedian) and read some of it every day. You'll learn lots of the little details required to turn your site from an amateur hack job into a polished professional-looking and functioning site.

AND DON'T TRY TO GET TOO FANCY. IT WILL HURT YOUR SALES! You'll find out why later.

Website Authoring Programs

Please don't try to get cheap on me here unless you are really broke. Get a highly supported professional program. That way you'll always be able to find someone who knows how to use it when you get in a jam.

Website authoring programs are designed so you don't have to write all the HTML code from scratch. In fact, you don't have to write any at all if you don't want to, although learning a little as you go along is a good idea.

Microsoft Front Page

This is the one I use. <http://www.microsoft.com/frontpage/> You can pick up this product as a stand alone program for about \$150.00, or it may actually be already included if you use some versions of *Microsoft Office*. [NOTE: Don't confuse this with *Front Page Express* which is included with some versions of *Windows*. *Express* is a lite version of *Front Page* that doesn't have all the templates and wizards of the full version.]

Macromedia Dreamweaver

<http://www.macromedia.com/software/dreamweaver/>
Dreamweaver is a much more complicated program that excels in really advanced web creation techniques that are considered to be counterproductive for the purposes of this book, i.e., keep it simple! It's harder to learn and it's quite a bit more expensive too. It is available though for both the Mac and PC and of course it will still do the basics outlined above.

Adobe GoLive

<http://www.adobe.com/products/golive/main.html> It's available for both the Mac and PC.

NetObjects Fusion

<http://www.netobjects.com/products/html/nf5.html> Again, overkill and not as well known. This program was previously used for both Mac and PC. They no longer support the program for Mac.

For help with any of the above programs simply type in the name of the program and the word “tutorial” in any major search engine.

Example: “Front Page Tutorial”



What You Need To Know

You probably need a web designer to start off your site with the least amount of hassle. You need to pick a web authoring program so you can make updates yourself. The program you pick should be well supported around the world and match the one your web designer is using. My suggestion is Microsoft Front Page.

What Is a Search Engine?

We are now going to cover some details on page design and search engine marketing. First I'm going to tell you about some of the programs I currently use to manage search engine marketing. Since these are always subject to change, be sure to check the updates page regularly. I'll also give you a list of reference materials and books I use to increase the number of visits to my site.

Dealing with search engines is the biggest pain in the neck you will face when designing your web site. Why is it a pain? Because you need to integrate strategies in the design of your site so that search engines can find your pages. It shouldn't be an afterthought. You can put a lot of work into making your website beautiful, but it's all for naught if no one sees it.

A search engine has electronic robots or spiders that go and look for information on the web, including your site. I'm going to tell you some of the strategies to get those robots and spiders to do what you want. Some of it may be on the edge, or slightly controversial. We're going to avoid **spamming** the search engines at all costs. There are two kinds of spamming and they're both bad. Most people have heard of spam email. That's where you send bulk email to someone who has not agreed to receive it. Spamming a search engine is a little different, but the consequences can be just as severe. See the box on the next page for techniques that are not permissible with search engines.

Spamming a Search Engine

- ◆ Don't make your text the same color as the background of the site in an effort to hide extra keywords. Just making it the same color can get you banned, even if you aren't stuffing in extra keywords. They'll even nab you if you use a text that is just slightly different in color from the background.
- ◆ Don't use a keyword or keyword phrase over and over again in your keyword META Tags, anywhere on your page, or in any HTML areas.
- ◆ Don't stuff a bunch of keywords way down at the bottom of your page where you think no one will click on it. The search engine spider police will get you.
- ◆ Don't create a highly optimized page to get a high ranking, and then switch the page on your server to another one.
- ◆ Don't use automatic redirects. If you have a legitimate reason, use javascript and make the redirect time as long as possible (none of this is recommended if you want to get high rankings).
- ◆ Don't submit the same page over and over again, or try to trick the engines by simply renaming the same page.
- ◆ Don't submit non-sensical sentences that are stuffed with keywords.
- ◆ Don't submit more pages per day than a particular search engine allows.
- ◆ Don't put too many keywords on any one page (you'll learn about this later.)
- ◆ Don't put a tremendous number of transparent GIF files on the page with the same alt text. When using transparent GIFS, don't put the height and width tags
- ◆ Don't put multiple title tags in your HTML code. Used to work, but, alas no more!

Search Engine Strategies

I'm going to give you the strategies I use, although I don't totally depend on them. I have managed to reach the number one and two positions on *Alta Vista* and *Google* by using a certain keyword. That means I am more likely to get an increased number of visits to my site. It's been a struggle to do this, but I made it and it is paying off. You do have to keep at it, though.

[NOTE: In the last paragraph I used the term *visits* instead of the term *hits*. I need to tell you that the term "hits" means absolutely nothing. An interesting definition of HITS is "How Idiots Track Success" ☺ A "hit" is a file downloaded from the Internet. So if you visit a page that has 10 graphics on it, your visit counts as 11 hits. -- One page downloaded and 10 graphics. If the page has 20 graphics, your visit would count as 21 hits. So, you can see "hit" totals are meaningless. If you hear somebody bragging about the amount of "hits" on their site, look a little further.]

I define the terms "individual" or "unique" visitors as individuals that have come to my website. "Page views" is defined as the number of pages they actually visited. Although these numbers will be close to the actual number of people that visit and the number of pages they look at, it's not an exact science. Just keep in mind that "page views" and "unique visitors" are much more meaningful than "hits."

The number of hits (files downloaded) can determine how much it costs to host your website. Be very careful about where you host your site. Ask them about their costs for going over your allotted amount of web hosting usage.

Let me explain "unique visitors" and "page views" more completely?

NOTE: For a really comprehensive discussion visit:

http://www.webtrends.com/support/hits_views_sessions.htm

One person visiting your site would be a “unique visitor.” That means that a person has come to your website. If they came back a day later, (or some other time period that your statistic package is set for) that would be two unique visitors, although it’s the same person. Therefore, it’s not an exact science.

The other term “page views,” is when somebody actually downloaded a whole page, including the graphics. The web automatically downloads the page to their computers when they visit a site (you do the same when you visit a site). It does not mean they looked at it, but it means they “pulled it up.”



What You Need To Know

Don't let anyone talk you into trying to cheat the search engines. It could get your website banned. Don't be impressed when someone tells you how many “hits” they got.

Keywords: The Critical Component

There are two critical methods used by search engines to find pages. The first is by keywords, and the second is metawords or META Tags. (we'll see how to use META Tags below when we discuss basic HTML structure).

An extremely critical part of this whole mix is the *keywords* and *keyword phrases* you select that match the services and products you offer. A keyword is the term someone uses when they look for information. What are they actually going to type into their computer? It's really to your benefit to find out what they would enter into the search engine. It may not be what you would use and in many cases it will totally surprise you. What they type would be the "keywords" that the search engine uses to look for the information.

If you kill yourself designing your site based around certain keywords that you think are great, but the searcher is searching using other keywords, then they'll simply find your competition who did a better job of picking out keywords. We don't want that to happen, do we?

Each page of your site may have different keywords associated with it's content, or you could have a site that has every single page optimized to the same keyword. The important thing is that **it MUST BE THE RIGHT KEYWORD** or your site will never be found.

For example, let's say someone goes to the search engine Google and types in the keyword phrase "presentation skills." Google has cataloged millions and millions of pages, so they can find the pages on the Internet that are most relevant to that particular keyword phrase. Their goal is to return the proper list to the person that is looking for information on "presentation skills."

What Makes a Good Keyword?

General keywords are not so hot. Here's why. Let's say you use "speaker" for your keyword. Go ahead and try typing it into a search engine like Google and see what you get.

<http://www.Google.com> For the most part you get information on stereo speakers. Yes, some public speaker related stuff slips in, but using a general keyword like that gives you incredible competition fighting for the top ten results. And that competition isn't even from other public speakers. It's mainly from stereo speaker companies. Yes, you should use the word, but it should not be number one on your list. There are much smarter words to use.

What products and services do you provide? Let's say you are a customer service speaker based in Los Angeles. Some keyword phrases for you to use would be "customer service speaker," "customer service trainer," or "customer service training."

Here's an even better one: "customer service training Los Angeles." You could add the city name to any of the above keyword phrases to make it more specific. The more specific it is, the better. There will be less people typing this in, but they will be highly targeted people who are better for you than general people. The only exception to this is if you use a keyword phrase so specific that no one is using it.

OK, OK, I hear you saying, "but Tom, we speak all around the country or the world. Using this technique would eliminate me from all business other an Los Angeles." No it won't! Here are some more keyword phrases that might make you start getting the idea: "customer service speaker San Francisco," "customer service speaker Seattle," "customer service speaker Las Vegas," "customer service speaker New York."

"WAIT A MINUTE TOM. I DON'T LIVE IN ALL THESE AREAS!"

Tom's answer, "So what?" When someone finds one of these pages in a search engine, the top of the page could read, "Special Discount to Programs in Las Vegas Area" or something like that. You make a special deal for these people. The Las Vegas people won't know OR CARE that you make the same deal for someone in Miami, or San Antonio. **REMEMBER:** We're playing the search engine game here. Someone searching for customer service training in San Francisco is never going to see the page that says customer service training Detroit. You'll at least get a shot at the business, even though some of the people typing in these phrases are looking for locals so they get out of travel expenses.

[NOTE: If you want the job, and they don't want to pay travel expenses, you could use frequent flyer miles to get there which just might seal the deal.]

Regional Keywords

People in different parts of the world use different terminology for the same product. Where I come from, if you want a soft drink you might say, “I want a bottle of pop.” In other areas of the country they might use the term “soda.” In some areas they even say, “give me a cherry Coke,” when they actually mean a cherry-flavored soft drink. You can seek out and use these alternative keywords by checking with friends or colleagues from different parts of the country.

You can do the same for other countries. The folks in England use the word “bonnet” for the hood of a car. Finding all the name variations for those products and services you sell can be an easy way to get lots of traffic and qualified buyers to your website.

Where to Place Keywords

I'm going to give you lots of places where keywords can be put on your page. That doesn't mean that every page you create will have keywords in all of these places. You can put too many keywords on the page and do yourself more damage than not having enough. You'll learn more about the total number of keywords you should have when we talk about the modern-day side door strategy later.

One of the main places that a search engine looks for the keywords is in the "Title Bar" of your web page. The title bar is usually a blue bar across the top of each one of your webpages. It is also the link that someone clicks on when they receive the results of a search AND it is also the text used when someone "bookmarks" your site or puts it in their favorite places (many browsers allow the person bookmarking the webpage to change the text that they see in their list of bookmarks).



This is a title bar.

A problem I see all the time is where people put their name in the title bar or use "home page." All of this is meaningless. What you want to do is put keywords in the title bar.

Tip: Go through your website and make sure each page has keywords in the title bar. Using keywords in the page title tells someone what's on that page. If you look at my home page, for example, <http://www.antion.com>, it does not say, "Hey this is the big shot speaker Tom Antion." My keywords in the title bar say "presentation skills," "speeches," or "public speaking." Use something relevant to the search engines and your topics. The title bar is weighted very heavily when the search engine is looking for the page.

Top of the Page Content Keywords

The next place you want to put keywords is near the top of the page, within the first visible screen if you can. Why? First, you don't want people to scroll too much on your main pages. You want it to pop up and give them the information. Second, **search engine spiders read your page from the top down.** Therefore, you need to put these keywords above any graphics that you have, especially because the spiders have a tough time with graphics. If you go to my home page, <http://www.Antion.com>, you'll see that I specifically write text at the top of the page so I can stuff keywords in there. When I say "stuff," I'm not saying spamming or cheating. I'm just saying I'm putting extra keywords near the top of the page. I find an excuse to do it. I made up two little sentences and put them near the top of the page to direct people to different parts of the site, but I used keywords in them.

An experienced company for all your speaking, training and entertainment needs.

If you want to be a great speaker [click here](#) for presentation skills and speaker services.



Body Text

Don't forget to put your keywords in the text of your page, especially near the top and toward the front of paragraphs. Slanting toward the front and top increase your "keyword prominence" which is yet another factor many search engines look at before they give you a high ranking.

You can put some keywords in near the bottom of your page too, so the search engine sees a theme to the page.

Use Graphic Labels for Keywords

Another place you could put keywords, which many people and web designers don't know about, is in the alternative description of graphics. This is also called the "alt description" for short.

Sometimes you see little descriptions come up when you run your mouse over a graphic. It might say "JPEG 2000 bytes." You can use that area to enter keywords, which is perfectly acceptable to the search engine. You can take every graphic on your page and instead of it having a worthless "JPEG" label, or something that does not mean much to most people, you can use keywords. This is a place where you can increase the number of keywords on your page without putting them in the visible text area. If you do this, **don't** put your keyword a hundred times in a row. That is spamming and you will be kicked out of many search engines when they catch you.

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<td width="50%"></td>
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You can hide keywords in the alternative description of your graphics

[NOTE: If you try to get work from the Government, the alt description of graphics must fall within their guidelines for usability for sight-impaired persons. A site impaired person has software that will read these alt descriptions to tell them what the picture or graphic is, since they can't see it. It's not a bad idea to combine keywords with accurate descriptions so that any sight-impaired person can use your site.]

Naming Graphics with Keywords

Search engines are getting so sophisticated now that you want to take advantage of any little boost you can get to beat the system. You can also name your graphics with keywords. Instead of making the file name of a photo “joe.gif” you would name it “presentation-skills.gif” Anything you can do to boost yourself without spamming is a good idea.

Link Text

AKA “Anchor Text” is a great place to put keywords on a webpage. The anchor text is the actual clickable part of a link. Putting keywords in the clickable part of a link gives you a boost in the search engines and the closer you put the keyword to the front of the link the better. For instance – [Public Speaking Tips](#) is the link or anchor text even though the link actually takes people to antion.com

Heading Tags

Heading tags show the search engine that particular words are to be emphasized on a page. They run from <H1> to <H4> <H1> being the most prominent. You can use multiple heading tags, but I wouldn't use more than one of each. You can use the <H1> tag toward the top of the page and then maybe use <H2> <H3> and <H4> on the subheading as you go down the page.

For instance your <H1> tag might look like this at the top of a page.

Public Speaking: How to Use Humor in Your Speech

Your <H2> tag would be on one of the subheadings and would appear smaller

Public speaking is great for your career

Your <H3> tag would be smaller yet

Public speaking doesn't have to be hard

And your <H4> tag would appear the smallest

Public speaking sometime makes you nervous

Summary of KeyWord Placement

We describe the main places in this book. For more advanced training see *Maximize Your Website Traffic* by Robin Nobles

Keywords can be put in:

- ◆ Title Tag
- ◆ Meta Description Tag
- ◆ Meta KeyWord Tag
- ◆ Heading Tags
- ◆ Alt Description Text
- ◆ Naming of Graphics
- ◆ Link Text
- ◆ Body Text

Finding Keywords

How do you find out what people are using for keywords when they find your site? This is where you get into the field of statistics. Statistics are another thing that your ISP might provide for you. Everybody that has a website or that's thinking about getting a website should ask their ISP, "Do you provide a statistic package? If you do, what does it tell me?" What you'll find out is it tells you what hours of the day people are coming to visit you. It will say where they're coming from and it will tell how long they stayed there.

The more sophisticated ones have the keywords that people typed in and which search engine they used. These are critical pieces of information. The first package I had from my provider did not give me that information. I knew I was getting many people. I knew when and from where they were coming, but I did not know what keywords they were using. More advanced programs tell you this and a lot more. Verify exactly what you get in the way of statistics before you sign up with a web host.

If your own service provider does not have that kind of tracking you need, there are other companies who will do the tracking for you. Here are some paid and free places to get stats. I use the first one, but you can check out some of these other places:

<http://www.clicktracks.com/entrypoint.php?a=46673>

<http://www.idstat.com/counter/index.html>

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

<http://www.extremetracking.com>

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

You definitely want a statistic package that has the keywords . . . that's one of the critical pieces. The keywords you find through your statistics package are great to have. **The only drawback is that you are getting only those keywords people are typing in that actually find your site.** What are the keywords people are typing in

that **don't** find your site? If you find out what those keywords are, you can design pages in your site that are optimized for those new keywords.

One of the best tools for finding other keywords is a free tool at <http://www.Overture.com> (formerly goto.com) called the search term suggestion tool. Right now it can be found by visiting Overture.com Clicking on “advertiser center” then clicking on “tools” then click on “search term tool.” Don't be surprised if this method doesn't find the tool. It is so popular that Overture moves it around frequently so it doesn't get overrun with usage.

This tool gives you all kinds of variations for terms that people are actually using. If you can't find it anywhere, then Overture may have shut this down as a free service. The way to get around it is to sign up as an advertiser and put up a \$50.00 deposit. Believe me, it's worth it to get to use this tool.

There is another site called <http://www.Wordspot.com> that has both a paid and a free service. In the paid service, you can enter your keywords. They will search the Internet, doing millions and millions of searches, and find out where those keywords come up and how often they are used. You might find out that one of your keywords is used a lot more than another keyword. With that information in hand, you design your site and specific pages in your site around specific keywords because more people type them in.

You can also take a free trial at <http://www.wordtracker.com/> , another service that has tools to help you pick the best keywords for your product or service.

Here's an ebook that will help you with WordTracker:

<http://hop.clickbank.net/?powertips/wtmagic>

Here's a tool to help you find keywords for niche markets:

<http://hop.clickbank.net/?powertips/renio>

Here's another great program to help you find keywords:

<http://www.xybercode.com/ezGaffurl.php?offer=powertips&pid=1>

Using these tools can save you lots of wasted effort and money. A client of mine wanted to build his site around the keyword "Value Added Selling." I found out for him that no one was typing that phrase when they were looking for "sales training". Knowing this saved him a fortune of wasted time and money.

Want to see exactly what people are typing into the Internet right now in real time? Click here <http://www.metaspj.com/>.

Google's pay per click program called "adwords" will also help you pick keywords. You have to sign up for their program before you can use their tool.

One additional word on what to do with all these keywords. If you find a keyword that applies to you that doesn't get searched on much, don't discard it. Always keep in mind two things: 1. the big target theory; and 2. time management. Work on your most popular keywords first because obviously they will bring in the most traffic the fastest. As your time allows, go down your list of keywords from the most popular to the least popular. After you have worked on the most popular words, start making pages based around the words that are not as popular. People are still typing them in all around the world and they add up to increased, targeted traffic.

An opposite theory is to work on the less popular keywords first because it's easier to get high rankings on them because the professional optimizers your competition is using most likely will try to work on the more popular keywords. This gives you a better chance to get good results quickly even though it won't mean massive amounts of traffic.

Tip on using the search term tool: When you get a list of terms in the search term tool, highlight the entire list including all the numbers next to the terms and copy it. Paste the list into your word

processor so you can work on the list and eliminate any terms that don't really apply to your business. For instance if you put the term "training" into the search term tool, you'll come up with a list that includes "potty training" and "dog training". Although some of your audience members may need potty training, you probably don't want to concentrate on that term. 😊

It is very difficult for you to be totally objective when it comes to your own site. It's hard for you to know what someone sitting at their computer in the middle of the day, or the middle of the night, will type in to find your service. Remember -- don't put your name as a main keyword unless you are a celebrity!

Ethically Spy on Your Competition's Keywords

Here's a great idea. Why not let your competition do lots of work for you and you reap the benefits?

You can find out what keywords your competitors are using by opening their websites in Internet Explorer browser. After the site you are spying on is open click on "view" then click "source".

A window will open and it will show you all the behind-the-scenes HTML coding of the site. This most likely will include the keywords that site is using to try to grab traffic.

Some very sophisticated webmasters can hide this information from you or even feed you false information, but that is very rare. For the most part you will see what words they are using.

Just because you find these words don't assume the webmaster for the site you are looking at knew what he/she was doing with them. Your job is to look for words that you may have overlooked and take them to the Overture Search Term Suggestion Tool to see the popularity of the keywords you find.

Here's another great spy tool to find out what your competition is up to:

<http://hop.clickbank.net/?powertips/seospider>

Ethically Spy on Your Competition's Traffic

While you're busy spying on your competition you may as well spy on their traffic. Although there are lots of factors at play, you might be better served by emulating sites that have lots of traffic.

One way to check on traffic is to use the free Alexa Toolbar <http://www.Alexa.com> . You can download and install this toolbar in seconds. It will tell you how much traffic a site is getting and also it's rank among all the other sites it looks at on the Internet. You can compare your traffic to another site and you can even look at an archive of how websites looked in the past.

While I'm thinking about spying don't forget to take your competitors' email addresses out of your database so they don't see what promotions you're sending out.

Avoid Frames on your Pages

Many people say you should not have frames on your home page. What is a frame? To explain using a visual example, imagine buttons down the left side of the page that always stay there, while the text on the right side of the page switches. That's a frame. The frame is the fixed part while the rest is variable. Why shouldn't you have frames? Search engines have had a tough time with them. They're supposed to be getting better, but you're safer not having them on your site, because the last thing you want to do is make it tough on a search engine.

Don't let your designer talk you into having frames. They are only interested in the look of the site. All the top marketers in the world who are actually making money and getting top search engine rankings don't use frames.

Usability

One of the biggest mistakes beginners make is haphazardly throwing their site together without evaluating how a typical user

would navigate through the site. You **MUST** pay attention to this or you will frustrate your visitors and they will promptly leave.

Although I don't think our government knows too much about selling things on the Internet, they have an entire website that is devoted to usability of websites:

<http://www.usability.gov/>

Also check Jakob Nielsen's site out. He's really into usability and has some really great articles:

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

Accessibility

One consideration you should not ignore is the accessibility of your website to persons with disabilities. The following link will give you some food for thought:

<http://www.access.pdx.edu/workshops/myths.html>



What You Need To Know

You need to put a great deal of effort locating keywords that apply to your products and services. These keywords need to be worked into the design of the site. Most designers don't know about this. You must demand that they either learn, or you should find someone who does have this kind of knowledge. If you don't, it is unlikely your site will be found by someone searching for your product or service. You can ethically spy on your competition's keywords. You also can't let fancy designers talk you into design elements that will hurt your chance of being found.

Use Keyword (Modern Day) Side Doors

A “side door” (aka splash page, gateway, and doorway) page is tuned to a specific search engine in an effort to get you a high ranking in searches.

My friend Steve Epner explains this best. Many magazine publishers put out the same magazine, but use different covers to please different markets or to test which cover gets the most newsstand sales. *TV Guide* is aggressively doing this (not to mention selling more *TV Guides* to collectors, but that's a different story).

I look at side doors as different covers on your website designed to please a particular search engine. Each page is designed to have just the right number of words in the right places to get a high ranking in a particular search engine.

The reason I have changed this section to “modern day” side doors is that in the old days you could put up pages that made no sense in your effort to “fool” the search engines. This will get you banned from the search engines now.

“Modern day” side doors MUST be readable by the public.

There are links on the page that direct the visitor to your homepage or to other sub pages of your site. You can have hundreds of these side doors for a single website, each one custom-tailored to suit different search engines. (Once you create these side doors you can change them slightly and use them on other related websites. This multiplies the value of your work in creating the pages in the first place.)

How does this work? Let's make up some numbers. Let's say there are 100 words on your homepage and 5 of them are keywords. Therefore, you have a 5 to 100 ratio or 5 percent of the words on the page are keywords. This ratio is called the “keyword weight”

or “keyword density.” Maybe Alta Vista loves 5 to 100. Maybe another search engine doesn’t like that; they want a 7 to 100 or 7 percent keyword density on a page.

You create individual pages that have the right keyword density and submit them to the search engines (you'll see how to submit below). Basically you have many different covers to your website. You could end up with hundreds of these pages as you continue to develop your website. By doing so, you give the search engines a bigger target to try to hit.

Also, it’s important to have many different pages on the same topic with different keyword densities. When the search engines change what they like about a page to give it a top ranking, some of your pages will reduce in ranking and others will pick up. Since I have so many of these pages out there, I don’t have to sweat the search engines that much.

Side doors can be housed on my main website, or on a different website under my control. They are just different content pages that when someone finds them in a search, allow the them to click to my homepage or another page in my site.

CAUTION: In the old days (two weeks ago hahaha) these side doors were created generically with a template. You just put in any old words and the right number of keywords and submitted them to the search engines. You would have put an “automatic redirect” script on the page so the person clicking on the link listed in the search results would never even see the side door page. They would be automatically “redirected” to your real website.

This will not work anymore for two reasons: 1. The search engines are looking for template pages and refusing to give them high rankings; and 2. The search engines are looking for any pages that have an automatic redirect script and refusing those pages high rankings because it knows that the page is a “fake” designed to beat the system.

Side door pages now must appear to be a normal page in your site. I think it's dangerous to use an automatic side door generator like you would find in older versions of a program called ***Web Position Gold*** (although this is still a great program to own for other web promotion tasks as you will see below). Search engines are pretty smart and have a tendency to ignore pages that appear to be automatically generated. And don't even think about using a redirect script. You can find ***Web Position Gold*** at <http://www.webposition.com> . Just don't use the page generator (unless you know what you're doing) or automatic submitter (you'll see why soon).

Note: You can automatically generate pages if you really know what you're doing and have the appropriate software. Those of you sophisticated enough to do this already know what software to get.

Counting KeyWords

You can use the “page critic” function of *Web Position Gold* to help you with this, but I have found another tool for quick and dirty analysis. It's called the *Keyword Density Analyzer* http://www.grsoftware.net/search_engines/software/grkda.html . It checks the keyword density (ratio of keywords to total number of words on the page) instantly and saves me lots of time.

Robots.txt

Sometimes you will not want certain engines to look at certain of your side door pages. You may also not want other pages that you have created for certain clients to show up in search engines. You can avoid this by placing a robots.txt file in the HTML code of your webpage which tells certain robot spiders from the search engines to simply ignore your page. There is a good article explaining this more advanced technique located at <http://www.1stsearchranking.com/robots.htm>



What You Need To Know

Side doors are just more and more content rich pages added to your website to give you a better chance of being found. Besides having good information, they are constructed with just the right number of keywords to please search engines. They should not be automatically generated unless you really know what you're doing because search engines may ignore them.

Multiple Domains

While we're on the topic of keywords and domains, getting more than one domain (website) is another strategy. It gives search engines a bigger territory on which to find you. I personally bought <http://www.dynamicspeaking.com> , <http://www.greatspeaking.com> , <http://www.speak4money.com> , <http://www.public-speaking.org> and <http://www.public-speaking.net> , <http://www.wedding-toasts.org> , <http://www.wedding-speeches.org> , <http://www.InstantEulogy.com> . As you can see, each domain name has a keyword or keyword phrase in it. The keywords in the domain name give you another tiny little boost in some of the search engines. The domain name is not the heaviest weighted area that a search engine looks for, but every little bit helps.

Another benefit of this is that I can use many of the same side door pages over again (with minor changes to the pages because exact duplicate pages are frowned upon) on those sites, but since they have a different domain name, they're considered different pages. Let's say I have 200 pages on my website, which I do—maybe more. With three domain names, I have 600 pages (200 x 3) out there, all attracting traffic and sending them back to my main site.

A third benefit of having a domain name with keywords in it is that it helps you out in the very important directory listings (see submitting to directories below). You don't want to give directory editors any excuse to put you in the wrong category. If your domain name is the same as the category you want to be in, it is very likely that's where you'll end up.

My multiple domain strategy at this point is to have many of the other domains feeding traffic to one sales site [anton.com](http://www.anton.com). You could have all the sites selling their own products if you wanted. I use some of the other sites like <http://www.wedding-toasts.org> as their own one-page web sales sites.

My friend and prolific speaker Jim Ziegler has had great success using several domains to promote his business. He has <http://www.ZieglerSuperSystems.com> , <http://www.ZieglerDynamics.com> , <http://www.Incrediblesales.com> , <http://www.JamesAZiegler.com> and <http://www.IncredibleProsperity.com> . Jim uses audio, cross-linking and branding in these domains to create an “incredible” high profit and high cash flow business.

Also, multiple domains in your control are great for manipulating inbound and outbound links that contribute to your link popularity as we'll see further ahead when we get into link trade strategy and megalinking.

Some people think that another domain means an “alias” of the same site. This is incorrect terminology. An “alias” is part of an email address. For instance, I could have orders@antion.com or customerservice@antion.com. “Orders” and “customer service” are the aliases. Note: I used to let anything at antion.com come through, but spam is so bad now I only let very specific aliases come to my inbox.

Another point of confusion is that some people think that having another domain name that forwards visitors to the same place is a “side door.”

This is called “pointing” and is not what we are talking about here. You must have a separate domain actually hosted somewhere for this particular side door technique to work. If the search engine sees that the domain is just “pointing” to another domain, it will not index a complete new set of side door pages.

Creating Side Doors

To learn more about side doors you can purchase the book *Maximize Web Site Traffic* by Robin Nobles. Even though this book is not brand new it has excellent discussions on keywords and their use in various places of a website. I previously used the *Web Position Gold* program for creating side doors, but now I simply make articles or mini articles and make sure they have the right keyword density for the particular search engine.

[NOTE: I'm not a meticulous person, so this tip is for those of you like myself. Making a really fine-tuned side door page is somewhat tedious and time consuming. What I do is go for volume instead of extreme fine tuning. I create a ton of pages with a keyword density of between 2 and 8 percent. This is pretty much the range in which modern day search engines work (this doesn't mean you won't find keyword densities outside that range). The idea is that if there are less than 2 percent of the words on the page that are keywords, then the page isn't really that relevant to what the searcher was looking for. If there are more than 8 percent of the words that are keywords, then it looks like you are trying to spam the search engine. With enough pages out there, even when the search engines change what they like about top ranking pages, I can still have a certain percentage of my pages ranking high somewhere. When one page drops out of favor with a search engine, another one at a different keyword density picks up. This really suits my personality and smoothes out my search engine ups and downs.]

Web Position Gold

The program *Web Position Gold* does more than one thing. It actually has seven different functions. I don't recommend all of them, but I still highly recommend the program. These functions are:

First, the *Reporter* is a very handy tool you can use to tell you where you show up on all the major search engines for particular keywords. It is a very handy thing to keep track of how you're doing. Because there is so much delay on many of these search engines . . . you make a change today and it might be a couple weeks or more before something happens. It is hard for you to keep track of it. *Web Position Gold* does that for you.

The *Scheduler* function allows you to set the program to run the above report automatically at regular intervals such as once or twice a week.

The *Page Generator* and *Submitter* functions I do NOT recommend. As explained above, template side door pages have fallen out of favor with the search engines, so that's why I avoid the page generator although you can use it if you really know what you're doing. I'm never in favor of automatic search engine submitters for the following reasons: 1. It is too easy and common for the search engine to refuse automatic submissions; and 2. If they do refuse the submission, you are virtually never notified that the submission was refused, so you sit around waiting to show up in the engines when your pages were never actually submitted. [NOTE: Just when I say "never" a new submitter program is just coming out that submits very slowly. It's called Search Engine Commando.]

If you really want to do some massive submissions use the automatic submitter for all the secondary search engines, but don't use it for the main ones. What I fear when you do this is that you'll get hundreds of pieces of spam email back from all the worthless search engines you submit to.

The Web Position *Traffic Analyzer* can be helpful if you don't have a really sophisticated statistics program and the *Upload Manager* helps you put your side doors on your website (but you don't use it if you are using a program like *Front Page*).

The *Page Critic* is one of the most valuable parts of the *Web Position Gold* program. It will analyze the top sites that come up in a particular search and report back to you what you need to do to give your page the best chance of getting in the top ten.

So I pretty much concentrate on the *Reporter Function* and the *Page Critic* Function of *Web Position Gold*. Those two parts of the program more than justify the cost of the entire program. Don't let it worry you that you aren't using some parts of the program. This is typical of many programs. They usually have many more functions than you'll ever need or want to use. Don't let that discourage you from making great use of the other parts of the program.

By the way, we are still on search engine strategy, which, as you can see, is a little bit of a nuisance because it changes so rapidly. The next search engine strategy is using META Tags.



What You Need To Know

There are programs that help you automate keeping track of how well you are doing. There are many programs and companies on the web that specialize in helping you get high rankings in search engines and directories. You don't have to do it all yourself, but you do need to understand what needs to be done.

Basic HTML Structure

Behind your web page is a hidden language called HTML, which is the language of the web. Until programs like Microsoft *Front Page* were developed to make it easy to create web pages, web designers had to do programming behind-the-scenes. That's why people were very dependent on techies to get their web pages finished.

You need to know a little about the behind-the-scenes area of your website even if it is just to check up on your web designer. Web pages need to have the following basic structure in the order seen below:

```
<HTML>
<HEAD>
<TITLE></TITLE>
<META name="description" content="">
<META name="keywords" content="">
</HEAD>
```

Some search engines may totally ignore your page if it has unusual HTML tag sequences. Don't worry if this doesn't mean much to you now. Later you'll learn how to check every page of your site by looking at the HTML code.

NOTE: If you went to my <http://www.antion.com> site and looked at the HTML code, it may not fall exactly into the pattern shown above. That's because the page was created before the sequence was as critical as it is today. On every **new** page I create, the above HTML sequence is followed.

NOTE: There are other types of webpages like asp and php. No doubt that there will be many more ways to make web pages in the future. All you need to worry about right now are plain old HTML pages and be wary if some techie tries to talk you into some higher

level, newer and cool way of making web pages. It just could be that the search engines will not index your pages.

Use META Tags

Before I talk about this, let me give you an analogy that might help you understand what HTML coding is. Have you ever been to the theatre? What you see on stage is the actors, the furniture, the scenery, etc. Behind the curtain is all the rigging that makes the play work. What you see on stage is analogous to your webpage. What you see behind the curtain is analogous to the HTML code. Your browser (most likely Internet Explorer or Netscape) interprets all the crazy looking HTML code from “back stage” and makes it look like a webpage.

So, now that you know what HTML is, let’s look back stage and see how META Tags apply to your site. META Tags are being used less and less, and you certainly shouldn’t depend on them to get high rankings. There are many places on a web page that keywords could and should be placed. However, you should know how to use them as long as search engines are still using them.

If you want to see some samples of META Tags, open your browser (either *Internet Explorer* or *Netscape*) and click on “view.” Then click on “source” in *Internet Explorer*, or “page source” in *Netscape*. A new window will pop up and you can look at all the behind-the-scenes HTML programming of just about any webpage. You can also see the META Tags of other webpages if they have them.

Advanced Public Speaking Institute



Here's an example of what the META Tags look like:

Sample META Tags

Note: The <TITLE> Tag should be the first thing after the <HEAD> Area of the page and then comes the “description” META Tag and then the “keyword” META Tag.

```
<HEAD>
  <TITLE>Customer service training</TITLE>
  <META name="description" content="Customized
customer service training at your location by the
person that "wrote the book" on customer
retention">
  <META name="keywords" content="customer service
speaker, training, trainer, client retention">
```

Making web pages is pretty easy to do now and you generally don't have to know much about HTML. However, you do have to go a little bit behind the scenes to learn about META Tags, But you don't have to go too far because the new web authoring programs help you make the Meta Tags.

Description META Tags

Description META Tags are a place where you can put a “description” of your webpage and your keywords. Not all search engines use these descriptions and keywords, but some do. On the search engines that use these META Tags, when your site comes up in search results, it will have the description that you wrote, which is really nice because that means you can control what’s being said about your site and entice people to click on your link.

You should do your best to write descriptions that are compelling. It would be a shame to come up as number one in a search but have no one click on your site because your description was so poor. Try to give them a good reason to click. Search the web to see descriptions of other sites. Try to evaluate the techniques they use to entice you to click on their link. Incorporate the same techniques when writing the descriptions to entice people to click on your link.

Site Popularity

Another reason having compelling descriptions is becoming more and more important is because of the concept of *site popularity*. Some search engines are starting to give a boost in the rankings to sites that are clicked on more often than sites that aren't clicked on as often, i.e., the rich get richer. Let's say your site starts out as number five in a search. After a week, 100 people clicked on your site and 600 people clicked on the site that was number six in the original rankings. The number six site will now pass you up for a higher ranking because it was clicked on much more than your site. This sends a message to the search engine that the number six site was better than yours.

Don't try to beat the system by constantly clicking on your own site. The engines are too smart for that and you'll get caught and banned.

What happens if I don't bother with Description META Tags?

If you don't have “description” META Tags when the search engine spider comes to visit, it would crawl down your page from top to bottom. If it saw a graphic or some goofy stuff and could not interpret it, you get nothing. The person, that's sitting there at his/her computer thinks to himself/herself, “Well I'm not clicking on that site because I don't know what it's about.” META Tags allow you to control what is said about your site when search engines that use them bring your site up in a list of search results.

That's one type of META Tag (description) and they're very simple to create. In fact, there are sites out there on the web that will create your META Tags for nothing. Therefore, you can go out there and type META Tag generator into a major search engine and follow their instructions. Then all you have to do is cut and paste what they give you into the HTML (behind the scenes view) of your webpages.

Free Meta Tag Generators

There are tons of free places on the web that will generate META Tags for free. This link is one of them:

<http://www.anybrowser.com/MetaTagGenerator.html>

The new version of Microsoft Front Page makes the metatags easily for you.

Keyword META Tags

Then there are the “keyword” META Tags. Well, what are we going to put in there? You should not put the same word in there over and over again because that is called “spamming” and many of the search engines are catching on to this. If they catch you, they’ll kick you out totally and could black ball you from the search engine. They are getting strict about this, so be careful!

In addition, some sneaky devils out there put *Tony Robins* in their META Tags. This could definitely get you sued by Tony Robins for stealing traffic that rightfully belonged to him. I’ve even seen and heard of people putting the phrase, “endorsed by Tony Robins,” which is fair if Tony Robins has actually endorsed you. Other people really skirt the edge of ethics by putting the phrase, “just like Tony Robins” at various places on their website. If you are just using his name to get visitors, you can be sued over that and there is plenty of case law on that issue. It is definitely cheating.

Common Misspellings

One good trick is to put common misspellings in the META Keyword Tag. Many people are tired, in a hurry, or just can't spell that well and end up misspelling words. If you have the misspelling in your keyword tag, there is a good chance your page will come up in the search. A common misspelling of the word "speech" is "s-p-e-a-c-h." You can use the *Search Term Suggestion Tool* at Overture.com or one of the other keyword tools to help you find the most common misspellings of words.

You probably don't want to have these misspellings on the visible page, because people might think you are not too smart.

Unlike the "description" META Tags, the Keyword META Tags are totally behind the scenes. The public does not see them, but the search engine spiders do. This is the area where you place your appropriate keywords and their synonyms. Some search engines only want your synonyms and will penalize you for putting your main ones in that area. [Note: This is another reason search engines are such a pain. Everything is changing all the time.]

Keyword Trick

In general you should use the plural version of keywords. One example is using “dogs” as a keyword instead of “dog.” If someone searches for the word “dog” when you have used the word “dogs” they will still find you because the word “dog” is included in the word “dogs.” But if you use the word “dog” and they search for the term “dogs,” it's likely you won't be found because the word “dogs” is not entirely included in the word “dog.” This trick will not work for a word like “company” because the plural word “companies” is spelled completely differently.

Worrying about this is becoming less important because search engines are getting smarter all the time and can recognize word stems, but it never hurts to use the plural as mentioned above.

Some people confuse a “META search engine” with a “META Tag.” A META search engine is a search engine that will do a search of many different search engines. For example, a search at <http://www.Askjeeves.com> searches many other search engines for you and reports the findings to you all at once. You can also use plain English inquiries if you prefer, such as “how do I build a deck?”



Meta Search engines search many other search engines at one time. This one allows you to type questions instead of keywords

So, let's not get several issues confused here. Metasearch engines simply search many other search engines at once for you. That is a totally separate issue from META Tags which are parts of your web page.



What You Need To Know

There are some important areas behind the scenes at your website. You have to make sure the proper keywords are there. You also have to make sure a very good description of your website is there so people will be compelled to click on your site rather than someone else's site when they see it in search engine results.

Buy Your Way to the Top with Paid Search Engines

One of the things I promised in the advertisement for my *Butt Camp Seminars* was that there were certain search engines where you could actually guarantee yourself a first place position. This is commonly known as pay-per-click or PPC. One of the most prominent of these search engines is <http://www.Overture.com>

When you go there and do any kind of search, you can jump through a few of Overtures little hoops to see the (advertiser's maximum bid). You might see \$0.13 which means that the website owner was willing to bid up to thirteen cents on a keyword. When that keyword is used in a search, their site comes up high. If you bid fourteen cents on the same keyword, you beat them and your site comes up higher than them in a search for that keyword. They can then come back, bid fifteen cents, and beat you. It is a way that you can guarantee high placement if you are willing to pay for each prospect that comes to you.

Typically in pay-per-click search engines you write the description the searcher sees when they type in a keyword you have bid on. The beauty of this is that you don't pay unless someone clicks on your description AKA "ad", hence the term "pay-per-click".

Some of the keywords are very inexpensive. Some may only cost you ten cents. Overture still must supply search results even if no one has bid on a keyword. You might even get a number one ranking if you have an obscure keyword or keyword phrase. So, you don't have to bid anything to be listed in Overture, but if you want to guarantee a top ranking on a particular keyword, then bidding is the way to go. If you find a keyword that suits you, you can bid on it and be up near the top. You'll have to spend a minimum amount of money per month to be an advertiser at Overture, which is basically what you are.

When you use Overture.com real people review your keywords to make sure they land on pages in your site that are relevant to what

the searcher was searching for. If the keywords don't match the content of the page you are sending the searcher to, you will not be allowed to have your ad show. In Overture.com this can take several days to as much as a week.

Search Term Suggestion Tool

Overture.com also has a cool function to help you research different keywords. It will also tell you how many times a keyword has been searched on the Internet. It is called the *Search Term Suggestion Tool*. If I put the word "presentation" in there, it comes up 945 times. That means that in the last 30 days people searched for the word "presentation" 945 times on the search engine Overture.com and its affiliates. It also shows all of the variations of the word "presentation" and how many times they were used in searches in the past 30 days. Keep in mind that the numbers only reflect searches done on Overture.com and their affiliates.

In the search I did, I noticed one of the variations, "presentation skills" came up only 206 times. That tells me that the term "presentation" is searched four times more than "presentation skills."

How do we interpret this and what do we do about it? I see that the word "presentation" is searched for many more times than the phrase "presentation skills." The people searching for "presentation skills" are more targeted and are obviously looking for a particular thing. The people searching for "presentation" could be chefs searching for food presentation. If I create pages in my site based only on the term "presentation," I will probably pull in more traffic. Admittedly, some of the traffic will be the chefs who will probably leave my site immediately, or never click to me in the first place, but a percentage of the people will want what I have to offer.

What about the fact that the term "presentation" is included in the phrase "presentations skills?" Won't the people searching for "presentation" find the "presentation skills" page? Not necessarily,

since there are lots of factors at play. What you need to keep in mind is that you'll take any old excuse to create additional pages in your site that provide a bigger target for searchers.

Overture has deals with other major search facilities. If you are willing to bid in the three highest bids, Overture puts you as a “sponsored or paid listing” on these other search engines. This is a quick way to get a high search result on other search engines. Sometimes staying in the top five at Overture is good enough, but staying in the top three is the most important now.

The search term tool is also wonderful for checking if a keyword or keyword phrase you think is great is being used by anyone. It's very discouraging to kill yourself getting a high ranking on a keyword that no one uses.

Go in there and play with Overture until you find ones that suit your topic area.

Overture.com is the largest and most successful paid search engine to date and they are always making deals to expand their influence. In fact, all the search engines and directories are changing so fast that this book would be out of date overnight if I tried to get too specific. That's why you should book mark <http://www.searchenginewatch.com> and <http://www.searchengine-news.com/> to keep up on the latest developments. They'll also send you a regular E-zine to make it easy on you to keep up.

Google Adwords

Google has its own pay-per-click program. It's run a little differently than Overture. Google's Adwords program actually rewards you for writing better advertisements to go with your keywords.

Most people say that Google's rise to dominance in the search engine arena was because of their absolute obsession with giving

searchers relevant searches. I.e., when you put search terms into Google's search engine, you get results you can use.

Google carried this obsession to their pay-per-click program. They actually reward you for writing descriptions that get more people to click on your ad. They figure if more people are clicking, you must be writing ad descriptions that are relevant to what the searcher was looking for.

For instance if you and I are both willing to bid up to \$1.00 per click for a particular keyword, and you write a better ad than me that gets more people to click on it, you will pay less for your clicks. **THIS IS REALLY IMPORTANT!** You might only have to pay 10 cents per click while I'm paying \$1.00 per click. Or, looking at it another way, you could get ten times as many visitors as me for the same amount of money.

Google Adwords program is one of the main tools savvy marketers use to test ideas. The reason is that when you use Google Adwords your ads can show up on the Internet in as little as 15 minutes. . . . almost definitely within a couple hours.

This means you can test ideas quickly to see if anyone is interested in your idea. One of the main rules of successful marketers is that they want to fail quickly with the least effort and expense. Time is definitely money and you don't want to spend months or even years developing a product or writing a book only to find out that no one wants it. Google Adwords can give you some good information quickly to help you make the decision of whether to proceed with a project or not.

You should make every effort to become an expert in the use of Google Adwords. I suggest specific books that totally focus on Google Adwords so that you can really learn the nuances of getting the most from the program. Perry Marshall has a great primer that you can download immediately at:

<http://www.1shoppingcart.com/app/aftrack.asp?afid=133415>

Business.com

I have had good preliminary success with <http://www.Business.com> in their pay-per-click program. It's run a little bit differently than Google and Overture. At Business.com you get an account rep who helps you formulate your ad and find the appropriate places to put it. You can't really hype things up either as you can in Google and Overture. Test it out and see if it pays off for you.

Are paid listings worth it? It depends. You will certainly get more traffic if you have a high placement, but whether it's worth it or not depends on your ability to turn those visitors into paying customers. I didn't have any luck with the expensive keywords that were sometimes upwards of \$3.00 per click. Terms like "motivational speaker" and "professional speaker" got clicks, but no speaking engagements. I dropped those terms in favor of many more 10 to 60 cent keywords that get people to sign up for my E-zine and buy my products. I'm sure I'll be able to convert a good percentage of those people into sales.

Bid Tools

Keeping track of all your bidding can be a hassle and can lose you lots of money if you do lose track . . . I speak from experience here ☺ There are programs that help you keep track of your bids and keywords.

<http://www.clixGalore.com/PSale.aspx?BID=4953&AfID=79282&AdID=547>

Google AdSense

I guess this is as good a place as any to show you the flip side of the coin of a particular pay-per-click search engine. You'll see throughout this ebook that I want you to make money when people are coming to your site and also when they are leaving your site.

Google's AdSense program helps you entice people to leave your site and you get paid when they do.

When you place a pay-per-click ad with Google it shows up on the Google website, and it also shows up on other people's websites.

Example:

You sell dog collars. You purchase a pay-per-click ad from Google to promote your dog collars. When someone types in your term "dog collar" your ad shows up on Google's website as a "sponsored listing".

What you may not know is that your ad is also showing up on many other websites related to dogs. A visitor to a page of dog humor on my website might show an ad for your dog collar. This is because I joined Google's AdSense program and put a small piece of code on my dog humor page.

By putting the code on my dog humor page I am telling Google to go ahead and show any pay-per-click ads they think are appropriate for my dog humor page. If someone clicks on the ads, I get to share the click revenue with Google.

Google might show dog food ads, ads for dog leashes or just about anything they think would make sense to show on a dog humor page. Sometimes you may not think what they are showing makes sense for your page and you do have a "very limited" say in what kinds of ads should and shouldn't show.

Good deal or bad deal?

Most top marketers will tell you that if you are the person paying for the clicks, you don't want your ads showing up on these pages that are supposedly related to your ad. (Google's advertisers finally realized this so Google is trying to improve the situation. Court is still out on whether what they are doing will help or not.) The conversion and click through rates from these ads are notoriously

low. They are so low in fact, that Google will not kick you out if your ad falls below their normal cutoff point of .5% clickthrough.

When you are the person placing the pay-per-click ad, you can turn off this function (it's called the "content network") so that your ads only show on the Google Website and other search facilities where Google has relationships. This is called the "search network". Also, when you turn off this function your ad will only show when someone is actually searching for the term you bid on instead of your ad showing just because someone visited a related page.

If you are a website owner and have pages that are getting traffic, you look at the Google AdSense deal from an entirely different perspective. Since you are on the receiving end of the money you want to place ads on pages of yours that aren't critical to selling your stuff, but that can bring in money when other people click on the ads.

Example:

I do have a dog humor page at <http://www.antion.com/humor/speakerhumor/dogs.htm>

I don't really care much about this page and the other humor pages I have. They are just a service to the speakers who do business with me. Pages like this are great places to put affiliate links to other companies AND the Google AdSense program.

You can see some of the Google generated ads. Google actually ignored the dog humor on this page and made most of the ads speaking related. Do I care? Not that much unless I was losing lots of sales of my speaker products, which I'm not.

It took me about 2 hours to figure out how to use the program and put up the links. With the checks I've been getting from Google for my share of the clicks I figure my time was worth about \$500.00 / hour and that's only if the program runs for a year. If Google keeps the program running, I'll keep getting paid.

So, if you are paying for the clicks, don't let your ads be shown on "content pages". On the other hand, do participate in sharing in the revenue from other advertisers that don't know any better than to let their ads be shown on low clickthru/low conversion pages.

Here's the link to the AdSense program:

<https://www.google.com/adsense>

Here's a book that will help you figure out Google AdSense:

<http://hop.clickbank.net/?powertips/1insider>

Some Pay per click search engines:

<http://www.Overture.com>

<https://adwords.google.com/select/>

<http://www.Business.com>

<http://www.payperclicksearchengines.com/> List of over 600 pay per click search engines

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

<http://www.findwhat.com>

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

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

All kinds of deals are emerging from search engines and directories that involve having the website (advertiser) pay. Some of the deals are pretty obscure. Again, keep in touch with <http://www.searchenginewatch.com> and <http://www.searchengine-news.com/> for the latest news.



What You Need To Know

You can start getting highly targeted traffic immediately from pay-per-click search engines if you are willing to pay for each lead.

Submitting Sites to Search Engines

I either do this myself, or simply have my guy in Tucson do it if I'm too busy. You submit each page of your website that you want to be seen. Some people, and even some of the search engines, will even say, "Don't submit each page." As long as I am only submitting an occasional page here and there, I go ahead and individually submit important secondary pages from my websites. You can make your own decision if you want to bend the rules a little bit.

The big search engines are not going to know or care about it. Eventually their spiders will hit your homepage and find some of these pages themselves anyway, but you just can't count on it. Therefore, if you create a page that's important to you, go to the search engine and find the "add URL" page. It might say "add a page," or "suggest a site," or something similar. You simply type in the URL of the page (URL is your address to the page), EX: <http://www.antion.com/speakervideo.htm> and hit submit. That way you know it's in there. You'll have to submit the page separately for each of the major search engines. That will give you a much better registration response time, and you'll be sure that the page is listed for each of the search engines.



For a current list of the biggest search engines visit <http://www.searchenginewatch.com/> .

If you have many pages to submit, you take all your pages, link them to another page, and submit that page. You might even get a higher ranking because of this. This main page could be your home page, or a page you call a *site index*. The theory is that if the spider finds you first instead of you submitting the page yourself, you could be ranked higher. The jury is still out on this, but it certainly helps you get away from spamming the search engine by submitting more pages per day than they allow. Many of the search

engines are asking you to only submit one page per domain per day. This method, which is also known as a “hallway page,” allows you to submit only one page. But since you could have it linked to many pages, you would be in effect submitting multiple pages under the guise of one page.

Don't fall for all the “auto submit” offers you either see on the web or receive by email. Some offers say “we’ll submit your site to 2000 search engines for \$29.95.” What you'll really get is 1990 pieces of spam email from all the worthless search engines they submit you to AND nothing from the 10 or so engines that you really wanted to get into. Why? Because many of the top search engines won't accept automatic submissions. So just make sure you type in your page(s) and submit it to each major search engine yourself . . . you’ll be happy you did.

Go to the important search engines (that you identify on <http://www.searchenginewatch.com>), find their “add page,” and bookmark it. It’s a fast cut-and-paste thing to put in your address and submit your pages. I advise you to do it regularly. Don’t go for months at a time and leave your website static. Change something on the page and resubmit it. **If you’re getting a high ranking, don’t resubmit it.** If the search engine has changed what it wants to see in a page to rank it high, you might actually go down in the rankings.

It’s important to know if and when you fall off the ranks. I’m number one right now on *Alta Vista*, but tomorrow this listing could disappear (and it will because Alta Vista is being closed down). If I was not checking it regularly, I would never know it and hence would not take the proper steps necessary to remedy the situation. There would be a big delay in putting the resubmission process in motion if I did not have the *Web Position Gold* program checking my listings for me regularly.

Paid Inclusion

Some search engines will accelerate your efforts to get into them by charging you a fee. Paying this fee does not guarantee you will

get a high ranking from that search engine. It just means you will be put into their index.

One last thing on search engine strategy. I highly suggest the book *Maximize Web Site Traffic* by Robin Nobles. Even though much of the material is slightly dated, it is still a good reference especially with regard to placement of keywords and writing titles and descriptions for your site. You might also want to take her 16 week intensive online course at the *Academy of Web Specialists* <http://www.academywebspecialists.com/> .

For a super simple guide to better search rankings:

“Totally Non-Technical Guide to Better Search Rankings”

<http://hop.clickbank.net/?powertips/tntguide>

There is very little free submission left to search engines. This is good and bad. It's bad because we now have to pay, but it's good because it gets rid of the riff raff who would submit thousands of pages which just muddy the water for everyone.

Submitting Sites to Directories

Submitting a website to a directory requires an entirely different strategy than submitting to robot spider driven search engines.

Remember . . . a real person will be looking at your website in its entirety and deciding whether it is a good enough site for their directory, and where in their directory would it belong.

You don't have to worry about this too much anymore because the granddaddy of all directories (Yahoo!) has just turned into a pure search engine.

With directories, you don't submit individual pages like you might do with a robot driven search engine. You are submitting the entire site by means of a submission form.

Directories don't care about META Tags, Keyword Density, or much of anything that is critical in robot spider search engine placement. But they do have a few critical needs when it comes to keywords and some other criteria you must attend to before you get accepted and receive a good placement (see list below).

One valuable directory site that is still free is called <http://www.dmoz.org> or more commonly known as *Open Directory Project*. [NOTE: It uses volunteers to review sites. You can actually volunteer to review sites yourself if you so desire.] If accepted in this directory, it may take three weeks or so to get your site listed. Since it's volunteer oriented they get backlogged sometime. If you don't see it listed in a reasonable amount of time that they will tell you about on the site, you can then resubmit.

The reason *dmoz* is a really important directory is that they provide supplementary search results for many other search engines that also have directory sections. So, by being listed in *dmoz* you are automatically available to many other search engines.

Keep in mind that the procedure for submitting your site can vary between directories, so always use the latest information about the submission process listed on the actual directory to which you are submitting. Most directories will have an “add a site” or “submit a site” link somewhere on their site.

Here are some general tips to getting listed in directories:

- ✓ Make your site look as professional as possible before submitting to a directory. Remember . . . a real person will be looking at your site.
- ✓ Having an impressive looking logo that matches your company name appears to be important for new submissions.
- ✓ All parts of your site must be functional. No broken links or under construction signs are allowed; and make sure all images load correctly and quickly.
- ✓ For the English version of a directory your site must be in English.
- ✓ Your site must be available 24 hours per day 7 days per week.
- ✓ Make sure your contact information is obvious on every page of your site, and phone numbers and email addresses are working.
- ✓ In most cases the title on your home page must match your company name.
- ✓ Take great care to search out and choose the appropriate category for your site. This is actually where you will click on “submit a site” and submit your site directly to that category (this is called “drilling down” through the directory). It is very difficult to get your site listed in more than one category, so make sure you pick wisely. [\[NOTE: There is no guarantee that the directory will agree with your choice. They may put your site somewhere else. ADDITONAL NOTE: Even though directories don't really use](#)

META Tags, you should still make sure that all areas of your site are consistent with your suggested category. Causing an editor to wonder about the legitimacy of your site may just make them pass on accepting your site.]

✓ Don't use any “hype” in your site description. The editors of directories have heard it all and will delete your submission if they see any self-aggrandizement. **Example:** You don't say, “Most dynamic speaker you'll ever have at your meeting.” Say, “Motivational speeches for the tourist industry” or something plain like that. The editors may still change your description after reviewing your site.

✓ If you have a regional or international product, most directories have regional and international versions. Submit to them.

✓ Don't attempt to use automated submission tools to submit to the directories.

✓ Consider renaming your company to start with a word beginning with the letter “A.” To a certain extent, the directories are alphabetical so this will allow you to be listed more toward the top, which can mean much more exposure for your site.

Do whatever you can to get into the directories . . . it can mean a massive amount of traffic, and business! Also, a link from a major directory can mean a big boost in link popularity and can be very valuable to you.

Banner Advertising

We've all seen them either consciously or subconsciously. Some are animated, and some are just as plain as they come. They used to cost a fortune and now they are relatively cheap. They come in all shapes and sizes. Should we use them to promote our small business?

Just like in many of the techniques you will learn in this book, you must test to see if they work for you. I have been against them for a long time because people tend to gloss over them. I'm now taking a new look at using them because if done to resemble a headline that looks clickable they can be very effective.

Here's an example of a fake hyperlink banner: (note: images are much more clear when displayed on a website)

[Make \\$5500.00 Every Time You Speak](#)

Here's an example of a plain text banner with a fake "click here" link:

This is the "secret" successful professional speakers DON'T want you to know
Amazing System teaches you how to make \$5500.00 per speech.
How many speeches do you want to do this year? [Click Here](#)

Here's an example of a fake drop down box:

Professional Speaker Secrets
Learn how to earn:

In all the examples above anywhere you click inside the area of the banner will take you to the landing page you have designated. The standard size for this type of banner is 480 pixels wide and 60 pixels high. Many new sizes are available.

If you don't have the skill yourself, you'll have to have a graphics person create your banners or you can use one of the free banner creators that can be found online by simply typing in "free banner software" in any major search engine.

Banners are typically sold on a "cost per thousand impressions" (CPM), and "cost per click" (CPC) basis. There are other methods beyond the scope of this book.

You need to do a good job of tracking your banners to make absolutely sure they are paying off.

Here are just a few places you can buy banners. Note: Keep in mind placement on specific sites relating to your field will probably do better than banners being displayed on any old site:

<http://www.microsoft.com/smallbusiness/products/online/bannerads/detail.aspx>

<http://www.valueclick.com>

<http://www.247media.com>

<http://www.fastclick.com>

<http://www.tribalfusion.com>



What You Need To Know

Your site as a whole and important pages in your site must be submitted to search engines AND directories. The strategy to submit to a search engine is much different than the strategy to submit to a directory where a live person will review your site. Simple banners can be effective.

Website Optimization and Graphics

When I first started doing my own website, one of my early weaknesses was photo and graphic optimization for the website. You want your website to really come up fast. People don't like to wait around for sites to load. If your site doesn't load quickly, people will think something is wrong and go elsewhere.

Yes, I know that high speed Internet access is becoming much more widespread, but this topic is still important. I want you always thinking speed of loading instead of fancy graphics and slow loading special effects.

As an absolute last resort when you do have a large photo or graphic that **MUST** be shown, put a phrase at the top of the page that loads immediately that says, "Please be patient. This page may take a short time to load."

When I began working on my own website, I was doing some of the typical stupid things people do when they don't know what they are doing. For instance, **if you have a picture on your website and you just drag the corner of it to make it smaller, it looks smaller, but it really isn't.** Let me explain.

The whole reason to make a photo or graphic smaller is so that its file size is small and it loads and displays fast. **I thought by simply making it display "smaller" that it would also display "faster." I was wrong about that.** The photo or graphic is actually the exact same size in bytes. It's only being shown smaller. I know that sounds crazy and it's not important for you to know why. Just trust me. It does look smaller, but the file size is just as big. You need to learn how to make the file sizes of the graphics and the pictures on your site as small as possible (as long as they still look nice) so they will load quickly.

You can get a free trial of a web graphic optimizer here:

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

To complicate things even more, you want the image to still look good. The bottom line is that you want the best looking image you can get that has the smallest file size. I was doing a poor job at that, so I went and got help. Here's what I learned . . .

GIF or JPEG

What do these things mean? They are abbreviations for compression formats for graphics that help make the small file size I just mentioned. The whole idea is to show graphics that look good, but don't take long to load or send over the Internet. GIF is better suited when your book cover is going to be reduced to 1 1/2 inches high on a web page and you still want to be able to read the title. JPEG is better suited when you have graphics or photos with continuous tones of gray or color, and there are no text or sharp edges involved.

Get Help

Get help if you can't do some of the things you want for your website. You don't have to be able to do it all. I hired a guy to help me and, in an hour, he taught me more about it than I learned on my own in a couple of weeks. I really believe in investing in your own education. That way you don't have to depend on others and you don't have to pay high hourly rates for things you could easily do yourself if you just knew how to do it.

The man who helped me is Darrin Graviet. I interviewed him on about our topic of website optimization and graphics and here's what he had to say:

Tom: Hey, great. I'm going to ask you a few questions about some of the things that you helped me do. We all want our graphics to look great. In traditional print mediums, the print is at a very high resolution. You said, "No, Tom your web graphics should only be 72 dots per inch." Can you tell us about that?

Graphic Sizing

Darrin: Well, the thing is, if you have a really good-looking graphic that takes forever to load, people won't be willing to sit and wait for it to come up on the browser. You just need as good as you can get, as fast as you can get. **Speed is more of a plus to the Internet than looks are.**

Tom: So, instead of using 1200 dots per inch, which would take forever, do you scan it at 72 dots per inch, or how do you get the smaller file size?

Darrin: Tom, if you wish, I'll go through the steps that I walked through with you on the phone. First, you want to scan it in or develop it at about 300 dpi (dots per inch). That way you have enough color so that you can go into the picture, play with it, knock some pixels out, and have better control over your graphics.

Tom: All right, so scan or develop it at 300 dots per inch.

Darrin: Yes. Then the second step that you want to do once you have the image in Photo Shop, or whatever you are using to manipulate graphics, is to **crop all the extraneous information.**

Tom: So just make it a nice tight, full frame of whatever you are showing, right?

Darrin: Yes, get rid of any extra pixels you can because they are really killing you on the load time.

Tom: Okay.

Darrin: Third, you want to **resize the graphics** to a size that you want to display on the web. Typically, what I will do is I'll open up *Internet Explorer* or *Netscape* at the same time I am working in *Photo Shop* and I'll simply save it as a few different sizes and see what size I like best. Once you get accustomed to pixel dimensions, then you get be able to judge what size you want the graphics to be.

Tom: OK. You told us something about the load time of pages, and setting the height and width for all your graphics. Can you explain to the seminar folks here tonight what do you mean by that? What does that do for you?

Darrin: Sure, I can do that. Let me write that down here very quick. Let me finish the four steps first.

Tom: OK, I'm sorry.

Darrin: Once you've cropped the image, and you have resized the image. The fourth thing you want to do is **knock out as many colors as you can.** Try to use the web palette index colors, which will save it as a GIF. If not then go to jpg. Jpg has a good compression and it will knock out the colors for you and then finally, no more than 72 dpi. If you don't put the tag in your

HTML that actually tells the HTML the dimensions of your graphic, then your page loads twice, or actually it will load more times than that. Every time it has to determine how to place a new graphic into the page, it reloads the whole page and your pages can take up to ten times longer to load.

Tom: OK, I know that some of our readers are beginner level and they're freaking out right now. What Darrin is saying is that you take your picture after you've scanned it, and you put it into *Adobe Photo Shop* or some of the other popular graphics program. Many popular programs now have an "optimize for web" function that will make your work lots easier. You either learn to reduce file size yourself, or you get your Webmaster or mistress to do it . . . I don't know if that's a politically correct term or not. However, you do it to make sure all of the optimization things that Darrin mentioned are implemented so your pages will load fast.

Darrin: What setting the height and width boils down to in real life is that if the page knows where the graphic is going, it can save the space and load the text very fast. **People can be reading and having something to do while your pictures are loading.** If you don't do the optimization, they will probably leave because the pages are taking too long to load.

Low Placement

Tom: Page loading time is why optimizing graphics for the web is important for your site. Tell us about sites that need to be very graphic oriented. Tell us about **"preloading graphics"** and how that little trick can help you.

Darrin: Yes, a couple of things. Number one, you don't want to use a graphic image unless it's something that's necessary.

It must be something that is better said with an image than with a word. If you do need an image, make it as small as possible. One of the things that I do is to try to put the images down low in the page so the user doesn't even see them loading. The user is reading

at the top part of the page and by the time they are finished and scroll down, the images are already there.

Tom: Great trick, great trick!

Super Trick: Preloading Graphics

Darrin: Another thing that you can do is the trick that I shared with the National Speakers Association in my session for them. Its called “preloading graphics” and it is something that even advanced webmasters don’t consider. It is so simple. Your browser has a state called “cache.” When you view a web page, it is temporarily downloaded to your hard drive. When you view a web page, and then you go view a few more, if you come back to the first page that you viewed, instead of going back to the server to get those graphics, it gets them off of your own hard drive. What you can do is trick the system into thinking that it has already seen those graphics by putting them on a previous page. I like to load the page heavy with content to stall the user.

Let’s say on page eight I want to hide some graphics that I want to show on page nine. What I will do on page eight is to put the same graphics that I want people to see on page nine, but I will make them 1 pixel high by 1 pixel wide so they are actually invisible. What that does is preload the image into the visitors cache and then when they go to page nine, it shows up immediately. You’re showing the same exact image on both pages. However, on page eight you show the picture at 1 pixel high by 1 pixel wide. The user doesn’t even see it on page eight because of the extremely small size.

Tom: What an awesome trick! As I said, some of you new folks just take the idea that you are stalling the people to give them a chance for the graphics to load. When they go to the page where you actually want them to see the graphics, bam, they’ll pop right up. That’s a great trick!

[NOTE: If you still don't get the idea, show this trick to your web designer and let them implement it.]

Tom: Darrin, tell us about your picture on your home page at <http://www.graviet.com> .

Transparent Graphics

Tom: Folks, if you go to Darrin's home page, you see Darrin just standing there out in the middle of nowhere. This is called "a transparent graphic." Tell us about Darrin because it really looks professional and nice.

Darrin: Well, the best way to get a transparent graphic is not by using the transparency graphic capabilities of your graphics program. It's by making the background of your graphic the exact same color as you use on your page. So it looks like I'm standing there with nothing in the background of that image, but really the background of the image is white, just like my page. I always use a white background because it loads faster.

Tom: So it looks like you're just standing there because the background of the graphic is the same color as the background of the page. It really looks nice and raises the level of design professionalism of your site. It is not necessarily a marketing thing, but it does make the site look more professional. You can go to Darrin's site and see the picture we're discussing. Darrin, give them your email address, too, because a lot of people might want to follow up with you.

Darrin: Yes, my email address is <mailto:darrin@graviet.com>



What You Need To Know

If you are going to have pictures and other graphics on your website, you must make sure they load extremely fast so people don't leave waiting for them to load. They should also look as good as possible even though their file size is small. If you don't want to learn all the tricks of how to achieve these goals, simply hire the work out to a competent graphics person and make sure they read the above section.

Tables and Table Widths

Note: Tables are great for design purposes, but you will suffer some tradeoff with search engine positioning. Anything you do to junk up your code could cost you.

Tom: OK. Another thing you were mentioning is about table width. Tables are little boxes that you put on your website and when you are making a table you can pick either a “percentage” width or a certain “exact size” for them. Tell us about that.

Darrin: Yes, there are a few different things to do with tables. Number one, I like to make sure that everything that I put on a web page views at 100% of the viewer’s width. You go to a lot of web pages and what you see is either a bunch of white space on the right, or you have to scroll to the right which is even worse. It is dumb to do it that way. HTML is set up to be flexible. If you design with tables, all you have to do is tell the table to be 100% of the width of the user’s screen. Go to my website and resize your browser. You should be able to resize it down to 600 pixels wide and still not have to scroll to the right.

Tom: So if you are making a table, you set the parameters to “100% width” rather than a “set pixel size.”

Darrin: Exactly. In most of today’s web design programs, all you do is click into the table with your mouse. Then right click, which will take you to “table properties” and you choose “100% width.”

NOTE: The 100% width setting is not that great for text because really wide lines of text are hard to read. I try to constrain my text especially on long sales pages so the text is easier to read.

Tom: When I first started doing this, I thought I would be cool with the buttons on my page and make them a Java Script. What a mistake! I found out, to my horror, that on AOL none of my buttons showed up at all. In addition, the Java Script caused

troubles with some of the other browsers. Tell us about the special scripting and what that does to your site.

Darrin: Well, if you use Java Script, you're actually cutting off a percentage of the market that doesn't have the capability of reading Java script .

NOTE; (This is not that big of a problem today, but you still don't want to junk up your coding).

Use Old Technologies in a New Way

Darrin: What I like to do is use old technologies in a new way and that's the best way to make sure that people can be able to view everything that you create. I do use Java Script on my buttons, but that's because there are not many people who hire me who are using AOL to browse. Corporate environments are up to speed and have their own high-speed lines coming in, etc.

Tom: So in other words, you have to be careful about where your market is. If you were all graphics people, you would probably have *Shock Wave*, *Flash* and all kinds of crazy stuff. However, if your market is a consumer market, many of the people may not have the capability of seeing your fancy design and you're cutting them out.

NOTE: Many people can now see the fancy stuff, but many don't want to.

Participant: I just wanted to insert that if you are doing any international business that we just can't make any assumptions, corporate or otherwise, as to people's bandwidth, their machinery and software. We still have to work down to a very low common denominator.

Tom: Good point. I was in Morocco speaking and the browser was in French, and the keyboard was something I couldn't even

decipher. They could just barely get on the Internet. This is a global marketplace.

Darrin: And many foreign countries actually pay a lot more than we do for time on the net.

Tom: You want to make sure everything is fast because they're worried about getting on and off the Internet faster because it costs them more.

Darrin: Exactly.

Tom: Wow, this has been great, Darrin. I hope you can hang around a little bit longer as we go through here. You might have some things to throw in on the other topics.

Darrin: Let me add one last thing Tom. You were telling me that one of the problems that you had was trying to get your book to be a smaller image on your page.

Tom: I could easily make it smaller, but then the text was not readable.

Darrin: One of the things that people don't remember to do is **turn off their "anti-aliasing"** which is the thing that sometimes ruins your text. So, make sure you either do it yourself, or get your designer to do it for you.

Tom: Yes, and please, if you want somebody that can help you through this and teach you, call Darrin. It is a very inexpensive way to save yourself a lot of money because when you can do this yourself, you don't have to pay designers to do it. It is a very good investment.

Darrin: Let me give them my phone number. It is (209) 745-6418.

Check out Darrin's educational tools

<http://www.graviet.com/webbookstapes/webbookstapestoma.htm>



What You Need To Know

The use of tables as a design tool is good and bad. Used correctly they can really help align your text and graphics for a nice look. Too much use can junk up your HTML code which hurts your chances of high rankings when a search engine spider looks at your page.

Why does it look funny?

In regular word processing, if you put something on a page and print it on a printer, things print out exactly where you expect them to be. It's not the same in web page creation. Everybody is looking at your web page in a different browser, and different screen resolutions, and different default fonts. You're not exactly sure what it's going to look like. Therefore, it does take a little bit of a learning curve and it's never going to be perfect. You just have to get it out there. You should test it in *Internet Explorer*, *Netscape* and *AOL*. If the page is okay in those three browsers, then that's good enough.

Here's the link again to check your site in different browsers:

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

Free Optimization Sites:

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

<http://www.netmechanic.com/accelerate.htm>

<http://www.netmechanic.com/GIFBot/optimize-graphic.htm>

<http://www.webreference.com/services/graphics/>

Graphic Search Engine:

<http://www.ditto.com>

<http://www.google.com>

Graphics Optimization Software:

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

I also understand many of your main line graphics programs like Adobe Photoshop are adding web optimization as one of their functions.

Here are some sites that allow you to create some cool buttons:

<http://www.buttonland.com>
<http://www.freebuttons.com/>
<http://www.web-buttons.net/>

Electronic Clipart & Animations

Don't go crazy with this, but once in a long while you may need a little extra emphasis. Keep animated GIFs small and please use only one on a page. And make sure any “free” graphics you use are really free or copyright free. Some may actually require a small fee.

<http://www.anrdoezrs.net/click-1464114-10357251> (Animation Factory)

<http://hop.clickbank.net/?powertips/fbcom>

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

<http://www.free-clip-art.net/>

<http://www.fg-a.com/gifs.html>

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

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

<http://www.quickbanner.com/> Free Banner and Button Creation Tool

<http://www.Corbis.com> Photographs

Web Safe Colors

You need to know about this, but it can be very complicated. If you stick to simple basics and don't try to get fancy, you will have no trouble with the colors you use on your website. All you need to know is that some colors look terrible and some look fine on just about everyone's computer.

I don't advocate lots of graphics anyway, so my advice is to simply get a professional web designer to make any custom graphics for you so you won't have to worry about this issue too much.

Some people waste lots of time and money trying to match their web colors to some fancy custom brochure they have. It just doesn't work that way. Monitors cannot display accurately or even consistently colors as well as printing can. If you really want to try it, do your web first and then drive your printer crazy trying to match ink to a website that looks different on every single monitor it is viewed on.

If you really want to learn a lot about this, visit the sites below:

Color Resources

http://www.webdevelopersjournal.com/articles/websafe1/websafe_colors.html

http://www.masternewmedia.org/2003/01/23/make_your_web_site_accessible_for_color_blind_people.htm Use this massive link to learn about making your site accessible to color blind people.

Readability & Text Attributes

This topic never ceases to amaze me. I guess some people don't bother to try to read their own website, or they are just so happy to have one, they don't care whether anyone can read it or not.

Try to read this: **Tom is a loudmouth jerk.**

Now read this one: **Tom is a loudmouth jerk.**

We're just talking baby steps here. This is not rocket science. Simply make sure that you can easily read the text on your website both on the page, and in graphics. Don't let your passion for color override your common sense. People have to read your site before they buy.

Text

There's a really large and clear explanation of this topic in the book *Web Pages That Suck* by Vincent Flanders and Michael Willis. This book has lots of other very good information and I highly recommend it. They also have a sequel out *Son of Web Pages that Suck*. Here's a briefing of what to look for with regard to text:

Italic

Italic is used for titles and to emphasize words. The problem is that italicized words are really hard to read on computer monitors and look terrible. To overcome the problem in this document and on webpages, I bold the *Italic* to improve its appearance.

ALL CAPITAL TEXT

ALL CAPITAL TEXT IS CONSIDERED POOR NETIQUETTE (IT'S AS IF YOU WERE SHOUTING) AND IS REALLY HARD TO READ. IT IS OK FOR EMPHASIZING A WORD OR TWO, OR FOR SHORT HEADLINES.

Initial Caps

This Is When The First Letter Of Each Word Is Capitalized. Again, this is OK for short subheadings, but not for long strings of text.

Underlined Text

This is really bad for web pages and E-books because it makes people think they can click on the word and be hyperlinked somewhere else. Please don't use underlining in webpages.

Centering

Don't center all the text on a page. It looks amateurish. Do you know why? Because it is. Headlines are OK to center.



What You Need To Know

You can't get so wrapped up in making a beautiful masterpiece of a web site that you forget the limitations of the web. Certain colors simply won't work. People that see your page see it in different screen sizes with different browsers, different fonts and different screen resolutions. Also, don't make dumb formatting errors that don't work on the web.

Entry & Exit Strategies

Before we leave website optimization, a brief discussion of traffic patterns going in, out, and through your website is in order.

Entry

You might not realize that a visitor may enter your site at just about any of your webpages. This happens because, hopefully, each of your webpages is optimized to get a high ranking in a search engine. When a particular page gets that high-ranking, people clicking on it go directly to the page and bypass your home page. This is a good thing because you want the person to feel they found exactly what they were looking for.

It's not a good idea to try to show them everything you have to offer in hopes they will buy it all. What you are doing is totally confusing them, as well as annoying them too. They hit your site because they were looking for something specific and you gave them something general. When you do that, they move on to someone else's site quickly.

What you want to do is make sure that when they do hit one of these secondary pages on your site, they can still navigate easily around the rest of the site. Send a friend of yours who might not be too familiar with your site directly to a subpage of your site. Ask them to try to get around in your site and to jot down what questions they had as they tried to navigate. Take this feedback and use it to make sure there is no doubt what to do when a visitor wants to explore the rest of your web.

Lead them around

The worst thing you can do is confuse your visitor. They will leave immediately when they start to feel lost. Most people have far too many choices on their pages. You must lead them through your site and introduce them to your information in a logical sequence and

in digestible bites. And ALWAYS give them a bailout home button so they can start over again if they do get lost.

You might say, “Tom, I think you're crazy. Some of the most successful sites in the world like MSN have a million choices on every page. Half the time I don't know where to click, but they're still successful.” My reply is, “Forget trying to compare your small business site to sites that have enough money to advertise on the side of every bus in America. The biggies can get away with things that would be suicide for your small business site.”

Think about where you want your visitor to end up and what action you want them to take when they get there. Then work backwards to the most likely place they enter your site. Review each page they will encounter along the way and make sure it doesn't send them off in the wrong direction.

Exit

You may not believe it (Tom says sarcastically), especially after all the work and money you've put into your website, but people will leave your site. A good statistics package will tell you exactly where most people are leaving. This is a handy thing to know and I'll show you some desperation tricks to do something about it later. For now, we'll try to control where people go when they leave your site.

If you own more than one website, you could put links to it on your top exit pages and invite people to visit your other site. You might not even want to mention that it's another site that you own. This is something you have to test. If they are leaving your present site because they thought it was lousy, they are not going to click to another site you control.

If they are leaving on a page because they have seen everything you have to offer, that means they probably would like more. Then, by all means, let them know they will find more good content at, “Our sister site,” or, “Our partner site,” or some other phraseology like that.

Another strategy would be to join other associate/affiliate programs (we'll talk about them shortly) and put the links on your top exit pages. That way when people leave your site you still have a chance to profit from them if they buy something at one of the sites you send them to.

You can use pop up boxes as a great exit strategy. Despite the dire warnings from propeller heads around the world, pop up boxes used judiciously still are very profitable in promoting ezine sign ups, affiliate programs, pick your price promotions and finance options. I use the program <http://www.amazingpopups.com/power>

Where do you send your buyers? **Don't forget the confirmation page from your shopping system.** Heck they already have their wallet out from buying your products. This would be another great place to put affiliate links so you can earn more commissions on whatever they buy from other sites.

I'll discuss these exit strategies more in depth in the website sales process coming a little later.



What You Need To Know

Real people are visiting your website one at a time. Each one must find their way through your site to find the information they want. Always try to think like a first time visitor that never heard of you when you are putting things on your website. Also try to think like the least technically savvy person who is likely to visit your site. Get others to help you figure out the most logical way to lead visitors from page to page. Use pop up boxes and other exit strategies to profit from those visitors who are leaving your site.

Link Trade Strategy

The next topic is the strategy that I love. It is called the “link trade strategy” where your site and another site are “hyperlinked.” I’m sure we all know that if we can click on a link and go somewhere else, that is a “hyperlink.” I suggest we all trade links. Doing the actual trade now is quite different than it used to be.

In the old days, I would trade links with anybody that wasn’t a porn site. Now you have to be more careful about your linking so that it gives you the most benefit. I’ll tell you more about that below.

One thing about links is that it’s a much more stable, dependable and reliable method of getting people to come to your website than depending totally on search engine traffic. In addition, if you go to my link page, you will see many other people who feel the same way.

If any one of you and I trade links, unless we just close up our sites, that link will be there forever. Therefore, it’s a very stable thing. If I make a deal with someone and we both trade links, great, we help each other out. I don’t have to be checking every day as I do with the search engines, and hoping that, “Oh my god, I hope I did not lose a position today.” It is there forever.

My philosophy about this is that I really hate the people that want to guard everything they have with a shotgun. They think, “I created this information and I’m going to guard it the rest of my life and never create anything else.” I’m not like that. I want to link with you. But I must tell you, I’m not going to put your link right up at the top where my picture is. I’ll put your link on a links page or even a hidden page on my site. If you learn what needs to be learned in this section, you pretty much won’t care where I put the link because you know it will be benefiting you wherever I put it.

Link trading is mostly about getting higher search engine rankings. You must get that to be successful with this. Don't obsess about where the link is on someone else's site

NOTE: the exception to this is that if the link page on the other person's site is buried in several subdirectories, then it's probably not worth trading links with that site because the search engines won't give a link buried that deeply much weight.

Example:

Good: <http://www.antion.com/links.htm>

Bad: <http://www.joeschmoe.com/others/colleagues/links.htm>

It's a bonus if you actually get some traffic from the other person's site. Again, I'm very open about this. I don't try to protect my traffic with a machine gun. I figure if I haven't sold the visitor on my great site and what I do, I would be happy to send them to my friend in Fort Washington, Paul Radde. I don't want to give Paul my business, but I don't mind giving him a shot at business that did not want me. For the same reason, I don't want to take Paul's business. I want a shot at the business that did not want him.

I put my links button near the bottom of my navigation buttons. I'm not going to put someone else's picture next to mine. They might be better looking than I am. I don't want them to get the first shot at the business. If the visitor to my site decides they don't want me, I'm happy to turn it over to somebody who's working with me.

A link trade strategy is designed to help both parties. By the way, I'm not a bad guy with whom to link, since I've already got tens of thousands of people a month coming to my site and a relatively high page importance in my industry. You'll learn about that shortly.

There are three major areas to address when linking:

- Link Popularity
- Link Reputation
- Page Importance

Here's some linking Software:

<http://hop.clickbank.net/?powertips/link101>

Inbound Link Popularity

There's an extra benefit to linking that is becoming more and more important every day. That is the topic of *Link Popularity*.

This topic is really important. If you did a good enough job getting appropriate links coming into your site, you could probably do a terrible job of keyword placement and all the other things we've talked about to get high rankings and still do OK in the search engines.

Let's say someone in Massachusetts and I both do presentation skills. We both have the same keyword density and our sites are pretty much equal. My site is going to beat hers because I have more links coming "into" my site. The conventional wisdom is, that everything else being equal, if there's a lot of links coming into my site, the search engines think, "Well, hey this is a pretty good site if so many people bothered to link to it." Therefore, I'm going to beat her out in the search results because I have more links coming "into" my site. I make every deal I possibly can to have people link to my site.

Remember the main goal with links at the beginning is not to get immediate traffic to your site through the link from the other site, although that would be a side benefit. The goal is to get so many links coming into your site that you get higher rankings in the search engines which bring massive amounts of traffic to your site.

This is the biggest problem I have in my link trade strategy. It's hard to get people to understand the last paragraph. They have been scared by ill informed webmasters and pseudo experts who told them it is bad to trade links. All of you out there reading this who want to be smarter than your competition, take heed and let's trade links. But you must do it correctly! Visit <http://www.antion.com/linktradeinstructions.htm> I'll make the same deal or a similar one if you want to link to any of my sites.

How this has changed

Definition of Link Popularity: Measure of the NUMBER and QUALITY of the links coming into your site.

It used to be that search engines would just count up the links coming into your site. The more you had, the better. That has all changed now. Now it is important that the actual link text coming from the site linking to you has keywords in it that are meaningful to you (link reputation). This is called “anchor text.” It’s also important to you how important the site that links to you is.

For instance, if you want to trade links with me, you **MUST** put the words that I want in the clickable text on your site. If you simply put <http://www.antion.com> I won’t trade with you. You must put something like [Public Speaking Tips](#) which is the clickable part of the link. Yes, the link can still go to Public-Speaking.org, but the clickable part of the link **MUST** be a keyword that I designate.

To make this as easy as possible for those wanting to link to you, it would be a good idea to simply give them the entire code to make it easy for them.

Here’s an example:

```
<A HREF="http://www.Public-Speaking.org">Public Speaking Tips</A>
```

When they pasted this code in their website it would look like this:

[Public Speaking Tips](#)

Doing this will give you a much greater chance that people linking to you will do it in a fashion that is most beneficial to you.

How to find who is linked to your site

In *Alta Vista* Search Engine (This search engine will be disappearing soon) <http://www.av.com> Type in the search box `link:antion.com` (of course you substitute your website for mine)

If you want to check an individual page add the complete page URL

`link:antion.com/ezinesubscribe.htm`

If you don't want to see any of your own pages listed use this string:

`link:antion.com/ -url:antion.com` (note there is a space between the forward slash / and the minus sign -)

If you want to have this done automatically and emailed to your regularly go to <http://www.linkpopularity.com/> It handles Alta Vista, Google and HotBot.

You can also use the very handy tools at:

<http://www.LinkPopularityCheck.com>

<http://www.MarketLeap.com/publinkpop/>

For HotBot <http://hotbot.lycos.com> there are two ways.

1. You can use the above site <http://www.linkpopularity.com>
2. You can use this string in the search box
`linkdomain:antion.com` or if you don't want links from your own domain to show up in the results use this string `linkdomain:antion.com - domain:antion.com` (there is a space between the .com and the minus - sign.

I've been really proud of my link performance in the past and it was one of the reasons my sites have ranked well. In Hotbot I show over 1000 incoming links. In many of the others I'm over 500. This is becoming more and more important for high rankings, so do whatever you can to get those links coming into your site. The bad part for me is that many of the links I had coming to my site did not have anchor text that were keywords, so the value of my links dropped considerably.

Special Note: For some unknown reason the number of links you see coming into your site can vary considerably from day-to-day, minute-to-minute and search engine-to-search engine. Don't freak out if this happens. It's normal.

Special Note 2: You can build link popularity for individual pages on your site that are important to you. You don't have to only concentrate on your home page.

Outbound Link Popularity

In the past, the number of links going *out of* your site didn't matter to the search engines. Links going out of your site are nice and helpful to your client, but anybody can put a zillion links going out of their site. Now the search engines have gotten so sophisticated that many of them tally the outbound links that go to related sites that have similar keywords. So, if you have many links going to related sites, your site looks like a very valuable resource on the topic being searched and it gets a boost in the search engine rankings.

On the other hand if you have lots of links going to unrelated sites it could hurt your rankings. So be careful who you link to.

Link Supertrick:

Make sure every outbound link that is visible to the public is put in a “new window.” You don't have to know how to do this yourself, but it is fairly easy. This means that when someone clicks on a link that takes them out of your site, a new browser window opens and your site is still running in the background. The visitor never actually leaves your site. This new window can be set to open slightly smaller than a regular window, which alerts the person that your site is still available in the background.

Link Supertrick 2:

This is a really cool trick that takes advantage of outbound link popularity. As stated above, outbound links leading to other related sites give you a boost in the search engines, but who wants to give their visitors more and more chances to click out of their website? Nobody, so here's what you do. You make pages comprising of links to other sites that have the same keywords as you do. You put it up on your website, but you don't link it to the main site, so no one but the search engines know it's there. [NOTE: Many people don't realize you can have hidden pages on your website] Since this page is hidden, no one will ever have a chance to click out of your site to go to any of these links, but the search engine will see them and think, “Wow! What a great resource site this is!” and give you boost in the rankings. hahahahaha chalk one up for the webmaster.

WARNING: Some search engines consider pages that have only links on them as spam. To avoid this issue put some text on the page that relates to your topic and don't put too many links on one page. You don't want to be considered a “link farm” which will cause you trouble with search engines.

Link Reputation

A link coming into your site is more valuable if that link says something related to your site. We call this “anchor text”. This is the text that is actually clickable on someone else’s site.

For instance since I sell so much public speaking stuff, I want links on other people’s site to have the term “public speaking” in the clickable part of the text. The link can go to <http://www.antion.com> , but I want the link “text” to actually say something like “[public speaking tips](#)” or something like that.

The reason many search engines give link reputation a greater importance is that it is generally harder to manipulate what other websites would say about you. It’s harder because you are trying to control what is done on a different website.

This doesn’t mean you can’t play a better game than the next webmaster by linking your own sites together to your best advantage. You can also educate those linking to you in the strategies that will help you both out the most.

Page Importance

Since Google’s “Page Rank” is the standard by which most people gauge the importance of your page, we will use “Page Rank” (Google’s Terminology) as the rating of the importance of a page.

You can determine the Page Rank of any page on the Internet by downloading and installing a free tool from Google called the “Google Toolbar”.

<http://toolbar.google.com>

If you want to be a rocket scientist, understanding the entire way page rank is calculated would be a good start. I don’t want to be a rocket scientist. I just want to sell lots of stuff on the Internet so our discussion will be brief and easy.

Page Rank is like a vote from all the other pages on the Internet. If they link to you that equals a vote for you. The more “votes” you have the better when it comes to the final determination of how important your page appears to the search engine and who shows up higher in search results.

When it comes to the value of an incoming link to you, one vote doesn't necessarily mean one vote. You can “stuff the ballot box” in your favor by getting pages with a higher Page Rank to link to you. For instance I just checked Yahoo! and it has a Page Rank of 10 out of 10. This is as high a score as you can get. I checked CNN also and found it to have a Page Rank of 9 out of 10. A link from either of these sites to your site might be worth 20 or 30 links from sites that have no page rank.

Here's what Google's site said about Page Rank:

“PageRank performs an objective measurement of the importance of web pages by solving an equation of more than 500 million variables and 2 billion terms. Instead of counting direct links, PageRank interprets a link from Page A to Page B as a vote for Page B by Page A. PageRank then assesses a page's importance by the number of votes it receives.

PageRank also considers the importance of each page that casts a vote, as votes from some pages are considered to have greater value, thus giving the linked page greater value. Important pages receive a higher PageRank and appear at the top of the search results. Google's technology uses the collective intelligence of the web to determine a page's importance. There is no human involvement or manipulation of results, which is why users have come to trust Google as a source of objective information untainted by paid placement.”

Bottom Line: Put lots of effort into your link trade strategy because as the competition gets stiffer, (there's a zillion web pages a day coming out) you want to be ahead of the game. So that's

another reason why I suggest to everybody, let's correctly trade links. Figure out how to do it, or get your Webmaster to do it, because it's going to help all of us. If you want some instructions to copy, feel free to go to <http://www.antion.com/linktrade.htm> and copy the text I've written for you. Put your description in, but it isn't necessary. If you want to leave mine in the space, it's fine with me! hahahaha

Just copy the instructions and put in your description, and then use it and put a button on your website to say, "Want to trade links with us? Click here." Try to get more people to trade with you and it will make your site more valuable.

Now here's a way to get inbound links without having to put any more outbound links on your site.

Articles and Link Trades

I have made many thousands of dollars this way. I can't even track all the money I have made from this. I write articles and give them to people to put on their websites. I'll tell you right now, I made about \$11,000.00 from *Sales Doctors Magazine*. I'm one of their featured writers. Somebody did not find my site directly, they found *Sales Doctors* site. They liked my article, linked to my site, and hired me without a video or any other promotional materials. I went out to California and did the job. It was a big pharmaceutical company and I even came close to making it a \$40,000.00 day. They were going to buy a book for everyone in the crowd of thirty-two hundred people. They had the money and they are the ones that brought it up. They decided against buying the books because they just had too much going on. The whole idea is that I never would have had a shot at any of these had it not been for my article on *Sales Doctors* web site.

There are people out there that have lots of money. We want to give them every opportunity to find us even if they don't find our website directly. Articles are a great strategy. Get your articles placed on other people's websites. It helps them by providing content. It helps you because you get the links that will pay off forever.

You're going to hear a lot about the value I put on article writing. Here are a couple tips. If you hate to write, but love to talk, you can get voice recognition software. Here are two programs that will take a load off your fingers:

<http://www.dragonsys.com/> Dragon Systems Naturally Speaking
<http://www-4.ibm.com/software/speech/> IBM ViaVoice

The next tip is to simply carry around a mini tape recorder, and then get a college student to ghost write for you. Try the English or Journalism department of your local University or Community College.

Here's an ebook on using Ghost Writers:

<http://hop.clickbank.net/?powertips/ggmine>

The way you get your articles placed is to look for sites that are in your field or complementary to your field. You could look for these sites by typing in related keywords into any major search engine. When you find a site that looks promising, you send them a personal email. Here's how it will go: "I really liked your site. I was surfing the Internet and I'm in a related field." **Warning:** (Make sure they know you actually visited their site or they might accuse you of spamming them.)

You might say, "I especially liked the resource section you have and the article on so and so." I get this stuff all the time and it's spam. People send out a million of them and they have never been to my site. So, if you make a personal letter (email, or regular mail), give them enough details so they know you visited their site. Tell them that you searched on the search engines for their types of sites. Send them a personal letter but don't send them the article right away. Let them respond and build a little relationship before sending them the article. Bam, you got a winner because they're never going to take it off. They're going to put it on there and leave it there, forever. They're going to archive it and your link is going to be there forever and you did not even have to give one up a link in that case. Some of them might come back and say, "Well, we have articles. Maybe we can put them on your site." Then you have to decide if you want to deal.

The same strategy works with electronic magazines. People submit articles to me and in exchange they get a link back to their website, their email address or something, and that's their payment. Articles in other E-zines can bring you a lot of traffic and many potential customers, which is what you want. You suck them into your website and then get them to sign up for whatever you're selling.

Another thing about articles, if you go to my website you see there is tons of information. People can spend hours on my site. One of the ways I use to draw people is to put articles on the site. I have

not solicited articles from anyone else for my website. I have for the electronic magazine, but for the web site, I have taken my *Wake 'em Up!* book, excerpted it all over the place, and made articles. I have special articles for meeting planners. I have all kinds of freebie things that are information-oriented. That is what is getting many people to my website . . . all the free stuff. If they like my style, I build my credibility. If they think I'm a jerk, they leave. If they like me, there's a very high chance they will eventually buy something, which is the reason I want them there. I want them to either buy or recommend me or a product. I want to get them to "opt-in" to my electronic magazine, which we will cover later.

So put your articles on the website. You're writing them for other sites anyway, or you're writing them for your own site. Then you can use them for double duty on sites all over the Internet. The writing of articles is a fast way to make yourself an expert and get your name all the way around the World.

Here's a link for article writing help:

<http://www.soaringprofits.com/writing.htm>

Make it easy on them

You can buy a simple software program that will make you very attractive to people who want regular content from you to put on their site. Programs like *Master Syndicator* allow you to have the website to which you are providing content put a simple piece of code on a page in their site. When you write an article and submit it to your control page, all the sites in the world that have the piece of code on their site will get the updated article instantly. WOW! What a way to multiply yourself. You can be a syndicated columnist on the Internet tomorrow if you want. Check it out at: <http://www.mastersyndicator.com/>

Keeping Track of Link Trades

You can certainly do it by hand, but as in most things Internet-related someone has figured out a better way.

<http://willmaster.com/master/rlinks/index.shtml> keeps track of all your link trade requests but also finds out who's cheating by taking your link off after you have put theirs on your site.

Linking software:

<http://hop.clickbank.net/?powertips/link101>

Link Considerations

Since everything you do on your website eats up a little or a lot of your time, it makes sense to evaluate the potential payback from your efforts. You want to get the most bang for your buck. Here are some things to consider when working with links:

- ✓ Will the link be permanent? A permanent link will be far more valuable in the long run for both potential clickthroughs and link popularity evaluations. The exception would be a prominent short term link to a high traffic site like CNN that could send tens of thousands of visitors to your site. Don't waste your time on Free-For-All Link deals. These are places where anyone can place a link. Search engines look unfavorably on them.
- ✓ A few links from really high traffic sites will most likely produce more for you than lots of links from no traffic sites.
- ✓ When granting an outbound link you will get more mileage out of the link if it goes to a specific related site. Outbound links to unrelated sites could hurt your overall ranking. But if it's an unrelated site that is giving you a reciprocal link, it is still very valuable to you. You will not be penalized because it is unrelated.
- ✓ A link to your site with related text located near the link will get more clickthroughs than a link by itself.
- ✓ A link buried among many others will not get many click throughs, but will still be valuable for link popularity reasons. Don't turn such a link down, but try to negotiate for a top or exclusive position in your category.
- ✓ Links in articles about the same topic get lots of attention and a good click through rate.



What You Need To Know

A good link strategy can get you high search engine rankings. If anyone tells you that it's a bad idea to trade links, shoot them and then go trade more links while you are in prison. Just make sure you do it properly or you will either be wasting your time or hurting your chance at high search engine rankings.

Is a Shopping Cart Necessary?

At my site they're buying all kinds of things. My store, called *The Speaker Shop* <http://www.antion.com/speakershop.htm>, takes seminar admission fees and sells books, tapes, CDs and downloadable products all designed to help speakers. The answer to the shopping cart question is technically "no", a shopping cart is not necessary if you're willing to handle each order individually. But remember, your regular forms on your website generally do not calculate shipping fees or tax and they don't take credit cards automatically which will kill your sales.

The system that I have installed allows you to put your credit card number in and buy the product. It will go to credit card processing company and in about fifteen seconds, you'll have an authorization. It will email a confirmation to whomever I want to ship the product without me touching a thing. This is also great for me when I'm on the road, because I don't actually have to be here in my office to make money.

Previously I had to type the credit card number into the system. Even though I rather enjoyed getting little George Jetson fingers typing credit card numbers, if I was on the road, things were delayed, or I had to depend on an intern to do it right. The shopping cart will save you many of those hassles. Also, many of your digital product or ebook sales will come from the immediate gratification factor. If you make people wait even an hour or so, they will most likely not buy.

Part of my strategy, of being a professional speaker, is to create and sell products that are good for clients and great for your income.

We'll get into how to select a shopping cart in a later section.

How Will I Ever Get This Stuff Done?

OK, well I've been rattling along for awhile and I know some of you are thinking, "My God, I didn't know there was all this stuff to worry about just to have a lousy website." If you are going to invest in a website marketing strategy, you need to do at least part of this to have a chance of the site showing up in a search.

I don't do all the work on these sites myself. I use a combination of methods because I'm pretty darn busy. However, I'm a firm believer that you should learn how to at least update your site yourself so that you have a fast "speed to market." It took about a month and a half part time to get competent working on my website since I'm not the most technical guy you ever saw. I don't know some of the simplest things like how to put an icon on my desktop, but I honed in on the things that are necessary for me to know how to make money.

I didn't have any help while learning. If you get some help, you can literally learn how to add pages to your site in about ten minutes. I'm not a techno-geek, but I'm still able to do most of this myself. If it is too complicated, I hire someone who trains me to do it or does it for me.

I recently hired an 11th grader to run my entire computer system. He built me a new computer to my specs and keeps everything running smoothly. I learn tons from him every time he comes over. I've got a 9th grader running part of the technical part of my new association <http://www.NetAim.Info>. You can recruit a similar helper from any of the big computer stores, or just ask around at your local high school (or grade school hahahaha . . . or pre-school hahahaha)

You CAN do this all yourself if you want to. The more you do yourself, the less it will cost you.

Even if you can afford to pay to have your website done for you, you should **STILL** learn how to update it yourself. There is too much delay if you have to depend on someone else. You don't have to know everything, but you still have to manage your website operations. Otherwise, you can pay a fortune to a designer and nobody will come to your site.

Even though this isn't specifically about getting webpages done, the software at the link below helps you organize your entire website business:

<http://www.promobuddy.com/cgi-bin/affiliates/clickthru.cgi?id=antion>



What You Need To Know

If you can get a grasp on the big picture of what is available to you on the web and how you want to use it, you can get others to implement for you. Being able to do simple things yourself knocks out lots of frustration, saves tons of money and adds lightning speed to getting things done.

Electronic Ways to Get People to Your Website

Lets talk about ways to get people to return to your website. That's a lot different than getting them there in the first place. Here are some ideas, although I don't do all of them. I could not possibly do all of these things. Different ideas will suit different people.



Discussion Boards

You've probably seen them. I think the National Speakers Association (NSA) has one where people can post questions and other people visiting the site who are interested in the topic, service or marketing idea, can answer the questions or jump into the discussion.

There are "moderated" discussion boards and "unmoderated" ones. Unmoderated ones are a little more risky, but not too risky for our type of clientele. They are risky in the fact that someone can get on there and start cursing, writing nasty things, or saying all kinds of crazy things. Unless you delete it, it would be broadcast to all the people that stopped by. Therefore, that could be a little dangerous.

A moderated discussion board is controlled by you or the moderator. The questions come into you and then you forward them to your members and filter out any ridiculous stuff. You could also change this slightly to be an "Ask the Expert" section of your site, which is probably more appropriate for speakers. You would invite questions and then answer them as the expert.

The Internet has been notorious for offering free things, so you really have to give a lot to get the kind of money that I'm getting back. I'm always happy to answer simple questions for people and I get emails by the zillions on many topics. I try to respond graciously and as fast as I can, so many of these people turn into customers or hire me. "Ask the Expert" is the type of discussion board that works well for most speakers.

Some of your web design programs like *Front Page* have their own instant discussion boards. You can set it up yourself right from the program. If you want an outside solution here are some possibilities:

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

<http://www.vbulletin.com> This is the one I use at:
<http://www.GreatInternetMarketing.com/forums>

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

<http://www.thinkofit.com/webconf/forumsoft.htm>

<http://www.acromediainc.com/chatterbox.htm>

Classified Ads

You can run classified ads. There are many free sites and there is software that will submit them all over the free sites. I'm not sure there is a big value to them because there are tons of them and they're gone so fast. I don't know how many people see them, but that is a viable way to tell people about your site. Here are some free sites, but to be honest, I wouldn't waste my time:

<http://www.classifieds2000.com/>

<http://www.classifieds.yahoo.com/>

Some of the paid ones, like *America Online*, can be very good because *America Online* has over 30 million subscribers.

CompuServe (now owned by AOL) also has many subscribers around the world. So if you have a product, you might try very inexpensive electronic classified ads to drive people to your website. I don't use any classified ads yet on other sites, but I do use them in my own publication *Great Speaking*.

I get people to visit my website with little ads out of my electronic magazine, and then I hit them with the strong advertising copy on the website. The little classified ad is not going to be able to sell too much, but when you get them to the website you can put a lot more ad copy about yourself and your product. The whole idea is to get them to your website, and classified ads are one way of doing that.

Chat Rooms

I'm not sure where people find the time to spend in chat rooms, but they do. You can have lively discussions going on right at your website while you're sleeping. Or you can announce your presence there at certain times and allow people to interact with you, ask questions, and generally get to know you and your expertise better.

A good idea to drive traffic to your site is to invite other website owners that do not have chat areas to use your site. They'll bring in new people that will be exposed to your site, and you can usually put ads around the chat area for them to see.

Simple chat rooms are not too difficult to install. Here are some possibilities:

<http://www.tucows.com> search for chat rooms.

<http://www.multicity.com/> free chat and they even have instant translation chat for your global visitors.

<http://www.freecenter.com/chat.html> a whole bunch of free chat room providers

Streaming News

Another way to get them to return is to have news. There are places out there that will send news directly to your site so people can simply check your website for their news. There are many different industry news feeds. Many of these news feeds use Java Applets. Just make sure you don't junk up your important search engine pages too much with the code necessary to make these news feeds display.

<http://www.7am.com/>

<http://www.tickerland.com/> Put YOUR news on other sites

<http://www.anaconda.net/>

<http://www.wunderground.com/about/faq/weathersticker.asp>

(weather)

<http://www.weatherbyemail.com/> (weather)

What's New and Stuff

You can have a “what’s new” portion of your web site. A more valuable item is, “what’s new in your industry?” My web statistics package showed me that hardly anybody was going to visit my “what’s new” page. Therefore, I eliminated it all together.

You can have forms on your website so people can register for items or your seminars. That gets them to come back. You might also include an ad for a new product or service on the registration form.

Once you get them there for any reason, you want to hit them again with something else to sell. It’s very easy to put little links and little ads in among what people are already using from your site in order to keep your name and products in front of them all the time. For instance, when you register for the TeleSeminars at my site, I’ll probably have ads for the next ten seminars coming up. So maybe you can sign up for two or three of them while you’re there. The idea is to have something else to sell them once you get them coming to your site.

Surveys and Polls

You can do surveys and polls. I did not have much of a choice when I started my electronic magazine. I started it and got the mailing list started by doing a survey of this new book I'm writing about communication skills for children. Well, I had to get the survey out fast because it was Christmas vacation. I figured many speakers would be home and thus be able to take the time to complete it. Wow, it's a couple years later now and I only have half of the input into the spreadsheet program because it's so difficult to enter it by hand. I would have been better off to wait and put the survey on the website which would have sent it all right into *Excel*. If I had done so, I would have probably had the book out by now. So you can put surveys on your website and use them to get publicity.

When I finish this survey, I suspect it's going to show up in some very big newspapers and on the radio. The survey isn't even totally PhD scientific. You hear them all the time on radio and TV. My mistake was that I did not figure out how to do it on the web so that all the data would have already been compiled. I could have run it over to the University of Maryland, which could have run it through their statistics package. If I hadn't given up on the project I'd still be sitting here waiting for the intern to get back from vacation so we can sit here with two computers trying to limp through this survey.

Anyway, you can use surveys as a means for getting people to come to your site. Then you can spit the survey results back to them because people like to know the final results as a benchmark.

You can also do live polling with this type of software. People like to come back and see the current results appearing on your site as more and more people respond to the poll.

Survey and Polling Resources

For polling try:

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

<http://www.7am.com/polling/index.htm>

For surveys try:

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

<http://www.zoomerang.com>

<http://www.surveymonkey.com>

<http://www.willmaster.com>

or type “survey software” or “polling software” into any major search engine and you'll have lots of choices.

In the travel industry, the reservations link up various airlines, rental car companies and hotels all over the world. One of the strategies the rental car companies use is having daily updates of your horoscope and the soap operas on their websites.

Free Horoscope Content

Here's a couple sites that have free horoscope content for your website:

<http://www.luckyfortune.com/webmasters.html>

<http://free.horoscope.com/>

There are many ways to have recurring information to get people to return. These sites would not hit my target market, but for many of you they might. For example, if you had a male-dominant clientele, you could do the football scores. So there's no problem with that and it's not sexist at all. It's just good marketing. You're not going to market women's shoes to guys on the sports page. In fact, if you look at the sports page, it's all tire and Viagra ads!

Contests & Sweepstakes

A contest, of course, requires that people compete in some fashion, and a sweepstakes is similar to drawing a winner out of a hat. Contests and sweeps are great, but you have to be careful. You can easily violate contest laws. There are sites on the Internet if you want to know all the ins and outs about this. Just type in “contest laws” and a bunch of sites will come up that will tell you what cautions to take. Make sure you get the proper legal advice if you do this . . . you need to be extra careful with sweepstakes and similar programs. As long as there is no money involved you might be okay. For instance, I did the Valentine's Day “Tom is Single” contest in my electronic magazine, and people are still talking about it. People had to count how many times “Tom is single” was in the magazine.

I actually got in trouble with one female over this, but nobody could figure out why. She said, “Unsubscribe me. I can't do business with someone as insensitive as you.” I still don't know why she was so angry. Nobody could figure it out. I hate to be like this, but I feel like I can sacrifice one person for the good of everyone else. I'm willing to be on the edge because my philosophy as a speaker is that if you don't push anybody's buttons, they are not even going to know you were there. Therefore, I do my best to be as good for as many people as possible, but I'm not going to let one or two people ruin it for everyone else.

Anyway, in the contest you had to count the number of times the phrase “Tom is Single” was in the *Great Speaking* E-zine. The winners won a free copy of *Wake 'em Up Business Presentations*, which I was promoting and the losers won a date with me. It was hysterical. The contest was designed to push people to the web site and then they won a book and one of my other products. I gave away five books, but no one accepted the date option hahahaha. It cost me ten bucks plus shipping to do a major promotion that

people are still discussing. So these are all ways you can do this electronically with very low cost.

Warning: Don't accidentally run a lottery. When you have a prize involved as well as consideration (usually money) and winning is a matter of chance, you are running a lottery which is pretty much illegal without the proper government authorization.

Contest trick: Give the grand prize to the winner. Email everyone else who participated that they were second place winners and can thus get a substantial discount on the purchase of the same prize. What a deal!

Here is a good article on contest law,
<http://www.howstuffworks.com/question541.htm>

Here's a great contest:
<http://www.mlaw.org/wwl/>

Be careful where you post your contest. If a large contest site gets hold of your offer, you may get thousands of entrants that try every single contest they can find. This is traffic, but it is not the kind of traffic you want.

Frequent Visitor / Buyer Plans

You could start a program just like the airlines and lots of other companies. Even Radio Shack has a Frequent Battery Buyer's Plan to encourage you to buy all your batteries at Radio Shack they give you some free batteries after you buy so many.

Signature Files

The next topic is signature files, which are found at the end of your emails. I have a bunch of different ones. You have to check your email program out. For all you AOL folks out there, AOL now has this capability.

I will use different signatures depending on to whom I'm responding. I mean that if I'm responding to a speaker I don't know, I'll send one with "free electronic magazine," and "buy my speaker video," and my name and other information. If I'm responding to a client, it will be different. Therefore, I have a bunch of different ones so that I can just click on the one I prefer and it pops right in at the bottom. It's a constant ad every time. You can't make it so massive that you say, "Hi, Joe," and then there is three feet worth of signature, but it is a legitimate way to have an advertisement on every email you send. Take advantage of that. I've gotten business from these signature files. People tell me, "Until I saw your signature file, I did not know you had this product," and then they buy it.

Sample # 1 -- This sig file is appended to emails going to people that I know are NOT on my E-zine list.

Get your FREE subscription to "GREAT SPEAKING"
Visit <http://www.antion.com/ezinesubscribe.htm>
=====
New Speaker Video <http://www.antion.com/speakervideo.htm>

Tom Antion Communications <http://www.antion.com>
A Rare Mix of Business and Entertainment
Keynotes/Seminars and Advanced Presentation Skills

Voice 1-757-431-1366 Fax 1-757-431-2050
Box 9558, Virginia Beach, Virginia 23450
Trade Links with Us
<http://www.antion.com/linktradeinstructions.htm>

=====
Sample # 2 -- This sig file is just one of the different ones I append to emails going to people that I know ARE on my E-zine list. The top of it promotes something that I haven't sold them yet.

=====
New Speaker Video <http://www.antion.com/speakervideo.htm>

Tom Antion Communications <http://www.antion.com>
A Rare Mix of Business and Entertainment
Keynotes/Seminars and Advanced Presentation Skills

Voice 1-757-431-1366 Fax 1-757-431-2050
Box 9558, Virginia Beach, Virginia 23450
Trade Links with Us
<http://www.antion.com/linktradeinstructions.htm>

=====
Sample # 3 -- Here's an example of my "sig" file capability used to send routine correspondence without retyping everything. In this case all I have to do is change the person's name and adjust the date. This saves me a tremendous amount of time and is another step in automating your business.

Dear Sally:
Your Butt Camp CD will ship Monday, July 31. You will have plenty to do once you see all the electronic marketing possibilities available to you at no cost or very low cost.

Because you bought the CD, if you want to see the live seminar, you get \$100.00 off the current price at the time you register. You must call or email to get the discount. Here are the upcoming dates:

Sig File Resources

http://www.marketingterms.com/dictionary/sig_file/

<http://www.vipgo.net/ab/network-marketing-mail.html>

<http://www.theallined.com/webmasters/webmasters-039.htm>

<http://www.tech4speakers.com/marketing/yoursignature.htm>

<http://www.chris.com/ascii/index.html> Some people add ASCII artwork to their sig files if it matches their business purpose. Be careful and don't overdo this.

Siglet: Funny or profound sayings at the bottom of an email

<http://www.siglets.com>

Bookmarks

You should encourage visitors to your site to bookmark your page. Text could be placed on all your important pages reminding the visitor to do so. **“Please bookmark this page now.”**

This is also known as adding your site to their “favorite” list. In both *Internet Explorer* and *Netscape* you can advise them to hold the control key down (Ctrl) and hit the “B” key. This will automatically bookmark your page in their favorite sites list.

Note: *Netscape* calls this area “Bookmarks” and *Internet Explorer* calls it “Favorites.” *AOL* also calls their area “Favorites.” In *Internet Explorer* and *Netscape* you open their respective areas and click “Add.” In *AOL* you can click on the red heart on each webpage or email, and it automatically puts the page or email in the favorites area.

You can also use a pop up box to remind people to bookmark your site. For pop ups I use the software at the link below:

<http://www.amazingpopups.com/power>

Autoresponders

Another thing to use is called an autoresponder AKA “infobot” or “email on demand.” Many of the places that host your website give them to you for free. I get thirty of them for free just from my hosting service. Here's what they do for you: If I told you to send an email to <mailto:sponsor@antion.com> , well, guess what? I'm not going to have anything to do with it. You're going to get an email back from my website giving you the details on advertising in Great Speaking ezine. So this is an extremely valuable time and money saving tool. It only takes a few minutes to set up once you know how to do it. Each system is different so I can't tell you exactly how to set one up. Once when I was promoting a big benefit seminar, I simply said, “For details send an email to Cystic” . . . it was Cystic Fibrosis, so I used “mailto:cystic@antion.com” and within a few minutes the person had their information being sent to them automatically. All that happened behind the scenes while I was sleeping. These are the ways you can automate your promotions and keep them selling for you. You will not be sitting here in front of the computer all day long. Autoresponders are a great way to get the information out to your market.

If you have the shopping cart system <http://www.KickStartCart.com> , you have unlimited regular autoresponders and [sequential autoresponders](#) (advanced autoresponders that follow up with multiple emails).

It's a good idea to have a copy of the original email sent to the autoresponder forwarded to you. Some people don't understand exactly what to expect from the autoresponder and they put a message inside the body of the email. If you don't at least take a peek at these emails, you may accidentally ignore a question from a prospective customer.

Autoresponders can handle many more emails than you could ever process manually. Also, you can send a ten-page email just as fast and easily as sending a two-paragraph email.

Don't forget to let people know that you won't sell or give away their email address to other parties. It's ok for you to send them a follow up email, but people really don't want to be spammed because they took you up on your offer for information.

When writing the messages that will go out on your autoresponder try to write them in such a way that you don't have to change them too often. If you do this, the autoresponder will work quietly behind the scenes with little or no attention.

The first place I would check for autoresponders is the place that hosts your website. Many of them give them to you and you don't even know about it so you may have them already. If not, just type in "autoresponder" in any search engine or see the links listed below. They are cheap, like a dollar a month, but most of the time they're just given away free. And that's not a dollar a month per message. It's a dollar a month total. It's so dirt-cheap that it's ridiculous if you don't take advantage of it for your regular information that is repetitive. Of course, your <http://www.KickStartCart.com> shopping system has them included for free.

How to pick an autoresponder

✓ They must be automatic. The person sending an email to the autoresponder should not have to type anything specific into the subject or body of the email for it to work. Many people would misspell whatever they were supposed to type and the autoresponder would not work.

✓ You should be allowed an unlimited number of hits to the autoresponder.

- ✓ You should be able to make an unlimited number of changes to your return message and you should be able to do this yourself any time day or night.
- ✓ You should be able to capture the email address of the person requesting permission. [NOTE: This doesn't mean you have the right to put their name on your E-newsletter list.]

Sequential Autoresponders

Inexpensive autoresponders are available that also send follow up messages at intervals you specify. I just did a FREE 7 Day Mini Course on Electronic Marketing. The person would send an email to <mailto:MiniCourse@aweber.com> and immediately get the first lesson and then another lesson each day for the next six days. I had 1200 people sign up for this in about five days and they spent about \$7,000.00 the first week after determining I knew what I was talking about when it comes to E-marketing. One month of this service was only \$19.95, and it goes as low as \$14.95 if you buy a whole year. You can check it out at <http://www.aweber.com/?23558>

The way I do it now is with <http://www.KickStartCart.com> because it is totally integrated with my shopping system and the autoresponders can be tied to a specific purchase which is an extremely powerful sales and customer service technique. The way it works is that when someone buys a product they automatically subscribe themselves to follow up emails. The emails can be used to give additional tips on how to use what they bought, or to sell them more products. The customer can unsubscribe themselves anytime if they don't feel your emails are of value.

Companies that have Sequential Autoresponders

<http://www.KickStartCart.com>
<http://www.aweber.com/?23558>
<http://www.getresponse.com/>
<http://www.biz-e-bot.com/>

Electronic Magazines

The one thing that has really made my income probably triple in the last couple of months is my electronic magazine *Great Speaking* <http://www.anton.com/ezinesubscribe.htm> . I have 90,000 subscribers around the world as of September, 2004. You can make a lot of money off a targeted list of subscribers.

An electronic magazine is a simple email. It's called an E-zine or electronic magazine, or some people call them an electronic newsletter. I call mine a magazine because occasionally I'll drop in what's happening in the industry. Most of the time it's in a "how to" format . . . "how to be a great speaker," "how to market yourself," etc. It also gives you some free speaker humor.

It's a simple thing to create and it can be created using the simplest word processor. It takes no graphic design. I'm able, if I'm in a hurry, to slam one together and send it out to over 90,000 people around the world, all in one day. Sometimes I use excerpts from my book so I don't have to write new articles for each issue.

I've also used articles from big name speakers, as well as some less well known ones who happened to have good information, so that's why people stick with it. Percentagewise I do not get that many unsubscribers. I get some, but you are always going to get some. The ezine allows me to keep my name in front of people. This is what I call push marketing. I suck them into the website, or get people to sign up after they see me speak. If they were just on my web site, or if I waited for them to come to my website, I'd be tripping over my beard before I made any money on it. Once I get them signed up on this electronic magazine, I can market to them repeatedly for free. I put a sign-up button on every important page of my website so just about wherever you go on the website, you can sign up for my electronic magazine.

When I've got them in my lair, I can then push to them. I'll be quite up front with you. I am really pushing hard to them. It's very cost effective to do an E-zine. What you do is find your target

market and your regular customers. It's a good way to keep them updated and it costs virtually nothing. Later we'll get into the nitty gritty of doing an e-magazine. You must watch some things. You have to be careful not to spam people because some will get irate. I've had some people turn into total monsters because of an email that slipped up and went to them by mistake. You need to be careful, but the benefits are just outrageous.

It's the one-two punch . . . either the web site sucks them in or I suck them in personally . . . get them on the list and then push at them a couple times a month until they either buy or say they want to leave. In normal face-to-face sales, it is five, six, or seven contacts before you make a sale. On the Internet, it can be twenty to thirty.

I always recommend the following site <http://www.e-zinez.com> . If you read the entire site and follow all it's links, it will give you everything you need to know and it will even email you a template. You can also get, *Kick Series* tape number two <http://www.antion.com/audiotapes.htm> which gives you the info. You can also see the complete *Kick Series of TeleSeminar tapes* at <http://www.antion.com/telesemtapes.htm>

There's nothing fancy in these E-zines. The only creative part is picking what kind of divider bar you want between sections. When you get a template either from <http://www.e-zinez.com> or you can take any one of my back issues at <http://www.antion.com/ezinebackissues.htm> you just erase the template information and put in your material and you can have your own E-zine today. This is not brain surgery doing this, but I can tell you clearly, it's made me a fortune in the last six years. In the first week, it brought in three thousand dollars in consulting clients and a two thousand dollar barter deal on my next book cover. Just yesterday, I had a literary agent call me and the E-zine was responsible for landing me my lucrative spokesperson contract with CBS Switchboard.com.

Many people ask me how I built my email list? Was it primarily from the web site or did I do other things?

I got a jump-start because I have been speaking at many NSA chapters and national events. Therefore, people see me with some frequency. If any of you have seen my NSA programs, they are big and I get tons of subscribers from that. Live appearances will get you quite a few subscribers if you make sure you mention it's available and collect business cards because that's what we call "opting in." They're saying, "Hey, I want to be on your list."

The best way to do this at a live event is by holding a drawing. You must tell the people that they will begin getting your ezine unless they write "no emails" on their business card. If you are a good speaker and if you wait until at least half way through your speech, you will have very few people refuse to receive your emails.

I get 1500 to 2000 email addresses a month from the website. I tell everyone about it whenever I talk to anyone who's remotely interested in being a good communicator. I'm not just talking about professional speakers because my information is good for business people too. That's how I built my list. Anyway, we'll get into more of the E-zine stuff later. For now, I just wanted you to know that it is an excellent way to get people to return to your website.

Online Malls

I'm against them. I think they are a great idea for the organizers and a dumb idea for the merchants. The online mall people want you to think that it's like a real mall. Well, when you are in a real mall you can't snap your fingers and be in a different mall half way around the world. In an online mall your customer can click away in an instant. Don't waste your time or money.

The only good reason I can see for joining a mall is if they have a competitive hosting package and an easy store builder. Just be sure you don't give away all your profits.

Search Engines

Most of the search engines are begging you to put a link to their site from yours. Some even give you the code to put the actual search box on your site. I'm not a big fan of this, but you could have people coming to your site more often if they knew they could also do some searching while they are there.

Your Own Search Engine

I am in favor of providing your own search engine so people can search your site quickly. Indirectly this will make them want to return because they know they can find what they want quickly. Some of the web authoring programs will do this for you, or you can find free or paid programs to help you.

<http://intra.whatuseek.com/>

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

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

<http://www.atomz.com>

<http://www.freefind.com>

Other Cool Stuff

There are all kinds of useful and fun things you can put on your website to get people to return. I've provided links to quite a few of them in the last Chapter. You can put links to interactive maps, phonebooks, and all types of online conversion programs (metric, time, etc). Just make sure you don't distract people too much from the business of buying your products. You could even use your E-zine and website to promote a big party in your chat room.

Viral Marketing

Viral marketing is a science in itself. It's a method where other people pass on your message to someone else who passes it on to someone else, who passes it on to someone else, etc.. Lots of people have gotten rich with viral marketing and even more have tried and failed.

Viral marketing can be as simple as giving out a free ebook about your topic that you allow other people to give away or sell, or it could be as complex and BIG as Hotmail which began as a small free email service that eventually sold for many, many millions of dollars.

Jimmy D. Brown is a super expert at viral marketing and has great ebook on the subject. Click here to check it out:

<http://profitavenue.com/x.php?adminid=52&id=2592&pid=99>

Another ebook on viral marketing:

<http://profitavenue.com/x.php?adminid=52&id=2592&pid=148>

Here are some other interesting sites where people have created things that are passed around in a viral fashion. **Warning: Some are really offbeat, risqué, ridiculous and downright disgusting.**

<http://www.viralmeister.com>

<http://www.viralbank.com>

Checklist of Electronic Ways to Get People to My Website

Discussion Boards _____

Ask the Expert _____

Electronic Classified Ads _____

Chat Rooms _____

News _____

What's New _____

What's New in the Industry _____

Surveys _____

Contests & Sweepstakes _____

Frequent Visitor / Buyer plans _____

Horoscopes and other content _____

Signature Files _____

Bookmarks _____

Regular Autoresponders _____

- Sequential Autoresponders _____
- Electronic Magazines _____
- Malls _____
- Search Engines _____
- Your Own Search Engine _____
- Other Cool Stuff _____
- Viral Marketing _____



What You Need To Know

There are a tremendous number of online tools that you can use to drive people to your web site over and over, which hopefully turns them into loyalists that eventually buy from you. You could pick several items from the above list and devote a week each to implement the idea. Don't try to do everything at once. Your traffic will steadily increase if you are diligent in implementing and using the above ideas.

Offline Marketing

We are going to discuss offline marketing of your website, which means all the things that really aren't electronic. They're going to sound like no-brainers, but I want you to go back and look through everything written about you and see if it is pushing people to your website.

Business Cards and Stationery

The first thing would be your business cards. Is your website listed? Is it readable? Does it have letters like the letter "L" that when printed in the lower case "l" looks like the number 1? Is the print large enough to be easily seen? Also check your stationery and make sure your website is mentioned there too.



Voice Mail

What about your voice mail messages? If it's voice mail, then somebody is calling you that wants something. . . . maybe information on your services. And they usually want it NOW because that's the way the world is. So if you don't mention your website, they're going to wait and get frustrated, or they're going to call me! So go to your voice mail message and make sure your website is mentioned on it. Also, spell it out so it's very clear. I say, "antion.com, THAT'S A, N, T, I, O, N, DOT COM."

The entire mention goes something like this, "For immediate information, please visit our website at Antion dot com, THAT'S A, N, T, I, O, N, DOT COM. Thanks for calling." Something like that will make you money because it's out there advertising for you and letting the people get the information they need while you're busy speaking or simply sunbathing on the beach.

I also mention my website on virtually every phone call into my office. While we're talking I'm thinking, "What service or what freebies do I have on my website that I can send them to visit?" When I get done talking I say, "Don't forget, go to the website and check out our free stuff. I have lots of free articles for speakers, lots of speaker humor and all kinds of good stuff on the website." Of course, when I get them to the website they are going to be exposed to the many things which they can buy from me too.

Stickers and Labels



I do a lot with stickers. Everything that goes out of my office has a sticker on it with my website address. So whenever I am shipping a product I have the website sticker on it. If I'm paying a bill, I send my bill with a sticker on it. I figure they get plenty of my money, so maybe somebody will trip on my website and decide to buy something

Stickers and labels are inexpensive ways to promote your site and jazz up your packaging

Every package we ship is personalized



My shipping label has my photo on it. I usually do a cute thing and put a little balloon and say, "Hi" to you personally. Well, it has the website address on it too. I just received some new stickers that will be used for specific products I'm pushing. I don't want people to have to search for them. I want them to go directly to where I'm sending them.

Promote at Programs and Electronic Bureau Friendly

Of course, if you are a speaker you should promote your website at each of your programs. Your website should be listed at various places in the handout material. If it's a speakers bureau job, then it's not allowed on there. You have to be careful with that. I am not a big advocate of these "bureau friendly" websites. I think it's a bunch of garbage. I hate to say it, but if a potential client is smart enough to find a speakers bureau online, they can find me online too.

I'm certainly a bureau advocate and I do a little work with bureaus. However, sometimes bureau owners are sitting there with a shotgun, too, hinting that you're going to scarf up their business. As I said before, if somebody's smart enough to find their website, they can find my website too. In fact, I don't know of any bureau website that is more popular than my website. They should be asking for permission to link to me . . . I have certainly gotten lots of business for bureaus who were smart enough to do so!

There are sophisticated techniques that allow someone clicking from a bureau's website to go to a site where the bureau's contact information pops up automatically on the site promoting me. Again, it just seems like too much money, expense, and a waste of resources. How about a novel idea for all the speakers bureaus out there? Only work with reputable speakers you can trust and you won't have to worry about bureau friendly websites.

Signage

OK, back to more offline ways to get people to your site. You could have magnetic signs if you have promotional vehicles. You could also have a custom made license plate frame with your website on it.



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

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

I've even thought about doing a billboard, or bartering with the theaters to get a slide up while waiting to watch the movie. Wouldn't it be cool to have your name pop up? "Visit Antion.com for free popcorn." hahaha

Print Ads and Packaging

Your print advertisements, products and product packaging should all have your website referenced. When you look at my books and tapes, the website is on there. You want the website on your products because phone numbers change. However, if you have your own domain name, they can always find you anywhere you move in the world, so you don't have to worry about updating your phone numbers, etc. If they can go to the website, they'll find you.



Advertising Specialties

Mouse pads, mugs, pens, monitor screen cleaners and all kinds of things can be printed with your web address listed and given away. I'm not sure how well these items pay off. If I were to use this method, I'd want something that was designed to be near a computer, so when someone looked at it, they could immediately go to the web and visit my site.

I get lots of my stuff at <http://www.stamonline.com>

Free publicity

You can get tons of website visitors by writing articles for trade publications and doing radio and TV interviews. Don't overlook this very powerful way to get people to visit your site. I co-authored a book on this very subject with Joan Stewart AKA The Publicity Hound. You can check it out at <http://www.antion.com/ebooks.htm> The title of the book is ***How to Be a Kick Butt Publicity Hound.***

Checklist of Offline ways to get people to your website

Business Cards and Stationery _____

Voice Mail _____

Mention Website on every phone call _____

Stickers and Labels _____

Promote at Programs and on Handouts _____

Signage _____

Print Ads and Packaging _____

Advertising Specialties _____

Free Publicity _____



What You Need To Know

Put your website address on traditional forms of promotion that have nothing to do with the web.

Website Reference Materials

OK, reference materials. These are some of the books and authors I have used. I'll tell you the ones I love and some others that are also good. You're going to learn a ton from any reference you buy if you're a beginner. One of them is called *101 Ways to Promote Your Website* by Susan Sweeny. Others are *Marketing with Newsletters* by Elaine Floyd, and *Increase Your Web Traffic in a Weekend* by William Stanek. It gets a little technical since it talks about the log files and learning how to read them.

Here's a good starter one. It's a little bit old, but it's called *Getting Hits* by Don Sellers. It was the first one to start me thinking, "Hey I better get busy and promote this website or it's going to just sit there for another two years." One that has been promoted heavily is called *Web Pages That Suck* by Vincent Flanders and Michael Willis. These guys are great at hype. The information is good and it shows you many of the mistakes even big companies make. For example, they show you many of the frame-constructed web pages that are gorgeous, but they take thirty or forty seconds to load and people just won't wait.

One of my favorites is called *The Non-Designers Web Book*. It's by Robin Williams . . . not the comedian . . . and John Tollett. It's a full color book. It talks to you about the colors you can use safely on websites. It talks to you about when to use jpeg photos and GIFs and lot's of different details about your hyperlinks and where they should go. A tremendous book--it probably costs about thirty bucks. I strongly recommend this one.

Two others are *Making More Money on the Internet* by Alfred and Emily Glossbrenner and *How to Build a Successful International Website* by Mark Bishop. You've probably never considered many of the details included in this reference. I think globally in my presentations, but I must learn to think globally on

my website since I get product sales from India, Australia, New Zealand, Brazil and about 15 other countries.

Oh, another one of my favorites is called *Poor Richards Internet Marketing and Promotion* by Peter Kent and Tara Calishain. It was such a surprise to me because I'm thinking about Internet marketing, but it has a whole section on publicity and reaching the media.

Those are the resources I have handy, along with the Internet marketing course by Corey Rudl that I sell on my site <http://www.marketingtips.com/t.cgi/12273> . In fact, this is the course where I started learning how to make large sums of money on the Internet. Those of you who know me, know I don't recommend anything that is not great.

Although will discuss email marketing in a different section, Corey's new email marketing book is great too.

<http://www.marketingtips.com/emailsecrets/t.cgi/12273>

Here are some web guys that are competent and have worked for me. <mailto:jason@saeler.com> and <mailto:hhingle@haroldhingle.com>

As I said, think globally. You don't have to be located anywhere near people who can help you in this business. We're all around the world. First, realize that none of these people are perfect, but the two guys I mentioned above do a very good job. The work they've done for me has meant a lot of money both earned and saved.

Janet Hall is a long time associate of mine and she can tutor you on using Microsoft FrontPage <mailto:janet@overhall.com>

<http://www.useit.com/> good site describing teaching you how to make your website user-friendly

White Paper: Tom Antion's One Page Website Method

Overview:

I have identified a method to create extremely cheap websites that have an extremely high and ongoing return on investment. The method involves making one page websites on tightly niched topics and selling digital products (ebooks mostly) from these sites. You need little or no knowledge about the chosen topics.

Note: This method is absolutely NOT meant to replace my method for creating deep content rich sites to enhance your speaking career. It is simply a credible way to get a regular profit coming in from the Internet.

Here is the exact method I use for creating one page sites and some figures on my first three sites <http://www.Wedding-Toasts.org> , <http://www.Wedding-Speeches.org> , <http://www.InstantEulogy.com>

The Wedding Toast e-book has taken in approximately \$31,544.55 in 2003. The Wedding Speech e-book took in \$25,705.00 and Instant Eulogies took in 32,165.40. This was what actually went through the shopping cart. Several more thousand dollars came in by fax and phone orders.

This amount of money came in with very little effort or attention paid to these projects.

In this section I will cover the following steps:

- Topic Selection
- Ebook Creation
- Domain Name Purchase
- Site Creation
- Dedicated Hosting

- Pay per click Search Engines
- Ebook Delivery
- Additional Revenue Ideas

Topic Selection

You can certainly pick topics that interest you, but that is not necessary for this idea to work. The important thing about the topic you select is that the numbers work out.

For the least risk and highest return you will pick a topic that has a very high number of searches and a very low cost per click if you were to bid on the keyword or keyword phrase associated with the topic at a pay-per-click search engine.

If you are willing to bid high enough to be in the top three positions at the most popular pay-per-click search engine, Overture.com, you will show up at the top of Yahoo, AltaVista (while it still lasts), Lycos and many other popular search engines. This is generally called a “sponsored listing.”

The point here is that it’s important to stay in the top three bids so that your listing shows up on all these other popular sites. Also, when you use pay-per-click search engines you have little or no delay before traffic is reaching your site. Using the free submission area at regular search engines could takes months to get your page indexed, if they ever get around to indexing it at all, and there is no guarantee of a high ranking.

To determine the popularity and cost per click for keywords I use an Internet tool called the Search Term Selection Tool at the same <http://www.Overture.com> There are other tools you could use, I just happen to use this one. To find it you visit the above site. Click on “Advertiser Center.” Then click on “Search Term Suggestion Tool. (Don’t be surprised if you can’t find it because it’s so popular they move it around frequently.) If that’s the case, email me and I’ll find it or find another tool for you.

When you type a word into this tool it will tell you how many times in the past month real people searched on the word or phrase. It also tells you the different ways the term was used in search phrases.

For instance if you type in the word “Fishing” one of the results you would get would be “Fishing Lure” which was searched for approximately 17,000 times in the past thirty days. When I checked, the cost per click was 23 cents to get me into one of the top positions. When someone searches for the term “Fishing Lure” and clicks on it, I would pay Overture.com 23 cents. I only pay if someone actually clicks to go to my site, hence the term Pay-per-Click. This isn’t too bad, but let’s see if we can find a better deal.

I typed in “boat.” One of the terms that came up was “used boat.” It had 71,000 searches and a cost of 13 cents per click. That’s a better and less risky deal than the one above. Let’s analyze why.

The obvious reason is that it has over 4 times the number of searches and the cost per click is roughly half. The less obvious reason is that a person looking for a used boat is most likely prepared to spend a lot more money than a person looking for fishing lures. I have no proof of this, but it seems logical on the surface although those fishing people can get crazy and buy all kinds of stuff.

I play with the tool until I can find words that have 20,000 and up searches and cost per click of less than 15 cents.

Skill and equipment needed to do the above section: Nothing much but a computer, Internet connection and a little time.

Ebook Creation

Let’s continue with the “used boat” example. What would we sell a person searching on the Internet for “used boats?” The first thing that comes to my mind is an ebook on “How to Buy a Used Boat and Not Sink Your Bank Account” or something like that.

Am I qualified to write such a book? Absolutely not! I've got a tiny bit of boating experience from years ago, but you would not want me helping you pick one out. So what do you do?

E lance to the rescue

Here's what I did on my <http://www.Wedding-Toasts.org> site. I put out a bid on <http://www.Elance.com> for two ebooks. One for Wedding Toasts and one for Wedding Speeches. In the bid I also said I wanted two sales letters. In two days I had a contract with a writer from Ohio who had been in 12 weddings in the past two years. Total cost for two books and two sales letters . . . are your sitting down? . . . \$550.00

My contract with the writer required the documents to be created in Microsoft Word because I knew I would want to put in my own material and tweak everything before converting it to the downloadable format I use. I spent about 5 hours adding material and formatting the Toast book nicely for conversion to Adobe PDF for distribution. I spent another couple hours improving the sales letter. My college intern is finishing off the Wedding Speech book.

I won't bother putting the exact figures here because they will be obsolete tomorrow, but the Toast book by itself brought in about \$2000.00 the first month with a profit, after considering the pay per click costs, of about \$1000.00 i.e., the entire project was paid for, and made a profit, in the first month and actually self financed the pay per click costs because they were only incurred as sales came in.

So far I've identified another twelve topics that we are developing and soon I'll probably put several staff people on this full time shooting for about \$1000.00 per month profit on each new project.

Skill and equipment needed to do the above section: You probably will want to get the Adobe Acrobat program to create PDF files so that you can make changes to the Microsoft Word document before

you convert it. With a little help, you'll learn what you need to know about converting to PDF in about 20 minutes.

Domain Name Purchase

Since domain names are much cheaper now, I grab up every one I can think of that pertains to my subject. For instance right now I have bestmantoasts.net, bestmantoasts.org, best-man-toasts.com. Overall I have about 300 domain names covering many different topics.

For a free and fun domain name tool visit <http://www.KickStartDomains.com>

Since Overture only allows me to use its service to drive traffic from my company to one site about Toasts, (they don't want one company to dominate all the top spots) I am optimizing the other Toast sites using various keyword strategies to get good rankings in regular search engines. As those sites mature in the rankings over time, I can reduce my dependence on pay per click traffic, thus increasing profits.

Skill and equipment needed to do the above section: No skill or equipment required.

Site Creation

Knowing how to make a web page yourself cuts out virtually all the site creation costs. This simple skill is invaluable. If you have enough need, bringing it in house will save you a fortune. I had an intern that made me 200 websites in two weeks using the technique that follows. I could have easily done it myself, but my time is now better spent on other things.

I use *Microsoft Front Page* on almost all my sites and despite the dire warnings of all the broke technical people, it helps me make a small fortune each month.

Templates

If you visit <http://www.Wedding-Toasts.org> you will see a lovely wedding theme with the entire site shaped like a heart. This template cost me \$15.00. I searched the web for “FrontPage Templates” and then searched the sites that came up for “Wedding Theme.”

I installed the theme, slapped in the sales letter. Put the links in for the shopping cart and there you go . . . a little marital bliss money generator . . . and I’m not even married hahaha

Header Sites

This little program even makes the entire deal cheaper yet. I bought Armand Morin’s header generator

<http://www.ecovergenerator.com/x.cgi?adminid=814&id=22663&pid=2160>

Here’s a sample:



We used it to create beautiful banners for the top each of the other 300 websites we are developing. We put the banner at the top of the page. Then we put a box underneath it to hold the sales letter and in less than five minutes a new money machine is born.

Skill and equipment needed to do the above section: You will need either someone to do this for you or the willingness to learn the basics of website creation. What is being proposed here is the lowest possible level of expertise.

Dedicated Hosting

My first one page site is hosted on a high speed server which is overkill and costs about \$24.00 per month. When you get several websites going it’s much more cost effective to get a “dedicated server” which means it only has your websites on it and you pay a monthly fee. This does NOT mean you keep it in your basement.

The machine is housed in a regular hosting company and maintained by them. They do the data backups, they provide the battery backup and generators to keep the thing running if the electricity goes out, etc., etc., etc.

It costs me \$150.00 per month for up to 200 websites. It's going to take me a while to get all the 200 websites up and running.

Actually, I'll probably never get all 200 sites on that server because I have made myself a personal rule, that when the income from sites on that server exceeds \$10,000.00 per month, I will get another dedicated server somewhere else. This is so that all the income does not stop in case of a catastrophic failure on the first server.

Skill and equipment needed to do the above section: You will need the ability to follow directions. Do not get a server unless it has a "No brainer" interface. Many companies expect that a person getting a dedicated server is a web master and technically capable of doing all the complex functions. Do not use this type of company! Make sure your host company includes training or get someone who knows what they are doing to run the server for you. You could email <mailto:jason@saeler.com> for a quote.

More on Pay per Click

There are over 600 pay per click search engines, but at the time of this writing only two dominate. Overture and Google.

I suggest you don't waste your time on too many of the others because most ask for a deposit to be used against your clicks, but many of them will never deliver all the clicks. One exception you could test out is <http://www.Business.com> They have a pay-per-click program that is run a little differently than either Google or Overture and they have quite a bit of traffic.

Note on Google: They do not allow pop up boxes so I make a separate sales page for them that doesn't have any pop up boxes.

Another way to circumvent their “no pop up boxes on a landing page rule” is to split your sales letter into two pages. The first page you drive them to from Google is the first part of your sales letter. You then entice them to the second page of your letter with some curiosity technique like “Click here to see the three biggest mistakes people make while giving wedding toasts”. When they click on that link and go to the second page of your sales letter you CAN have a pop up box on that second page.

Delivery

You can't forget this very important part of the deal. You must be able to deliver the ebook in real-time. Much of the fascination with ebooks is the “immediate gratification factor.” If you think you can limp by and email the book to someone after they call you, or fax you or snail mail you, just tear up this white paper and do something else. You are not getting it. You will lose most of your sales with this kind of thinking and your costs to drive traffic will most likely exceed your sales, making this a losing proposition.

What I'm talking about here is selling electrons. The customer decides to buy your ebook from your good sales copy. He/she purchases it through your automated shopping system, downloads it, and the money automatically goes into your checking account. You have no printing, no shipping and no postage.

<http://www.KickStartCart.com> is the system I use. You can get a free ebook on how to pick a shopping cart/delivery system by visiting <http://www.Public-Speaking.org/ebook.htm> Keep in mind though there will be a small investment here.

If you are not already set up for ecommerce with digital delivery, you will have to make this happen. The nice thing about it though is that now you can run an infinite number of websites off of one ecommerce system. The more sites you add, the cheaper your costs are per site and you can still run your entire speaking business off the same system.

Skill and equipment needed to do the above section: Minimal skill in learning how to add products to your website and shopping system. Make sure your shopping system includes training. <http://www.KickStartCart.com> gives you an extensive audio training orientation on how to set it up and also how to use the advanced sales strategies to sell more to the same number of visitors.

Break even with this method and you've got a winner

Some of my students have been discouraged because they didn't get a wildly successful winner on the first try using only pay-per-click methods. I disagree with them. If they can get the book to break even on pay-per-click search engines they can then take further steps to make the book profitable.

Don't get lazy. Once you create this intellectual property you can explore many other ways to sell it and make it profitable.

These additional revenue ideas include:

- Finding affiliates to sell the e-book for you on their websites. You give them 50% of the money, but you only pay if they sell one, so your costs are fixed at 50%.
- Join related affiliate programs and add affiliate links in your e-book. Then when someone clicks on one of the links in your book and buys a related product from someone else, you get a commission.
- Consider printing your book or putting it on CD and selling it through regular bookstores and specialty stores.
- One other thing you can do is use the book as a free bonus when you are trying to sell another product.

Good luck and contact me if you have questions about making One Page Websites happen for you.

Tom Antion

Ebay

Another way to make money quickly is with Ebay the famous auction site. There are many auction sites, but Ebay has the most action.

There are also plenty of resources to teach you how to do this. You can either sell your own products on the site or you can join their affiliate program which is very generous and pays you for sending them auction bidders.

Here is a great DVD on learning how to sell on Ebay:

<http://www.auctionsecrets.com/ebaytricks?t2id=16270912>

Here is a collection of ebooks on Ebay selling:

<http://hop.clickbank.net/?powertips/vnotions>

Chapter 2: The Website Sales Process

Things are different on the Web

Now, we are going to get into the sales process. I paid \$640.00 an hour for Corey Rudl, probably the most successful small business marketer on the Internet, to skewer me. When I train speakers, I don't hold hands. If you want to be at the top, you have to identify your weaknesses and have a thick skin. You have to be willing to say, "Yes, I'm messing that up and if I want to be great, I have got to fix that particular part of my sales process, or my presentation, or whatever you are trying to do." So yes, getting skewered hurt a little bit because I do have a good site. It's cranking money and it's

doing well, but I want it to go higher. That's why I spent \$640.00 an hour and why I'm listening and making changes.

There are two types of things you can sell: 1. Small Ticket (\$20.00 or less); and 2. Big Ticket. My definition of big ticket is anything more than \$20.00. I'm not going to write as much ad copy for a \$30.00 product as I am for a \$300.00 product. So, we do have a range to deal with.

If your claim to fame is a \$20.00 paperback book, go ahead and put it anywhere on your website where you think it will either sell directly, or help you get a speaking engagement.

The bulk of this chapter is going to concentrate on the overall sales process and psychology mostly for big ticket items, and those systems of products that cost way more than \$20.00.

Case Study: Let's Fix Up Tom's Site

Simple Navigation

The first thing I had to fix was the extremely “busy looking” home page. Over two years time I kept adding stuff to the point where a visitor would be very confused. I was too close to it to see the problem. I had to get someone else to point that out to me. As a result, I took nine buttons off my home page at <http://www.antion.com> .

When you go there now, it has a “home” button and then it says, “Need a Speaker” or “Be a Speaker.” You make a choice. Which is it? It cuts out a lot of the confusion. I took all the banners off too.

Actually, there is another choice which allows people to sign up for my electronic magazine. But the main choices are to either “Be a Speaker” or “Need a Speaker.”

By reducing the choices to “Need a Speaker” or “Be a Speaker,” I separated the two main type of clientele I have. The concept here is to make it simple for my clientele to go where they want. I sure don't want to confuse them. I also want to have different types of people follow different paths through my site. I don't want to burden the person wanting to hire a speaker with all the resources I have for people who want to be a great speaker. This would simply confuse them and waste their time, which would not reflect well on me.

Navigation on your site can be text links, buttons, or other graphics. You must keep your navigation simple and consistent.

Color Scheme

Another important thing is the color scheme for your site. I fought changing it for years since it was so cool looking. My website matched my material sent to meeting planners. I had a red, black and white theme. Corey said, “Man, you’re just screaming off the computer screen that you’re trying to sell something.”

He said one of the main things you want to do is make people comfortable at your site. The colors that make people comfortable, are the colors they are used to seeing. Many people are new to this. They’re scared to be on the computer in the first place. I reduced my color scheme to a gray and blue, which is used in many Microsoft programs. People are accustomed to seeing these colors and it doesn’t scream at you and don't forget about using only web safe colors as mentioned above.

Naming Game

He said to rename some of the things I do. I used to have a product button that screamed, “I’m going to try to sell you something.” I mean it was right in front of my face for two years. He said to change that to “speaking tools” so that people would click on it and not feel threatened.



Selling Your Big Ticket Products

I took the word “products” out and put in the phrase “speaking tools.” The main sales page for my flagship product is <http://www.antion.com/speakervideo.htm> . If you know that it is a product, and you know me, then you are going there to see if you want to buy it or not. Everything is fine. You can go there, see the picture of the product, read all the descriptions of the tapes and decide if you want it or not.

He said most of the people who don't know me will leave the page the instant they see it's a product for sale. I found that to be true when I looked at the statistics. People were visiting the page, most likely scrolling quickly down to see the price and then immediately leaving. The big concept here is that on the web, people are accustomed to free stuff. You have to get them really excited and desperate for your product BEFORE they know it is a product. **The tip here is to not allow any inkling that you have a product for sale until at least three-fourths of the way down the page.**

Advertorial

The key is to get people to your sales page, but to make sure they don't know it's a sales page until they have had the chance to see all the benefits of the product. You make them think they are simply reading a bunch of tips or an article. This is called an “advertorial”. Give them tips and let them know what it is going to mean to them if they don't have these tips. You scare them a little bit and get them salivating for this information BEFORE you let them know that they can buy it.

I want you to see these two sales pages and look at the way the new page hides the fact that a product is for sale. Go to the first page <http://www.antion.com/speakervideo.htm> and you'll see that the instant you open the page, you know it's a product.

Now visit my new sales page <http://www.antion.com/public-speaking.htm> which is a major revamp selling the exact same

product. See the difference? You already know there is a product at the end of the long copy, but try to think like a visitor that found this page in a search engine or clicked on a link from someone else's site to mine. They wouldn't have a clue that this was a product until they had already read the benefits of the product. This point is critical to your success selling big ticket products to people that don't know you.

Writing sales-copy so that it doesn't look like sales-copy is not easy. I structured this page to lead the reader through the benefits and scare them a little up until about three-fourths of the way down the page. Then I let them know it's a product, which they can buy.

When I say page, if you look at that speaker video page, it is actually seventeen pages long. The person teaching me and many top Internet marketers believe in long copy. Many people say, "Nobody is going to read that long copy." Well, the people that are interested in this service and this skill will read it and if you're going to sell a \$1300.00 product, the more you tell, the more you sell. So don't worry about long copy, but just don't let them know that it is a product until they are much deeper in and really want the product.

Note: Long copy is great for sales but only if it's not BORING.

Intriguing Subtitles

Another key point is that people scan pages before they read them on the net. The visitor scans the whole page first to see if the thing looks interesting enough to read. Your subtitles need to be intriguing.



Text Boxes

A very effective way to get someone to look at something is to have a table or a text box on your site or someone else's with just text and a text link in it. If you or someone else puts a testimonial in the text, you'll get a higher click-through rate. Someone is recommending that the visitor "click here" in a text fashion. It doesn't overwhelm the visitor like a gigantic graphic oriented banner. That kind of banner simply tells them that you're trying to sell something.

Text boxes in your sales letter also work in that they set the comment apart from the regular sales copy and provide visual and intellectual interest.

Guarantees

Here's another thing I learned that just floored me. We all love guarantees, right? We want to know that if we don't like a product we can return it, right? I put in a gigantic box with scrolled edges and a giant 100% money-back guarantee. I even signed it personally. Corey said, "Get that thing the heck off of there because it screams you're selling something."

His guarantee is just as good, but it is in the text at the bottom of the long page so people aren't hit in the face with it. If they see the guarantee, they know there is a product for sale when they scan. So they leave.

The web is not like a printed advertisement or brochure. In print that guarantee is important. However, on the web, you want a certain comfort level for the user. You don't want to scream you're selling something. Keep it low-key until it is time to close them. This is very important.

Guarantee Terminology

You want the prospective customer to feel like there is little or no risk to order from you. You also want them to feel like they can return the product without arguing with anyone. Even though you hide the guarantee to begin with, when the prospect is finally exposed to it, the wording must instill confidence.

Use terms like:

- Satisfaction guaranteed
- Fully guaranteed
- Unconditional money-back guarantee
- Ironclad guarantee
- No risk trial

Guarantee Length

This is the topic that usually scares marketers to death. You should give a really long guarantee. This technique will help sell proportionately far more products than it will ever stimulate in returns (as long as your product isn't a piece of garbage). **Quite simply, the stronger the guarantee, the more sales you'll make.**

Long guarantees take the pressure off the purchaser. He/she feels like there is no hurry to evaluate the product immediately. The long guarantee gives the customer plenty of time before the return rights are lost. This reduces their risk and apprehension about making the purchase in the first place. In most cases, after the purchase they never return the product even if they didn't like it all that much.

Long guarantees also build confidence. The message being sent to the prospective customer is that, "Our product is so good we could give you forever to return it and you wouldn't."

[NOTE: Return of customer shipping charges are not customarily included in your guarantee unless you included free shipping in the first place. If so, then the customer would have to pay the return shipping charges if they don't want the product after receiving it.]

One other note about long guarantees: You just might be violating your credit card merchant agreement by giving a long guarantee. Most merchant accounts limit your guarantee period to 3 or 6 months. Read your agreement to find out if your merchant account provider addresses this issue.

Know the Rules Before You Break Them

I took the guarantee off my Wake 'em Up Professional Speaking System. My copy was so good, that I was attracting tire kickers who would take my consulting time, look at the system and then never lift a finger to become a speaker when they saw how much work it is. I got really sick of this and took off the guarantee.

Guess what happened. . . . I sell just as many and the people buying are more serious. You might want to try this to see which method gets you the most sales.

Credibility Builders

These are elements that you can add to your site so that people feel more comfortable and secure ordering from you. You should always have the attitude that most people visiting your site don't know you personally. They are probably skeptical.

Credibility builders can include:

- Product logos
- Better Business Bureau logos
- Website awards
- Warranty and guarantee information
- Contact information
- Credit card logos
- Secure site alert
- Return and refund policy

- Shipping policy

It doesn't hurt if your site looks professional and is easy to navigate.

Bonuses

Bonuses are items offered as free extras if someone purchases your main product. In many cases the customer can keep the bonus items even if he/she returns the main product, but that's not a rule unless you advertise it that way to prospective customers.

One obvious value of bonus items is that they increase the perceived value of your offer. The prospective customer sees themselves as getting more value for their dollar if they buy your main product.

Offering to let the prospective customer keep the bonuses even if they return the main product really makes them feel like they are in a good position. They feel they can shell out some money (only temporarily) just to get the free bonuses and then return the product. Yes. A certain percentage of your prospective customers will do this.

What you have to believe is that not all of the people that do this will actually return the product. They will either see it and like it, or never get around to repacking it to ship it back. Thus, there is a net gain for you. The important thing to remember is that more people will pull that wallet out to buy than would have had you not offered this incredibly good deal.

When you are offering downloadable products as the bonus, then when someone returns the main product, you won't even incur any costs other than a little administrative time.

A rule of thumb is that the bonus you include should be so valuable that you could sell it if you wanted to. In fact, many marketers use bonuses that have been sold before.

Multiple bonuses will generally get you more sales. Of course, if you use downloadable products you won't incur any more costs to include them.

Here are two more super tips on bonuses:

1. If you are selling to a corporate or organization market, a “personal” bonus will generally outsell a “corporate” oriented bonus. What this means is the person making the buying decision wants the Mont Blanc pen set which he/she will grab for free while paying for your main product with corporate or organization funds.
2. You can put testimonials on the bonuses to show how great they are.

Downloadable Products

Then Corey said to really push electronic books (E-books) and downloadable products. It used to be that you could go to my website, put your credit card in, get a receipt back, and then I mailed you the book. Many people want instant gratification and want to download the E-book instantly. Now, by using <http://www.KickStartCart.com> you can go to my website, put your credit card in, get a receipt and download the E-book immediately. I don't have to print it or even go to the Post Office.

This is a really important thing for small business people who don't have unlimited budgets. **The risk in selling informational products is incredibly low and the return on investment is incredibly high.** Many times you can take the same file that is downloadable from your website and burn it on a CD and get two products for the price of one. We'll discuss this more later when we learn about E-books.

Point-of-Purchase Upselling

The easiest person to sell is the person who already has his/her wallet out. That's what "upselling" AKA "bundling" is all about and this brief section could mean many thousands of dollars more in your pocket based on the same number of visitors you already have.

We sometimes call this section, "Do you want fries with that?" The gist of this technique is that you offer your customer something else to buy after they have chosen and committed to buying another product. **I say again, this can mean an enormous amount of extra money to you!**

Here's how it works. A customer sees one of your products and decides that she wants to buy it (this is the "point-of-purchase"). She clicks on your buy link. When she clicks on the link your

shopping cart system <http://www.KickStartCart.com> takes over and offers the customer another product or products. You have pre-programmed the cart to offer something that you think makes sense based on what the customer originally clicked on to purchase.

If you make good offers, it's almost certain some of your customers will go for the additional product(s) and you'll make another 10, 20, 30 or even 40 percent more total revenue.

The basic rule of thumb for making upsell or bundled offers is that it's much easier to get someone to go for the upsell if the additional product is 1.) a special discounted deal and 2.) a lower price than the original product they committed to buying.

Think of it like this. If a guy is buying a \$400.00 suit, it's relatively easy to sell him a \$25.00 shirt and \$20.00 tie to go with it. Make it a two for one on the shirts and ties with the purchase of a suit and the upsell is almost a slam dunk.

On the other hand, if he came in for a \$20.00 tie, it would take a very, very good salesperson to upsell him to a \$400.00 suit.

Break the rules for big money

You can upsell to a higher price product if it is a really good deal.

One time I sold a \$29.95 TeleSeminar and did an upsell for an 11 tape set for only \$97.00 which was over \$200.00 less than buying the tapes one at a time. Thirty-three percent of the people signing up for the TeleSeminar went for the \$97.00 upsell.

This made it a \$3800.00 promotion with only 60 people involved.

You have to have a top notch shopping cart system to do point of purchase upselling. I use <http://www.KickStartCart.com>

Back End Sales (after the sale upselling)

Most marketing folks will tell you that this highly ignored area is the downfall of most people trying to sell products via direct mail or, in our case, direct email.

You must consider the lifetime value of a customer when creating a marketing plan and product base. It's not the first sale that makes you a fortune, it's the continued purchases by that customer over the time they can be expected to deal with you. That time length is expanded when selling on the Internet because physical proximity to your store is not important. If you had a local grocery store, you would lose a customer if they relocated to another area. When selling on the Internet, the person could move overseas and still be a loyal customer to you.

What this means to you is that you should be thinking two or three products ahead of your current product. It's almost like a chess game. To win you need to anticipate the moves of your opponent well into the future. In direct email sales, you should be thinking about the products your clientele will need shortly after they buy your current product, and then what will they need next after they buy the second product. Repeating this pattern will get you the most sales.

Teasers for upcoming products can be inserted when you ship hard goods to your customers. Additional ad copy can be included in downloadable products. Follow up autoresponders can be delivered by your shopping cart system <http://www.KickStartCart.com>

The easiest person to sell is the one who has his/her wallet out or the one who has bought from you before. If you don't have anything to offer them, you are wasting this natural boost to your sales efforts. It costs you way more to get them to buy in the first place than to sell them a second, third, fourth, and fifth product. Don't let these easier sales opportunities go to waste by being a one hit wonder when it comes to selling products.

Sales Exit Strategies

Smart Internet marketers make money coming and going . . . that is when their visitors are coming and going. Obviously when your visitor comes to your site you want her to buy. Not so obviously to the new marketer is the fact that an enormous amount of money can be had from people leaving your site if you know what to do.

The beauty of many exit strategies is that the person has already decided NOT to buy and by using these techniques you get them to change their mind.

Here are some exit strategies:

✓ **Sell down technique:** I use this technique to offer a cheaper price when someone is leaving my sales page without purchasing. I actually call the pop up box they get a “Pick Your Price” deal, but in actuality I have pre-selected three cheaper price points for them to pick from. “Almost” everyone picks the cheapest price, but some lovable souls choose from some of the higher priced options. The product they get is the same. This technique is best for digital download products like ebooks because you don’t really have any cost of goods sold.

You can see this technique in action at <http://www.Wedding-Speeches.org> Leave the page without buying and you’ll see an example of a pop up box that consistently brings in orders.

✓ **Finance option:** This technique has meant several hundred thousand dollars to me. When a person leaves one of my sales letters without buying, a pop up box is displayed that gives them a chance to finance their purchase. This technique is best suited for more expensive products you are willing to finance for the customer. To automate the entire deal including the additional payments the customer will make every month, you need a

shopping cart with “recurring billing”.
<http://www.KickStartCart.com> has this.

I frequently test different selling methods for my big-ticket products so I can’t swear you’ll see an example of the finance option when you visit and then leave the page below, but you might:

<http://www.Antion.com/public-speaking.htm>

✓ **Thank you page selling:** A thank you page is the page that pops up right after someone has purchased something from your shopping cart. What a great place to keep on selling! Remember, the person still has that old wallet out. You can have links on the thank you page to your other sites or products. This is also a perfect place to put affiliate links to others who will send you a commission if your customer clicks through and buys something from them.

Good shopping cart systems let you make custom thank you pages based on what the customer bought. This is especially great because you can customize the thank you page links to offer your customer something complimentary to what was just purchased.

This is smart selling!

✓ **Co-registration:** Is a process of signing up ezine subscribers for other publishers. The other publishers pay you for each subscriber that signs up through your site (The opposite of this is how you can build your subscriber list fast by having other websites sign up subscribers for you. We’ll see more about this in the ezine section on “buying subscribers”.)

Basically you use an exit pop up that offers the other publisher’s ezine and you track the subscriptions using your

<http://www.KickStartCart.com> or some other mechanism.

✓ **Confirmation page selling:** I don’t know whether this is technically an exit strategy or not, but I don’t care. It works.

When someone fills out a form or signs up for your ezine a confirmation page usually appears that lets them know the information they put in the form has been accepted. This is another great time to sell something.

When someone signs up for *Great Speaking* ezine they get the confirmation page which says something like, “We’ve received your subscription. Your welcome letter and bonuses will be emailed to you shortly. In the mean time, read this special report on the business of professional speaking.” This “special report” is my long advertorial type sales letter for my “Wake ‘em Up Video Professional Speaking System.”

The bottom line on all these exit strategies is to turn your visitors into as much money as you can. It costs you one way or the other to get visitors to your site, so you may as well get that money back and then some by selling them coming and going.

Wholesale Memberships

One way to help make sure your customers come back is to charge them a membership fee to get wholesale pricing on all your upcoming products. If someone feels they are the member of an exclusive club that gives them perks (discounts), they will be sure to come back. The membership fees give you revenues directly and pretty much guarantee back end sales to those customers who like you enough to sign up.

You can also make it a free membership if you don't think your clientele would go for a paid membership.

Member Discount

One of my students, Joan Stewart, <http://www.PublicityHound.com> started a free membership sales entity called "The Kennel Club". She offers weekly discounts and specials to members of the club and has added many thousands of dollars to her bottom line by doing so.

The reason I like this idea so much is that it reminds me of first grade when the teacher would ask, "Who would like to be my special assistant today?" Of course, all the kids would be waving their hands in the air and almost peeing their pants to get picked.

When you get your website visitors and ezine subscribers to sign up for your membership discount club you have people basically waving their hands in the air like first graders saying, "Sell to me teacher! Sell to me!"

Paid Membership Sites

If you have a strong enough following of clients or information not easily found elsewhere you can start a paid membership site. Your members would allow you to charge their credit cards regularly to keep their membership in force. This can be very lucrative if you can recruit lots of members.

You'll have to decide the level of security you want to have on your member area. It can go from no security where you just have hidden pages that the general public doesn't know about to full-blown automated password generation and retrieval.

The ebook below gives you all the details:

<http://hop.clickbank.net/?powertips/paidsite>

Survey Your Market

If you really want to reduce your risk and virtually guarantee sales, survey the people in your target market and give away some big prizes. You need to test your actual market and see what "they" think. That's always more important than what "you" think.

Your actual constituents will be the best ones to tell you what they like or don't like about your website, E-zine, products, seminars, etc. I'm going to give away a big prize like a *Wake 'em Up Professional Speaking System*, consulting, or *Butt Camp CDs*. I want to give away lots of stuff to get people to answer my survey. The survey results will give me the information I need to make sure my next product is really on target and will pay me back many times over for what I gave away.

I might even pay people in my target market to go through my sales process, read my sales letter, and tell me what turned them on about it. You also want them to tell you what they "didn't" like about it. Be sure to get the real feedback from your actual constituency.

I listed these links in the last chapter too, but they warrant another mention because of the critical information they can provide you that will mean increased sales at a very low risk.

For survey software try

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

<http://www.zoomerang.com>

<http://www.surveymonkey.com>

or type “survey software” or “polling software” in any major search engine and you'll have lots of choices.

Super Survey Your Market

I learned this technique from a great marketer named Bill Harris and it's profited so far in the first month over \$18,000.00.

There are three pieces to this technique.

- First is an exit survey.
- Second is a customized autoresponder series and
- Third is a direct mail piece.

The Exit Survey

I had a techie guy that helps me out (Jason@saeler.com) create a survey form which I put in an unblockable pop up box. I gave him the questions to include in the survey. Here's an idea of what was included:

Wait! Tom will give you an hour-long CD on Professional Speaking for **FREE** just for taking a few seconds to give your honest answers to the questions below.

Question 1. Are you interested in using the “Wake ‘em Up Video Professional Speaking System” to learn professional level speaking techniques?

Yes ___ No ___

Question 2. What is your main goal with regard to public speaking?

It's a hobby

I just want to do better at my presentations at work

I want to promote my business

I want to get paid to speak locally

I want to get paid to speak in my own country

I want to get paid to speak internationally

I want to do my own public seminars

I want to speak on cruise ships

Question 3. What brought you to our website?

Banner

Search engine

Post card

Magazine ad

Ezine article or ad

Friend's recommendation

Other

Question 4. If you used a search engine, which one did you use?

Question 5. If you used a search engine what subject or keywords were you using when you found our site?

Question 6. If you did not finish reading the detailed description of our speaking program, what kept you from finishing it?

Question 7. Are you planning on acquiring the "Wake 'em Up Professional Speaking System" along with the consulting that goes with it? Yes ___ No ___ Maybe ___

Question 8. What is the main thing holding you back?

I need more information

I'm concerned about stage fright

Cost

I'm skeptical

Thank you for your help. To receive your **FREE** CD or audiocassette and **FREE** special report please list your name and address below.

(Then put places for the person to put in name, address, cassette or CD, email, etc.)

When the person submits the form, the entire results are emailed to me and some of the results are sent to the company below.

Customized Autoresponder

This is where the really powerful and cool part kicks in. Questions 2, and 8 above have several choices which are normally put in a drop down box. The person filling out the survey must pick from one of these choices, i.e., they can't write in their own answer. I picked the choices from my experience in the field of public speaking and after having spoken to thousands of people interested in speaking.

The survey form was created so that the selection they make from questions 2 & 8 are transmitted to a company called <http://www.DataBack.com> . This is a very advanced autoresponder company.

I provided DataBack company with pre-written responses to the selections made by the person filling out the survey.

Example: The answer to question 2 is "I want to get paid to speak locally."

Databack plugs in the following paragraph to the text based email autoresponder message sent to the person filling out the survey:

Dear Joe:

I noticed you said that your main goal with speaking was to get paid to speak locally. I know lots of speakers who do this.

That's really the beauty of the speaking business. You can structure it to suit your own needs and preferences. I've got a friend in Florida who, the last time I checked, charges about \$6,000.00 per speech, but he won't travel. He wants to sleep in his own bed every night and be with his wife and kids.

In most areas of the country, there are numerous opportunities to speak at events that are within driving distance, or a short flight from where you live.

I won't kid you though. Unless you live in a fairly populated area, you'll always make more money if you are willing to stay overnight at least one night at your speaking engagement. This opens up half the USA if you happen to live here.

The "Wake 'em Up Video Professional Speaking System" you were looking at yesterday teaches you how to market your speaking services anywhere you want. If you want to stay local, you aim the specialized techniques I show you to your local market. If you want to expand to a larger market or travel, you can always refer back to the system and adjust the techniques later.

Then Databack company takes the response from question 8 and plugs in an appropriate response that I have prewritten. Let's say the person filling out the survey was concerned with cost. Here's the response that would get plugged in:

I also noticed you said the cost of the system was a problem for you. I can tell you that I'm very cost conscious too, so I understand your concern.

Let's take a look at what you are trying to do here and see if spending for a training system like the "Wake 'em Up Video Professional Speaking System" makes sense.

First of all if you are doing this as a hobby, I can really understand your concern. With no plans of charging to speak, the actual dollar amount invested won't get paid back.

What I'd like you to think about is the amount of money you spend on other hobbies like, golf, cars, boating, etc.

You'll find that no amount of money spent on those things can compare with learning a skill that means you can stand up anywhere and touch people emotionally and move them to action. Hey, you don't even have to pay a greens fee or anything to stand up and speak. AND on many occasions, with this skill you'll probably be the hit of the party.

If you are looking for a new profession, or you are trying to get promoted at work, or you want new clients for your business, you already know that you have to spend money to make money.

How do you think you'd feel cashing that first check for \$3000.00, \$4000.00, or \$5000.00 for a one-hour speech?

How much is a raise at your job worth to you? \$5000.00 a year, \$10,000.00 a year or more? Will you get the raise on your good looks, or because you are a dynamic individual who has the communication skills to move the troops to action?

How much is just one new client worth to your business \$1,000.00, \$10,000.00, or \$100,000.00 ? What if you landed just one more every time you spoke? What if you landed three or four?

How much would a masters degree or a PhD cost you in both time and money? And as you probably know, there are tons of broke and out of work MBAs and PhDs.

The "Wake 'em Up Video Professional Speaking System" has the potential to break you in at \$1,500.00 to \$2,500.00 per speech even if you don't have much experience. If you've got some business experience, or a life story that's really inspirational and you are naturally dynamic you might break in at \$4000.00, \$5,000.00 or even more.

The cost of your training is a drop in bucket compared to the amounts of money and time you'd spend on getting credentials that set you up to make way less money than even a mediocre professional speaker.

A two-year MBA would cost you at least \$20,000.00 and a PhD even more. Gaining speaking skills in a short time has taken many high school dropouts and made million dollar speakers out of them.

Don't let a small amount of money stand in the way of your dreams.

Can you see the power of this? The person filling out the survey (my hot prospect) is getting a totally customized response to the survey he/she filled out.

Ok. I'm a sly dog.

Databack holds up the email until about 3:00 AM before it releases it to the person who filled out the survey. If the email came back totally customized within a minute after the person submitted the form, it wouldn't be believable that I had returned a custom response that quickly, i.e., they would know it was automated and not personal.

When people get this the next day, they swear that I sat down, read their survey and responded personally. **This is a powerful sales tool.**

Direct Mail Piece

In this case I promised the person who filled out the survey an hour-long CD or Audiotape which must be sent in the mail. You could offer a downloadable report if you wanted to, but I don't think it would be as effective overall. Here's why.

It is not a totally digital world yet, or maybe it never will be. There are many people that, although they use the Internet, are not comfortable sitting in front of their computers for long periods of time. . . . Especially not to read your long sales letter.

The same person who hates sitting in front of the computer could still be totally interested in your products and services, but would prefer curling up in their easy chair to read about your stuff or even reading it before going to bed. If you stay totally digital, you will miss the sales from that type of person.

This isn't a direct mail book, but I will give you a briefing on what I send in my follow up direct mail envelope.

- CD or Audiotape
- Sales letter
- Lift letter (this is an endorsement letter from someone else – the bigger their name the better)
- Nice looking order form
- Deadline slip
- Return address envelope

Results:

In the first month I used this technique it brought in about \$18,000.00 in sales with about \$2000.00 in costs. And the best thing is, when you think about it all the people that bought had already decided NOT to buy and were leaving my site.

Online Customized Sales Letters

The next wave of customized sales tools is the customized sales letter. In this case the customer would fill out some information like their name, level of experience with your product, etc. This information would be plugged into the next page they see which is your sales letter.

For instance:

The information collected tells me “Sally” is the “Mother of the Bride” and she has “never planned a wedding reception before” and her daughter’s name is “Peggy”.

My sales letter which would pop up right after Sally filled out the form would read:

“Sally, even though you have never planned a wedding reception before, your daughter Peggy will think you are an angel from heaven when you show her the tips you learned in *Successful Wedding Receptions.*”

Until someone comes out with a program to easily make this happen you'll have to get a programmer to help you with this technique. This idea came from my friend and teacher John Reese who has used it very successfully.

John has a really powerful Traffic Generating course that has my highest endorsement. You can find it at:

<http://www.MarketingSecrets.com/powertips>

Testimonials

Don't forget that people want to know that you've done good work in the past and they want reassurance that your products have helped other people. Testimonials are good to sprinkle in to your sales text. I like to spread them around because they are too easy to skip over if you put them all in one place.

Audio testimonials are easier than ever to put on your website because of advances in technology. They also carry much more weight and create a ton of impact compared to simple written testimonials. Visit <http://www.KickStartSound.htm> for a sample of really simple to implement web audio. Also, visit <http://www.GreatInternetMarketing.com/mentorprogram.htm> for samples of audio testimonials.

Try to get and use testimonials that are "results" based which means they aren't just a pat on the back.

Here's an example of a weak testimonial:

Tom, we loved your program. You were so funny. Thanks for a great day.

Sally from Tulsa

Here's an example of a good testimonial that is results based:

Tom, we used your “sell down” technique and in the first month increased our web income by 30%. I can’t wait to implement all the other techniques you taught us.
Sally Carraba, Director of Sales, Big Company, Inc.



Feedback

One of the most important aspects of large sales on the Internet is to encourage a dialog with your visitors. Give them easy ways to make comments or ask questions. This can mean email addresses for your different departments (if you are a one person show, they can all be forwarded to you), 800 numbers, fax numbers, or simply chatting or instant messaging. These are all ways that can make it easy for your customers or potential customers to interact with your organization.

A speedy response is important. If you let customer inquiries go for several days, that's worse than not having a feedback mechanism at all.

Potential customers are turned into paying customers much more often when you or your staff show willingness to spend time with them to satisfy their questions. Existing customers are more loyal because they see you don't disappear as soon as you get their money. I have also reduced the number of returns of my products to a miniscule percentage by spending time with people on the phone or via email. [NOTE: I know for certain that a few people planned to buy my products, copy them and then return them for a refund, but they were too embarrassed to go through with it since I was so nice and attentive to them!]

Statistics

Earlier, we talked briefly about statistics. Now I want to show you how knowledge about your website visitors can mean money in your bank account. One of the programs I use is called **Click Tracks**. You can visit <http://www.clicktracks.com/entrypoint.php?a=46673> and get a free trial. You can download it the same as you can with **Web Position Gold**. Statistics are critically important. Statistics programs tell you how many people come to your site, how often they come, how long they stay on the site, what page they hit first, what page they hit last before leaving, and what path they took through your site. This information is of tremendous value for helping you create better pages.

For a fun and visual statistics site check out:

<http://www.visitorville.com/?id=234>



Click Here Trick

Here is a cool trick: if you determine people are leaving on a certain page, put a “click here” button on that page leading to anywhere you want (preferably a very popular part of your site). Don’t say where the link goes. People can’t help but click on it. It is unbelievable. You can only pull that trick once, but if you have a page that you can’t figure out why people are leaving, give them another chance to see something they like by putting a “click here” button on it. Some people put a “don't click here” button which is even more compelling to click on. It’s just a goofy trick, but it certainly costs nothing to try if you’re losing people on a certain page.

So statistics are critically, critically important to your success in this field. You must know what is happening with your website. I can tell you most people who read this book are going to be depressed when they see the statistics on their site. There is a high probability that no one is visiting . . . it may be a beautiful site, but nobody is coming to see it.

The only value for a speaker to have a site like that is so you can refer people to it instead of sending them press kits. This will save some money. Nevertheless, it will never get you any new business since new people won't find it unless it comes up high in the search engine.

This isn't always true. There is another strategy called “Link Trade” that could bring traffic to your site, I have links everywhere and I have an associate program sending thousands and thousands of people to my site from other people’s sites. Good statistics are helpful to you with links, because you can see what types of links are getting you the most traffic. You’ll know which types of links to pursue and which types are a waste of time.

Some website hosting services give you statistics programs for free. Some of them are not very comprehensive, but they are better than nothing. The really good program like Click Tracks

<http://www.clicktracks.com/entrypoint.php?a=46673> is almost a \$500 program. Spending the \$500 on the program is money well spent. You'd blow way more than that on just one small mistake in navigating your site. Or, you could waste way it on more design work to make your site prettier.

Making Money with Statistics

When you know who and why someone is coming to your site, you can create specific things to sell them. The marketing tip here is that you shouldn't only try to sell what you think people want, find out what they want and create it to sell to them.

Here's an example: I noticed from my statistics program that over 900 people per month were coming to my site for dog humor. . . . DOG HUMOR! You are probably thinking, "Tom, why would people be coming there for dog humor?" The reason is that I have a giant selection of humor categorized on my site. When someone needs speech humor on a particular topic, they can find it at my site. Apparently, many dog lovers have linked to this page after finding it in the search engines.

How does this make me money? I'm creating a downloadable dog humor E-book. When someone visits the dog humor page, they will get a sample of the book and a link that says, "For the largest selection of dog humor on the planet click here." I'll charge around \$10.00 for the E-book. Even if I only sell ten a month, that's \$100.00's going directly into my checking account with no work whatsoever. If I can sell 50 of them a month, I'll be throwing parties and dancing in the street!

Statistic Programs

Here is a selection of statistics programs. I haven't reviewed all of them, but the important key is to get some kind of good statistics about the performance of your website. Check them out and see which ones you like best. Then start learning about your site. Also, remember that many of the free services will ask you to put a banner or some other kind of advertising on your site.

<http://www.clicktracks.com/entrypoint.php?a=46673> (considered by many to be the best and most understandable)

<http://business.realtracker.com/>

<http://v2.superstats.com/>

<http://www.stats4you.com/>

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

<http://www.extremetracking.com>

<http://www.webtrends.com>

Coupons & Rebates

I'm not much of a coupon kind of guy. In fact, on many occasions I have come close to going berserk in the checkout line of my local grocery store. When I see that thick stack of coupons coming out of the purse of the lady ahead of me, life starts going down hill fast. :) But it is true that many people like coupons and they are an effective sales tool along with rebates. You can put printable coupons right on your site, and also offer cash rebates on your products. I would avoid using the rebate and coupon idea on speaking engagements because I think it would detract from your image.

Your shopping system <http://www.KickStartCart.com> has a coupon module that generates coupon and discount links that are automatically deducted when someone visits the website and buys something through those links. The discount is automatically taken care of by the special links.

Advertising Copy

Commonly known as copywriting, this topic is probably the most important part of the entire sales process. You can do everything else perfectly in these first two chapters, and still fail miserably if you mess up this part. The words that make people want to pull out their credit cards are not easy to write. Just like any other skill, special techniques are involved.

You must learn the elements of good copy to really maximize your sales potential. This is so important that I suggest you take a separate course in it. I have a two-hour recording called *Copywriting 901: The Fast Track to Writing Words that Sell*. <http://www.antion.com/cds.htm> You will use the skills you learn over and over again throughout your entire career and in most areas of your business. I've included several links to courses below.

The following pages have tips to get you started:



Copy Tips

Headlines

The headline is the most critical part of copywriting. If your headline doesn't entice the reader into looking further, then your offer will never be seen. When you send an email, the subject line is the headline. It is designed to get the reader to stop what they are doing and open the email or at least not delete it out of hand. Here is a good resource:

I don't actually write headlines anymore. I "re-write" headlines that are known to work. I got a book called "Copywriting Combo" which included 2001 Headlines at <http://www.ProfessionalSpeaker.com/catalog.htm> . I printed it out and keep it near my desk all the time. Whenever I need a headline I simply refer to the book and pick out all the ones I might need for a particular product.

Subheads

As a person scans down a webpage, he/she quickly scans the subheadings along the way. If the subheadings aren't quickly understandable and enticing, then it is doubtful that the person will decide to go back and read the entire page.

Guess where I get the subheadings. . . . I use all the headlines that didn't make it as the main headline as subheadings.

Teasers

I use teasers at the top of my E-zine before the masthead. I say things like, "Outrageous free marketing tip (see below)." This pulls people into the publication and encourages them to look through it as they search for the "outrageous free tip."

Guarantees

We covered guarantees and [guarantee terminology](#) above, but actual practice in writing them should not be ignored.

Scare Tactics

This copywriting technique tells the reader what will happen if they DON'T take action. **Example:** “You're a seasoned speaker. You've got experience on the platform born from years and years of hard knocks. Wouldn't it be a shame if the young bucks beat you out for speaking engagements simply because you don't know how to use the Internet effectively?”

Urgency Techniques

People are so busy, it is likely they will forget about you and your offer if you don't get them to act immediately. **Example:** “Purchase before midnight tonight and get 4 extra bonuses worth \$900.00.”

Billing Statements

Include advertising copy in both your printed and electronic billing statements. Sell at every opportunity.

Reason why

An extremely powerful copywriting technique is the “reason why” or “because” technique. You are surrounded by this technique every single day of the year and everywhere you go. You'd have to be monk on a mountaintop to elude its reach.

Have you ever seen or heard an auto dealer say, “Boss says we're overstocked and we'll all get fired if we don't move these cars out by Sunday midnight.” [The reason why?](#) – “We're overstocked.”

Have you ever seen an ad for an oriental rug company that's going out of business? The bankruptcy court says they must liquidate.

The reason why? – “The bankruptcy court says so.” (Of course, the bankruptcy goes on for at least three years).

Yes, I know these are hokey examples that you’d never want to use in your professional speaking business, but I’m certain you have heard of these kinds of promotions and hundreds of others.

Why do you get bombarded with the “reason why” technique?
Because it works.

Let’s look at how you can use this same very powerful technique in a professional fashion.

- “We’re having a giant customer appreciation sale to thank all our loyal customers for their support this year.” **The reason why?** – Thanks for being a customer.
- “We’re only producing 100 of our leadership courses as a content test so we’re offering it to the first 100 clients at 50% of the regular price of \$149.95” **The reason why?** – We’re doing a content test.

Returns are Good

Here's one last tip I'll throw in: **If you're not getting returns, then there is something wrong with your ad copy.** What this means is if everyone is perfectly happy with your product, you are probably underselling it. It's so much better than they expected that they are totally happy. Although I do believe in under promising and overproducing, it's not that great of an idea for product sales.

Am I suggesting overselling your products and services?
Absolutely not! Never claim something that you cannot produce. However, let's look at money that you are leaving on the table if your advertising copy is poor.

Let's say 100 people bought a widget using your present ad copy. The copy is very simple and just tells about the product. Let's also

say everyone that bought your widget was very happy with it because it is an excellent widget. Not one of them returned it.

Now let's say that you write good advertising copy that pushes the benefits of the product and touches the emotions of the readers, painting rosy pictures of the product in their minds. In this case 150 people bought your widget and 3 people returned your widget. The 147 people that bought the widget were really happy because it's a good widget and the 3 people who returned the widget told you that it was the worst widget they ever saw. Hmmmmm. Let's see who wins here.

Because of good advertising copy, you sold 47 more widgets to people who were harder to sell than the first 100 people. Those 47 people who took an extra nudge to buy are happy with the product and the 3 people that returned their widgets could be just goof ball rip-offs, or misread your ad copy, or who knows what their problem is? They could be chronic whiners or people who are never satisfied with any product. It's very likely that they didn't need your widget in the first place, but your ad copy was so good that it convinced them they did.

If you aren't getting any returns, you need to keep improving your ad copy to push the most number of people to buy. Only a few will be the ones who really didn't need your widget. You win because you maximized the sales to the 147 people who really did need and want your product, and you only had to deal with a tiny percentage of returns.

If your returns percentage is very high there are two things that could be wrong. You are clearly overselling the capabilities of the product or the product truly is a piece of junk and I can't help you with that.

Copywriting Courses:

**Copywriting combo and 2001 Headlines:
Find it at**

<http://www.ProfessionalSpeaker.com/catalog.htm> Look half way down the page. 2001 Headlines will be delivered immediately in pdf format and you will get a training course mailed to you in a big binder.

You might also want to check out this new long copy sales generator. It reduced the time it takes me to rough out a sales letter from 2 weeks to 2 hours. It also trains you in copywriting as you go.

<http://www.marketingtips.com/salesletters/t.cgi/12273>

Here's a course by super copywriter Jeff Paul:

<http://hop.clickbank.net/?powertips/killercopy>

Hypnotic Copywriting and Marketing Resources by "Mr. Fire" Joe Vitale:

<http://hop.clickbank.net/hop.cgi?powertips/outrageous>

Copywriting Resources by Lorrie Morgan-Ferraro:

<http://www.kickstartcart.com/app/aftrack.asp?afid=168423>

Testing

It's scary to me to think where I might be if I had paid attention to testing during the time I have been marketing on the Internet. When I first started, emagazines were not overdone like they are today, spam wasn't the kind of problem it is today and it was relatively simple to make some money if you knew what you were doing. I made good money right from the start in spite of the fact I didn't really know what was working well and what wasn't.

I built quite a large revenue stream and most of the income was really high profit income. I made mistakes all the time and I was still very, very profitable overall, but I really didn't know which advertisements were making me money and which were siphoning off profit.

That was then. . . . This is now.

After meeting a wonderful guy and top Internet marketer John Reese, I'm changing my tune about the way I approach my Internet sales. John has politely reminded me for over a year that I should become a fanatic at testing. He taught me that top Internet marketing wasn't about coming up with the next gazillion dollar idea.

. . . It's about putting an offer out to the marketplace and counting how many people respond to the offer. John says, "Marketing is simply a math problem. One hundred people see ad number 1 and ten people buy from that ad. The same number of people see ad number 2 and eighteen people buy from that ad. Ad number 2 wins. End of story. Thanks for Playing."

John goes on to say that it's not really the end of the story. Now that you have an ad where eighteen people out of one hundred buy, you change some element of the ad and count how many people buy after that change. If more buy, the new ad wins. If less buy, go back to the old ad and try another change. You are constantly trying to increase your number of sales by changing elements of the ad and testing to see which one gets more sales.

All my friends who sell a ton on the Internet have stories of how one small change in a promotion or ad gave them a much higher response.

So, now I always go through this process which is called "Split Testing" to run one ad against another until I can't get a higher response rate. When I can't beat the highest pulling ad, that ends up being the final ad.

Your <http://www.KickStartCart.com> integrated shopping system makes split testing easier than ever. All you have to do is have the cart generate a special link that sends one person to ad "A" and the next person is shown ad "B". The next person is shown ad "A" and

so forth. The cart rotates ads A and B automatically and tracks how many people bought from each ad. You will have an exact answer at the end of the day (or whatever period you are tracking) of which ad made more sales.

This method is so unbelievably powerful and good for your bottom line that I beg you to start right from the beginning testing everything you do.

Here are some elements of your ad you can test:

- Headlines
- Subheadings
- Pre-headlines
- Color of your headline
- Color of your background
- Guarantee
- Price
- Offer
- Testimonials, (written, audio & video)
- Bonuses, etc.

Warning: Don't test more than one element at a time or you won't know which element caused the increase or decrease in sales.

Testing Other Stuff

Besides testing one ad against another you need to test different places to put your ads and different mediums. You could try banner ads, which are much less expensive than they used to be. You could try online classified ads, and you could test advertising on different kinds of websites that are complimentary to your offerings, etc.

Don't forget to test offline places to advertise like newspapers, magazines, card decks and whatever else may make sense for what you sell.

Customer Service

I believe customer service has to be as good, or better, than it needs to be in face-to-face sales. There is very little personal contact when making sales on the web which breeds an inherent mistrust that you must strive to overcome if you want to maximize sales.

Here's how I do it on the web:

✓ **Respond quickly** -- I answer all customer inquiries as fast and as thoroughly as possible. Most of these inquiries come to me by email, many by phone, and a few by fax. It's hard to be perfect at this when you have a busy operation, but it really impresses the Hell out of people, so do whatever you can to respond quickly.

[NOTE: Use your sig file capability to make responses for routine questions, or keep them in a file so you can cut and paste them. This saves tons of time.]

Also, get a good cell phone plan. You should have heard my customers responding to me when I called them personally from Thailand! From what I can remember, everyone ordered something.

✓ **Don't leave them wondering** -- When someone orders a product, the shopping cart automatically lets them know the order went through. This is extremely important because you don't want people who are apprehensive about ordering on the Internet to be worried about whether their order went through or not. You also don't want them hitting the submit button repeatedly causing multiple orders [NOTE: this might warrant a note next to the submit button saying, "Only hit the button once and you will receive confirmation in less than one minute."]

✓ **Give shipping date and begin dialog** -- As soon as I get the notice of the order via email, I email the customer back personally thanking them and giving them a shipping date. I also take this opportunity to begin a dialog with the customers who buy the bigger ticket products. I ask them where they heard about the

product and what made them decide to invest. I don't do this every time for the smaller products because it's just too time consuming, but if I'm sitting around the office at the computer anyway, I do try to send a personal note. I can't tell you how many people that initially bought a \$20.00 product ended up buying a \$700.00 product and a \$1,600 consulting package, and then went on to attend a live seminar!

✓ **Shipping notice** -- When the big-ticket product ships, I send another email telling them that their product is on the way and when to expect it.

✓ **Follow up note** -- About 10 days later I do another email to the big-ticket buyers checking to see if the product arrived, if they have any questions, and check to make absolutely sure they are satisfied with the product. This is impossible to keep up with personally when you are busy, so I use the autoresponders in <http://www.KickStartCart.com> to do it for me so that I never miss thanking a customer.

✓ **Tell customer where to go** -- Ha! Boy would I like to do that some times hahaha. What I mean here is to direct them to FAQ pages or listings of contacts in your organization so they can email the right person on the first try.

You will find that it is much easier to give consistently good service when you automate your systems and let technology do the work for you. Yes, I know sometimes the systems are a pain to set up, but in the long run they make you infinitely more productive. A good reference is *Make Your Mouse Roar: The High Performance Guide to Automating Everything* by Bill Bruck <http://www.bruck.com>

Live Customer Service

If you are in a situation where you have full time staff, you can have instant live customer feedback and help available right from your website. You'll see when visitors are on your site and you can even initiate the interaction. Many of the systems are free and can be turned on and off so you can go to the bathroom or on vacation.

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

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

<http://www.LiveHelper.com>

Build Trust

The entire process is designed to build trust. I'm taking a person that may be apprehensive about ordering something on the Internet and responding quickly to their need for information and letting them know that I am accessible. Then when they order, the shopping cart is letting them know immediately that everything is OK. I also email them several times letting them know I didn't disappear after getting their money. I even email them yet again to let them know I am interested in their success with the product.

Is this time consuming? Absolutely, even though much of it is automated or now handled by one of my assistants. Frankly, I'd much rather be spending time on the phone with a customer building trust than wasting my time cold calling (apologies to my friend Paul Goldner the guru of Red Hot Cold Calling.)

Does this pay off? Sure it does. Many of my customers buy anything I produce partly because of my service, and partly because of the good information they know they'll get. Oh, and by the way, even when you do all the things I've outlined to build up this trust, you can ruin it all by selling one shabby product. So, make sure there is plenty of value in everything you do.

While we are talking about trust, don't forget to put things on your website that indicate you are a reputable firm. When appropriate, you could use the phrase "Licensed, bonded and insured," or put in the Verisign Banner showing a secure site, or post the **Better Business Bureau** Seal or Privacy Seal if you are a member. Check out <http://www.bbbonline.org/> for details.

Here's a couple more places you can be rated and possibly apply for their seal of approval:

<http://veribiz.com/>

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

<http://www.e-safecertified.com/>

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

<http://epubliceye.com/>

<http://www.privacyalliance.org/resources/ppguidelines.shtml> More
privacy stuff

Frequently Asked Questions Page (FAQ)

Another way to build trust and give customer service at the same time is to give as much information as you can about the product. You can do this with a FAQ page. This helps customers make informed decisions, and also builds credibility in your organization.

A side benefit is that it can also be another sales page. The questions asked can give you a chance to plug your product or service again. Here's an example from my page <http://www.antion.com/faq.htm> .You can visit this page for more examples of selling while answering questions.

Tom's FAQ page

How can we get extra value by engaging you?

Many groups that hire me to do a keynote presentation also have me do a breakout or spouse session at the same event. This gets you a big discount on the second presentation and saves you travel and expenses. I will also help you design exciting convention openings and closings, even if you are on a bargain basement budget!

=====

Here's another way to give great service. The company below keeps a smart database for you and responds to questions. The customer types in a question in plain English and your database responds with the answer. The more the system is used, the smarter it gets.

<http://www.peoplesupport.com>

Tell 'em What to Do

Good service also includes giving explicit directions for ordering. No matter how easy you make the ordering process, someone out there will screw it up. [NOTE: A good example is our [presidential election process in the State of Florida.](#)]

Use phrases like:

- Click here to
- Just fill out our easy and secure online form
- For questions call us at
- Read our FAQ page for more info.



What You Need To Know

The sales process is different on the web. You hide your big ticket products. You hide your guarantee. You have to learn how to write advertising copy to get people to buy. Once you do sell something, your customer service must be better than it would be for an in-person sale. One page websites can produce a quick and consistent cash flow when you identify the right digital product to sell.

Associate / Affiliate Programs

Associate programs, AKA Affiliate programs allow you to make money by recommending other people's products. You get a commission if someone buys something.

These programs also allow you to have an army of commissioned salespeople selling your stuff around the world and you don't pay them anything unless they sell something.

There are basically two ways to make money with associate / affiliate programs:

1. You put other people's links on your site, or in your ezine. When someone clicks from your site or ezine to the other site and buys something, you get a commission. You can even tell someone about the link, or put the link in printed material. When they visit the link and buy something you still get a commission. It costs nothing to participate in such a program.
2. You purchase tracking software and have other people putting your links on their sites. When someone clicks from their site to yours and purchases something, you owe them a commission which the software tracks for you. This software goes from free to many thousand dollars. If you have the <http://www.KickStartCart.com> integrated shopping cart system, it includes top-notch affiliate software.

This software will assist you in finding affiliates to sell your products and services:

<http://hop.clickbank.net/?powertips/affinder>

The most famous associate program is *Amazon.com* or *CDNow* is a big one too. You put a link on your site and then you make money when people click through to buy things. If you go looking around websites, you'll see a lot of people who are selling books for Amazon.com, the big online bookseller, by putting a banner on their website.

I could put a banner on my website and if you bought a book by clicking through that link to Amazon, I'd get a commission on it. Amazon is getting a whole bunch of people selling books for them. But I don't recommend using Amazons' or any of the many lesser

known programs because they give you such a lousy commission. You're getting somebody to click out of your site for maybe a buck or a buck and a half and the affiliate won't even pay you until your commission reaches a certain level. It could be six months later. I'm against them. So hold out for the ones that pay good money.

I am an associate for Corey Rudl's marketing course. This is the course that started me on my way to becoming a multi-millionaire so obviously I can endorse it readily. I get \$75.00 a shot from him, so it's worth it to me to have someone click through. An average individual person who comes to my site is not worth \$75.00.

If you buy the course, make sure you contact me before you buy any of the software Corey recommends. I can tell you from experience that most people in our market won't be able to figure out much of what he sells to a more sophisticated audience. The ideas in the course, however, are excellent. Here's the link:
<http://www.marketingtips.com/t.cgi/12273>

I also have my own software so that I can recruit associates to sell my new speaker video and all my other products. If anyone wants to put my links on their site, there's a sophisticated tracking program to monitor when someone clicks through from your site, and to notify me of such an occurrence. For example, at the end of the month you'll get a check from me for almost \$200.00 for each *Wake 'em Up Professional Speaking System* you sell.

If you would like to sign up to sell my products and services visit:
<http://www.kickstartcart.com/app/afsignup.asp?MerchantID=16070>

When you sign up you'll get a complete sales course in how to maximize your commissions from me.

Affiliate Fraud Tip: If you have your own associate program you may want to consider paying your affiliates using the online payment program <http://www.PayPal.com> . Although I don't advocate this service for collecting money for your main product line, it does give you some protection if you have affiliates who

may counterfeit your checks and try to wipe out your main checking account.

Some merchants who run affiliate programs keep a separate checking account with just enough money in it to pay affiliates so that if someone does counterfeit your checks, they can't get away with too much money.

Counterfeiting checks is not common in the USA, but if you have affiliates in many countries foreign to yours, you must watch closely for potential fraud.

Affiliate Fraud Tip # 2:

Scenario: You get an oddball order for a large amount of money. The email address is from a free service like Yahoo! The credit card is accepted. You see on your order form that an affiliate from a foreign country sent you the order. – Most likely it's a fraudulent order.

Here's what probably happened: Either two criminal buddies paired up, or one person did the entire scam and pretended to be both the affiliate and the customer.

They steal a credit card, which at the time is good because the theft is still undetected. One member of the criminal duo buys your stuff through the affiliate link of his bad boy partner. They hope you will send a legitimate affiliate check to the affiliate who will cash the check and/or counterfeit it like the fraud tip above.

Eventually the credit card will be reported as stolen and the credit card company will charge back the sale to the customer's credit card. You'll never be able to recover the money from the fake affiliate and your entire checking account could be compromised, plus you're out the cost of the product.

Here's the fix: Don't ship the product. Don't send the affiliate check and call the fraud division of the credit card company immediately. Also remove the bad affiliate from your database.

At all costs try to avoid getting associate software from one company and a shopping cart from another company. And heaven forbid you try to install associate program software yourself unless you are extremely technically savvy.

When I first started I had a shopping cart from my web host and an associate program from another vendor. When things didn't work each company blamed the other and I was left holding the bag. It took six months to get things going and it never did fully work right. **DON'T GET CAUGHT UP IN THIS MESS!**

I use the fully integrated system from <http://www.KickStartCart.com> and I never have any trouble. If I do have any issues arise, I have only one company to call and they can't pass the buck to anyone else.

Setting it up to sell your own products is when the complications arise. It is complicated from my end to sell my products, but from your end to sign up as my affiliate and sell them it's simple. I'm doing all the work so it's easy for you.

Just because it's simple to sign up as an affiliate doesn't mean it's no work. You've got to do a good job getting traffic to your site and endorsing my links or you won't make much money in commissions.

So you would have to put forth some effort to make a lot of money, but you could make a couple thousand dollars a month just off joining my affiliate program if you hustled just a little bit.

It takes a little bit of effort to get it going, but everything I have done in electronic marketing took some effort to get going. However, it brings in money like crazy while I'm sitting here and not on an airplane. So the benefits are there if you're willing to be consistent and work with it.

The Mistakes I Made

Before we leave the subject of associate programs, I should tell you about the big mistake I made so you don't waste your time and money making the same ones. When I started my associate program I was sure I was going to be rich instantly. I thought, "I have a big list of speakers. They will all sign up and sell my stuff and I'll be rich in no time." HA!!! The mistake in my thinking was that I didn't know at the time that most of your websites suck and don't get much traffic. This is a numbers game. If you aren't getting traffic, no one will click through to my site and neither one of us will get any sales. You'll get mad and quit and I'm back to where I started.

The lesson learned here is that you shouldn't fool around signing up people that have no traffic to their site. One high traffic site could make you many thousands of dollars per month. Do whatever you can to make deals with high traffic sites and you'll have much quicker success with associate programs.

Here are some of the criteria to consider when picking associate program software for your site:

- **Real Time Tracking for Associates** -- This means your associates can check how many people they have sent to you and how many sales they got any time day or night by going to a webpage and putting in their pass code.
- **Order Confirmation for Associates** -- When an order is placed, your associate gets an email telling them about it. This is motivating for your associates.
- **Fair payment for associates** -- Your software should track the sales accurately.
- **Automatic check writing capability** -- Writing commission checks by hand can be very time consuming. This allows the software to output to your accounting program so you can print the checks for your associates.

- **Associate Newsletter capability** -- This function allows you to broadcast an email to all or part of your associates.
- **Web Based Admin Center** -- You must think globally. This function allows you to work with your associate tracking system wherever you have web access. You are not forced to be at your home computer.
- **Associate Search capability** -- Associates are forever forgetting their pass codes and other simple administrative things. This allows you to find them quickly in your database to help them out.

Link Cloaking

Sometimes you can protect your commission when you have a savvy audience by cloaking your links so they don't look like affiliate links.

If I see a link that someone asks me to click on that looks something like

<http://www.ImGettingACommission.com/t.cgi/joeblow> I know that I can simply type in the first part up to the .com and cut Joe out of his commission. The person running the affiliate program won't know the order came from Joe.

There are also ways that really Internet savvy people can rob you of your commissions. So what do you do? Get a tool that "cloaks" or "hides" your real affiliate link.

<http://hop.clickbank.net/?powertips/cloaklinks> Affiliate Link Cloaker

<http://www.associateprograms.com/> Good resource to see lots of other associate/affiliate programs and how they run.

The integrated affiliate and shopping cart software I use:
<http://www.KickStartCart.com>

Here's an ebook on making money without even having a website:
<http://hop.clickbank.net/?powertips/webnotreqd>

Ebook by the famous Michael Campbell (one of my advisors) "Clickin it Rich"
<http://hop.clickbank.net/?powertips/dmcorp>

Here's a piece of software that helps you keep track of all the affiliate relationships you have:
<http://hop.clickbank.net/?powertips/newprairie>

Here's a magazine dedicated to all aspects of affiliate marketing:
<http://www.revenuetoday.com/?powertips>

Affiliate Networks

There are companies that manage affiliate programs for many other vendors. All you have to do is sign up with them once and you have access to thousands of affiliate programs.

ClickBank <http://www.ClickBank.com> is a great place to go to find digital products to sell. When you visit their store, the digital products are ranked by popularity so you'll pretty much know which ones are selling best.

You can also sell through Clickbank, but the book you're reading right now will teach you how to use much higher-grade software and techniques to sell more of your products and services.

Here's an ebook that will tell you how to use ClickBank:
<http://hop.clickbank.net/?powertips/alkhtcsh>

Commission Junction <http://www.cj.com> is another very popular affiliate management company. They manage the affiliate programs for some super big companies like ebay.

Link Share <http://www.linkshare.com/> is another place where, just like the affiliate management companies above, you only have to sign up once and you have access to many products and services to sell.

Here are some places to find affiliate stuff to sell:

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

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

<http://www.refer-it.com>

This site specializes in programs that pay a recurring commission:

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



What You Need To Know

Associate programs are one of the ways you can literally make a fortune. You can have other people all over the Internet selling your products on a commission basis. This requires and investment in time and money to get your program set up. You can also make money by selling other people's products. This requires no, or very little investment. You can be exposed to thousands of affiliate programs by signing up with an affiliate network.

Chapter 3: Mechanics of Website Sales

So, you've learned how to **build** a site that gets traffic. You've learned how to make them **want** to buy your products. Now you've got to make it **easy** for your customers to do so. There are many options for you to build your payment and fulfillment process, and there are new ones invented every day. I'll try to cut through the hype for you and give you some fairly simple choices.

How I Started

When I first started selling on the Internet, all I had was a form that I made myself using *Microsoft Front Page*. I had individual pages describing the products that also included the picture of the product. If you liked the description, you clicked “order now” which took you to the form where you checked off the product you wanted, how many you wanted, and put in all your contact information and credit card number. The form emailed me the information which I processed manually and then shipped the product.

This worked well for me, but it had significant drawbacks. First of all, the site was not “secure.” I'm sure I lost some sales because of this. Back in those days there was lots of scare talk going around about your credit card getting stolen when shopping on the Internet. This undoubtedly influenced some customers. They could have simply printed out the form, filled it in by hand and faxed it to me, but that's too much hassle for most people.

The next big drawback was that the customer didn't really have an exact total of tax and shipping without getting their own calculator out and trying to figure it out themselves. I probably didn't lose too many sales over this, but it was more work here in the office. We had to process the credit cards manually too. All of this time adds up when you have a busy office.

I eventually moved to a totally automated system that was a bear to set up. I would never do that again.

Don't Build Your Store from Scratch

Building your store from scratch is the most complicated of the store building methods because five different entities (or six if you have an associate program) have to interact to make the transaction work. Once you are done building this system, the fees are usually more because programming is not cheap and you better be prepared for some frustration and delays making it all work. Believe me, I know. Before better methods came along (<http://www.KickStartCart.com>) this is the way I built the *Speaker Shop* which is the name I have given to the shopping area on my website.

I was already a Visa/MasterCard/AMEX merchant, so at least I didn't have to fight with that from the start. The first thing I had to do was find out from my bank what credit card processing company they used and what Internet “real time” (see box) credit card facility would be compatible with the processing company. Whew! It was already getting complicated. I found out that the credit card processing company was compatible with a “real time” company called *Cybercash* <http://www.cybercash.com> Fortunately *Cybercash* is one of the biggest and best known “real time” credit card companies.

Update: They filed bankruptcy March 2001, but they were eventually bought out by Verisign.

Real time credit card processing is the method by which a customer puts their credit card information into your website and within about 15 seconds the money is heading toward your bank account with a confirmation of the order going to both you and the customer.

Here are the 5 or 6 elements that must work together:

1. Your Bank
2. Your Bank's Credit Card Processing Company
3. The “Real Time” Credit Card Company
4. Your Shopping Cart
5. Your Web Host
6. Your associate program, if you have one

Although you could do it much quicker now, it took me several months to get the basic shopping cart and credit card system working, and a full six months to get the associate program working with the rest of the system. This down time equated to a tremendous loss of revenue. **YOU DON'T HAVE TO DO THIS NOW AND IF YOU DO YOU WILL MOST LIKELY BE VERY SORRY.**

If you are technically oriented (which I'm not) and thick-skinned (which I am), you could tackle this yourself. I don't really recommend it though. It was just too tough and my system was so complicated that's it was stifling some of my business plans.

Turnkey Stores

Going to the other end of the spectrum, you could be up and running tomorrow with a store from *Yahoo!* <http://smallbusiness.yahoo.com/merchant/> or some other major vendor. These stores aren't really totally turnkey. You have to put your products in and learn how to use their interface which isn't that tough. There are also plenty of custom programmers out there that would be happy to give your store a custom look if you think you need it . . . for a fee.

For a *Yahoo!* Store (now called “small business merchant solution”) you'll pay from \$39.95 per month up to \$300.00 per month plus a percentage of your sales.

You still have to have a merchant account, or *Yahoo!* has a partner which will charge you additional fees and set up charges.

I am definitely not in favor of this method because they dummy things down so much and you have no advanced features like good shopping systems do. You also pay a premium price for something that's not all that good when compared to professional level systems that actually sell for you.

Here are some places to build stores: Remember let the buyer beware and in this case the buyer of the store is you. Check out the store thoroughly and get references of others that are using the same store. I'm definitely not endorsing any particular store builders, in fact I'm not in favor of them at all; this is just a sample of what is out there.

Other store builder sites:

<http://www.shopfactory.com/> (available in 35 languages)

<http://www.onlineorders.net/>

<http://www.uburst.com/uShop/> (available in 11 languages)

<http://www.uburst.com/uStorekeeper/>

<http://www.pdgsoft.com>

Shopping Carts

The “shopping cart” is actually a piece of software. The metaphor is, . . . you guessed it, . . . shopping. You push your cart through the “cyber store.” When you see something you want to buy, you put it in your cart by clicking on it. Then when you are ready to leave, you “check out” of the store. This is where the shopping cart totals up your purchases and adds the tax and shipping for you.

At any time along the way you can take an item out of your cart. It's just like at a real store when you see a toaster in the men's clothing section. . . . Someone decided they didn't want it and just left it wherever they happened to be in the store. Well, in cyberspace you don't have to feel bad about throwing something out of your cart. At this point you're only moving electrons around.

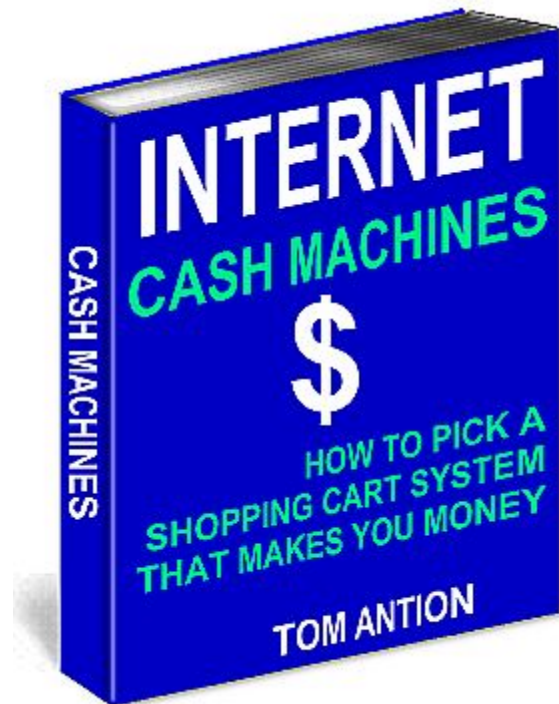
You then fill in your name, address, phone and shipping info along with your credit card and expiration date. Most carts still give you a chance to make changes, or back out of the deal altogether. Once you hit the final submit button, all the mechanisms kick into gear to send that money hurtling toward your checking account . . . minus the credit card company percentage, of course. The credit card number is encrypted as it flies through cyberspace so no bad boys and girls can intercept it along the way.

The transaction is complete in sometimes as little as five seconds. The customer gets a confirmation number for the order. The money is either sent directly to your bank account or batched for sending later that evening. Some merchant accounts hold your money several days. You either get an email regarding shipping the product, or the customer gets a link to download a product directly. And that's all there is to it. I've simplified it considerably, but believe me, you don't want to know all the details. You just want it to work!

How to Pick a Shopping Cart System

Below you will find a reprint of an ebook I wrote on Picking Shopping Cart Systems. You can distribute this ebook as a pdf file for free. To get the pdf file visit

<http://www.Public-Speaking.org/ebook.htm>



How to Pick a Shopping Cart System that Makes You Money

By Tom Antion

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About the Author

Tom Antion is professional speaker and well known Internet Marketing specialist. Tom's claim to fame is that he actually makes money on the Internet . . . he doesn't just read about it from a book. He was the chief spokesperson for CBS Switchboard.com in their small business educational outreach program *Main Streets Online*. Tom is also the founder of the infamous *Butt Camp Seminars* where you learn to make money while sitting home on your rear end.

Tom is also the owner of the only facility of its kind in the world the Great Internet Marketing Retreat Center in Virginia Beach, VA. Serious Internet marketers come from all over the world to study with Tom, live in his estate home, and profit from a total immersion learning experience. Check it out at:

<http://www.GreatInternetMarketing.com/retreatcenter.htm>

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Introduction

Picking a shopping cart system is a very serious decision that you will likely have to live with for some time. It is simply too important a decision to make without knowing the right questions to ask.

So many systems are frustrating to install and once installed are incomprehensible and extremely difficult to use which means lost sales for you. If your customer is sitting in front of their computer with an open wallet, you better not make it hard for them to buy or they will be gone in a flash.

You really want to automate every part of the system so it's less work for you and extremely easy for your customer. Today's smart shopping system technology can make this happen at a price that any small business can afford.

In addition, smart shopping systems will dramatically increase sales because they manage the entire shopping process including upselling the customer, making special offers, handling special sales and discounts and completely managing your extremely valuable database of prospects and actual customers.

There are thousands of simple shopping carts on the market either for free or for a low price. Basically they just take the order like the cashier at a grocery store. They do nothing to help you sell in the first place.

Custom Carts

You will have webmasters all the time trying to sell you a custom shopping cart that can run anywhere from a few hundred dollars to tens of thousands of dollars. They tell you that what you want to do with your site will require lots of expensive programming and custom adaptations. Well there are very few small business people (and I've coached hundreds) that need anything so sophisticated

that it would cost thousands of dollars. Keep your wallet in your pocket when you get around these people.

You may already have a ton of money invested in your shopping system and you may not have the sales you think you should. It might be time to consider scraping the old system in favor of a new less expensive system that has sales tools built in. Sticking with an antiquated system just because you have lots of money invested makes no sense and it will continue to hurt your sales in the future . . . what's that saying about pound foolish and penny wise?

What is a shopping cart?

A “shopping cart” is actually a piece of software. The metaphor is, . . . you guessed it, . . . shopping. You push your cart through the “cyber store.” When you see something you want to buy, you put it in your cart by clicking on it. Then when you are ready to leave, you “check out” of the store. This is where the shopping cart totals up your purchases and adds the tax and shipping for you.

At any time along the way you can take an item out of your cart. It's just like at a real store when you see a toaster in the men's clothing section. . . . Someone decided they didn't want it and just left it wherever they happened to be in the store. Well, in cyberspace you don't have to feel bad about throwing something out of your cart. At this point you're only moving electrons around.

You then fill in your name, address, phone and shipping info along with your credit card and expiration date. Most carts still give you a chance to make changes, or back out of the deal altogether. Once you hit the final submit button, all the mechanisms kick into gear to send that money hurtling toward your checking account . . . minus the credit card company percentage, of course.

Real Time Credit Card Processing

The credit card processing is not actually done by the shopping cart. Many people don't realize this. You still have to have a credit

card merchant account to process credit cards. If you don't have the real time processing capability, your shopping cart will simply email you notice of the sale. You log in to your cart to get the credit card number for manual processing later.

When you do have "real time credit card processing" capability (which you must if you want to totally automate your system) the customer puts their credit card in your shopping cart and about 15 to 20 seconds later gets a notification that the sale went through. Sometime later that day the money is deposited in your bank account.

The credit card number is encrypted as it flies through cyberspace so no bad boys and girls can intercept it along the way. This is a process called PGP, or **Pretty Good Privacy**. Hahaha That term always cracks me up. I think I'd rather have Darn Good Privacy, or Invincible Privacy, but PGP is all we have at our level and it has shown to be Darn Good Enough.

After the transaction is complete, in sometimes as little as five seconds, you either get an email regarding shipping the product, or the customer gets a link to download the product directly. And that's all there is to it. I've simplified it considerably, but believe me, you don't want to know all the details. You just want it to work!

AGAIN I WANT TO EMPHASIZE -- Your shopping cart system is separate from your merchant account and from your real time processing mechanism. The shopping cart must connect to the credit card system, but it is a separate system. If you need a merchant account I will tell you later how to get one in about ten minutes for \$199.00

How to Pick a Shopping Cart System

Here are some criteria that are important when it comes to picking a shopping cart:

✓ **Calculate Shipping & Tax**

This is one of the reasons why you have a shopping cart. It's a basic function, but some do it better than others. Make sure you have several options on how to calculate basic shipping charges. Don't forget, some customers will want fast shipping like Fed Ex. Can the cart handle this?

✓ **Soft & Hard Goods**

This is extremely important for anyone who wants to sell informational products. A hard good is a physical product that has to be shipped to the customer. A soft good is a downloadable product or software type of product. You want the shopping cart to be able to handle both types of products in the same transaction so the customer doesn't have to go through the ordering process twice if ordering one of your widgets and a downloadable E-book at the same time. Also, when the cart is delivering a downloadable product it should generate a webpage for the download that disappears automatically after a short time so that customer can't give the link to all his/her friends.

✓ **Customizable "Return to Shopping" Pages**

Where you send your customers after they add a particular item to their shopping cart can mean a big difference in the amount of money they spend with you. Sophisticated shopping carts allow you to customize the "Return to Shopping" button so it takes the customer to a related product of your choice. This one feature can dramatically influence whether the customer simply checks out because it's too difficult to find related items, or purchases something else because you made it easy.

✓ **Offer Management**

Most lower end shopping carts don't have the capability to offer discounts for multiple purchases, or to offer "one free when you buy three" or similar special offers. Having this capability can

really increase the average amount that someone spends when they shop with you.

✓ ***Receipt and Confirmation Emails***

The shopping cart should be able to send an email confirmation automatically to the customer and also generate a receipt for you to put in the package if you are shipping a product.

✓ ***Multiple Order and Dropship Email Capability***

The shopping cart should be able to email suppliers who ship directly to your customer (dropship). The email sent to the supplier would not have the customer's credit card info.

✓ ***Web-Based Admin Page***

If your shopping cart has a web-based managers' administration page, then you can work on your shopping cart, i.e., add products, change prices, etc., anywhere in the world. You are not stuck at your home base to make these changes.

✓ ***Encryption***

This is the PGP stuff I talked about earlier. Just make sure you have it.

✓ ***Back End-Output to Your Accounting Software***

This is a very handy feature that allows you to export the sales data directly from your shopping cart to popular accounting packages like *Quickbooks*, *Quicken* and *Peachtree*.

✓ ***Associate Program Compatible***

An associate program means that someone else (your associate/affiliate) can put a link to your products on their website. When someone clicks on the link and visits your website, associate program software tracks the person to your website. If they buy something, you pay your associate a commission for sending them.

This basic premise made Amazon.com a billion dollar company. Now millions of small businesses are taking advantage of the same concept. It's like having an army of commissioned salespeople working for you AND you don't pay anyone a nickel unless they sell something.

This one point caused me enormous nightmares. If you plan on having other people sell your products by means of an associate program, try to get a compatible or integrated system right from the start. Otherwise, it could be difficult or impossible to add one later. A really good system will have an associate program built in so everything is compatible.

✓ **Upsell Modules**

Good shopping cart systems will have the capability of suggesting related products to the shopper based on what they have already bought. This is what I call the "Do you want fries with that?" method of selling?

HERE'S A REAL LIFE SAMPLE OF THE POWER OF HAVING UPSELL CAPABILITY IN YOUR SHOPPING CART SYSTEM

Around Thanksgiving I conducted a teleseminar called "How to Make Money Speaking at Fundraisers." 60 people signed up at \$30.00 each. \$1800.00 -- Not too bad for a holiday seminar unless you compare it to the final figures:

When people clicked on "checkout" so they could pay for their seminar, the cart offered them several deals. This is called "upselling" and is normally only offered in the most sophisticated AND expensive shopping carts.

One of the deals offered them 11 other tapes of previous TeleSeminars for \$97.00 which was a big savings over buying them one-by-one.

LISTEN TO THIS -- 21 people went for the upsell of \$97.00 which gave me an extra \$2037.00 for the promotion for a total of \$3837.00 for my one hour on the phone. This more than doubled the revenue from just one promotion.

I'm sure you can see this is real power and something you absolutely want in the shopping cart system that helps you run your business! -- and you can have it at your fingertips at a fraction of the cost of custom programmed systems.

✓ ***Database Handling***

Customer data coming into a shopping system should never have to be retyped and it should be able to be manipulated to increase sales. High end systems will have this built in.

HERE'S ANOTHER REAL LIFE EXAMPLE:

Before I had a modern shopping system, we would have to print out the orders and have them typed into ACT database program by an administrative person (complete with all the mistakes, typos and hourly fees I might add).

If I wanted to email these customers, I would have to be a genius to export the data from ACT in comma delimited format and then also be a genius to import the data into an email program so that I could send out the email a half hour later – if I was lucky.

Now, at the touch of a few keys, I can instantly email everyone that buys a particular product and even put their name in it (this is called mail merge) with no administrative help whatsoever. This is a massive cost savings and errors have been reduced by 90%.

✓ ***Broadcast Capability***

Most shopping carts require you to export your data to another unrelated system where you have to massage the data in order to send emails back to the customer. You just about have to be a database expert to do the manipulations. Good shopping carts have

integrated mailing capabilities that can allow customers to be sorted and broadcast to immediately. You should be able to email to all customers or only to ones that bought certain items. You should also be able to broadcast an email to your affiliates right from the system.

Sales tip: Don't make every contact with a customer a sales pitch. They will most likely ask to be removed from your mailings. Alternate a helpful hint based on what they bought, and a product offering. Just to be on the safe side so they don't alienate customers, some people do two separate helpful hints to each product offering

✓ ***Email List Management***

If you are starting an electronic newsletter/magazine, a good shopping cart system can manage all the subscribers for you automatically. It will automate the process and give you a form for your website that lets people subscribe and unsubscribe themselves which is a tremendous time and money saver.

✓ ***Mail Merge Capability***

Emails that are personalized normally get a much higher response than generic emails. Most of the time you must do sophisticated export and formatting manipulations on your database and send the results to a separate and expensive mail merge program. Good shopping cart systems integrate the database with an included mail merge program so that reaching your customers in a personalized fashion means only pushing a few buttons.

✓ ***Coupons and Discounts***

Only the finest most high-end shopping carts are able to do percentage and fixed amount discounts when selling your products. These coupons and discounts can mean a tremendous boost in sales. Having this option can mean a big difference in gross and net income.

✓ **Multiple Website Capability**

Most shopping carts are only good for one website. You are required to buy a completely separate system for each website you want to develop. This can be ENORMOUSLY EXPENSIVE, time consuming and frustrating. Shopping cart systems that can handle products from multiple websites save tons of money and development time. A side benefit is that completely different product lines can be sold with the customers from one website never even knowing about the products sold on the other website unless you want them to.

✓ **Integrated Autoresponders**

Sequential autoresponders are one of the most powerful sales tools on the Internet today. They send follow-up emails to customers and prospects to keep your sales messages going out automatically. This service is virtually never seen integrated with a shopping cart system. You usually have to contract out with a separate company and somehow get the shopping cart and autoresponder company to work together. Only the most advanced carts would have this function integrated.

Even when integrated in very high end shopping systems you have the problem of an autoresponder sequence being delivered to sell a product that the customer has already purchased. This makes you look foolish and irritates the customer. The most advanced systems would have autoresponders available for each product and a special feature called “unsubscribe on purchase.” This automatically takes the customer off the autoresponder when they purchase the item. It can also then put them into a different autoresponder to continue to try to sell some other product.

Autoresponders can be used to train the customer in the use of your product and/or suggest other products that would likely be of interest. The best part is that after they are set up, the entire process goes on autopilot totally unattended which saves you time and money. A recent survey on ZDNet found that 98 percent of customers would repurchase from a company if they were asked.

Autoresponders make sure they get asked when you are too busy to do it yourself.

Another big benefit of autoresponders is that they tend to decrease returns especially on big ticket products. Buyer's remorse can really increase your return rate. A simple automated series of follow-up emails will let the customer know you aren't going to disappear now that you have their money. It can also reassure them they made a wise decision in purchasing your product.

✔ **Ad Tracking**

Again this is one of the most powerful cost saving and money saving tools available to people selling products and services on the Internet. Again it is rarely found as part of an integrated system. You usually have to contract for this service separately or buy additional software. Integrated ad tracking allows you to tell which of your on line links, or banners is paying off.

Old style non-integrated systems only tell how many people clicked on the link or ad. The most advanced integrated systems not only tell how many people clicked, but also tell how many of those people bought. This keeps you from making tremendous mistakes.

You might think an ad is great because it got many clickthroughs, so you keep buying the ad over and over. You might also think that another ad is not worth it because it only has half as many click throughs, so you cancel it. Integrated ad tracking could tell you that the ad that is getting all the clickthroughs is producing only a tiny number of sales and that the ad that got less clickthroughs is producing a very high percentage of sales. Without this information you would keep the bad ad and cancel the good one. . . which is not a great way to make money.

Conversion Ratio

This term is the number of website visitors as compared to the number of buyers. To figure it out, simply divide the total number

of visitors to your site by the total number of people who bought something. So if 100 people visited your site (or sales page) and one person bought, you would have a conversion ratio of 100:1. If you can use your shopping system to raise that figure of people that buy to only 2 people out of 100 then you have DOUBLED YOUR SALES without even increasing your traffic and the technology did all the work. Simple shopping carts do not have the capability to do this for you, but shopping systems do.

✓ ***Ad Rotation (split testing)***

This is a tremendous feature found only in the most expensive high end custom programmed systems. It will really make you a ton of money and keep you from losing a ton of money which you will do if you continue to run ads that aren't selling for you. This feature allows you to have several advertising pages running at once. The shopping system alternates the ads automatically for you. When you combine this feature with the ad tracking and conversion ratio features you will get instant feedback on which ad is making you the most money.

✓ ***Order Form Sell Through***

This feature helps you overcome the biggest problem Internet marketers face – people quitting the sale just as they get to the order form page. They either get cold feet, are afraid to put their credit card in the Internet or who knows what else might be stopping them from completing the sale. A good shopping cart lets you put customized text right on the order form page that recaps all the good reasons the customer should complete the sale. Of course, this sell through information is customized depending on what the customer ordered. This is an awesome feature to have and it will get more people to complete the sale which means more money in your pocket.

✓ ***Recurring Billing***

This is another awesome feature you must have to make big money and to get residual income (income that comes in automatically

every month). This feature allows you to offer packages that are billed to your customer every month. You could do a “Tape of the Month” promotion, or a monthly coaching package, or just about anything you can think of that you sell on a regular basis. It doesn’t have to be month to month. It could be a larger billing every 90 days or whatever you want to set it at.

This feature is also tremendous for offering finance options on your more expensive products. I use this for my “Wake ‘em Up Video Professional Speaking System” <http://www.antion.com/speakervideo.htm> . If someone doesn’t buy it and pay the full price, they get a chance to buy it and make payments. The shopping cart handles all the billing. I make a lot of extra money this way.

✓ **Sales Reports**

A good shopping cart system will give you sales reports in a number of different ways so you can choose the one that gives you the information you want. You should be able to switch between reports instantly and have many to choose from. Some common reports are:

Sales by Date – This, of course tells you how much you sold on a certain day.

Sales by Item – This tells you how much of a particular product you sold and you should be able to put in a date range, i.e. You sold 22 widgets for \$418.00 in the five day period from November 20 – 25.

Sales by Client – This report is listing of your clients and how much money they spent. This is handy for identifying big spenders and rewarding them or giving them special thanks and/or incentives.

Sales by Card Type – This report breaks out the amounts of money that come in from different credit cards. This is handy for reconciling your credit card fees each month.

Sales by Ad Campaign – This report tells you exactly how one of your promotions performed.

Sales by Affiliate – This report tells you how well your affiliates are selling for you.

If the shopping cart you are considering doesn't have these kinds of reports, I'd be very reluctant to use it. You will never know how well you are doing or if your promotions are working or not.

✓ ***Tell a Friend***

You've probably seen websites that encourage you to tell your friends about the site. They may even make it easy for you to do so by giving you a form to fill out. Well a good shopping cart system would make that easy for you to do by giving you simple links that automate the entire process for you. You could have a "Tell a Friend" form on your websites within minutes.

✓ ***Questionnaires***

It's imperative that you know what your customers are thinking and asking them is the simplest way to find out . . . well it's simple if you can get a questionnaire form on your website or in your ezine without three months of trouble figuring out how to do it. A good shopping cart system will make it easy for you to survey your customers. The hardest part really is just figuring what are the main questions you want to ask.

✓ ***Pop Up Boxes***

In certain technical and education markets pop up boxes (those little boxes that pop up when you visit or leave a webpage) are annoying and frowned upon. In most other markets, used judiciously, they can tremendously increase sales by recommending other offers if the shopper decided not to purchase the offer on the page they are looking at. Making pop up boxes used to be only for the programmer types. Now, sophisticated shopping systems have wizards that lead you through simple pop up box creation questions with no programming required on your part.

✓ **Help with Off Line Shopping**

Make sure the shopping cart gives the customer an option to print out the order form so the customer can fax or mail it to you. You should also post your 800 number for customers who want to call in an order. Do whatever it takes to make it easy for them to order.

It will be extremely difficult to get everything on the above list in an inexpensive shopping cart. Go through the list anyway when you are considering a shopping cart system. Pick the cart that has as many features as possible that are important to you. If it only has say five out of six, that's pretty good and you can usually pay a custom programmer to add the sixth feature.

Build Your Store from Scratch

This is the most complicated of the store building methods because five different entities (or six if you have an associate program) have to interact to make the transaction work. You better be prepared for some frustration and delays making it all work. Believe me, I know. This is the way I built my first *Speaker Shop* and I'll never do it again. It was a total nightmare.

I was already a Visa/MasterCard/AMEX merchant, so at least I didn't have to fight with that from the start. The first thing I had to do was find out from my bank what credit card processing company they used and what Internet "real time" (see box) credit card facility would be compatible with the processing company. Whew! It was already getting complicated. I found out that the credit card processing company was compatible with a "real time" company called *Cybercash* <http://www.cybercash.com> Fortunately *Cybercash* is one of the biggest and best known "real time" credit card companies. They were recently bought by Verisign.

Remember "real time credit card processing" is the method by which a customer puts their credit card information into your website and within about 15 seconds the money is heading toward

your bank account with a confirmation of the order going to both you and the customer.

Here are the 5 or 6 elements that must work together:

- Your Bank
- Your Bank's Credit Card Processing Company
- The “Real Time” Credit Card Company
- Your Shopping Cart
- Your Web Host
- Your associate program, if you have one

Although you could do it much quicker now, it took me several months to get the basic shopping cart and credit card system working, and a full six months to get the associate program working with the rest of the system. This down time equated to a tremendous loss of revenue and massive amounts of frustration because when things didn't work, each of the above entities blamed the other. No one would take any responsibility to get things running smoothly. That's why I will never put a system together piece by piece ever again. Too much money and time was wasted arguing back and forth with five different companies about why things wouldn't work.

If you are technically oriented (which I'm not) and thick-skinned (which I am), you could tackle this yourself. I don't really recommend it though. It was just too tough and the system is so complicated now that's it's stifling some of my business plans. A little later I'll tell you about a new system I found that cuts out all this work and frustration.

Secure Servers

There is still quite a bit of concern about security on the Internet. Even if there were no real threat of people having their credit cards lifted while purchasing on the net, they are still worried about it and many are reluctant to order unless they are on a “secure server.”

To add to their worry, both *Netscape* and *Internet Explorer* browsers have a security information box that pops up when someone tries to submit information to an unsecured site.

How does the customer know for sure they are on a secure server? Well if they are using *Internet Explorer* as their browser, they will see a yellow padlock in the middle of the bottom bar of their browser. When they are on a secure server, this padlock will be locked. In *Netscape* there is a padlock in the lower left hand corner. Again, it will show itself as locked when on a secure server.

Whichever browser you use will most likely show the URL in the address box near the top of the screen beginning with “https:” instead of “http:” . The “s” indicates Secure Server.

So how do you get one of these things? Heck I can hardly remember. I got mine a couple years ago. As in picking a shopping cart, the first place I would go would be my ISP. In fact, that's where I went and I share theirs. I may have been allowed to do so because I upgraded to the higher level e-commerce plan and pay more per month. The best hosts provide this service for free.

If for some reason you want your own, you can get it from <http://www.verisign.com> . They'll give you a free guide to securing your website as well as a logo you can display that tells your customer your site is a safe place to order from. This isn't free. . . . I think charges are in the \$400.00 to \$500.00 range. **You would have to hold a gun to my head to get me to pay that much money for this service.** If for some reason you think you need this, get your webmaster or your Web Host to help you. It's one of those things that's important, but just like with your car engine, you don't have to be able to explain internal combustion to be able to drive to the grocery store.

If you have a secure server, make sure you brag about it. Tell your customers that they can easily order at your “secure” online store. Post this at prominent areas of your shopping cart.

Checklist for Evaluating a Shopping Cart System

(Remember... most pieces of software are simply shopping carts and not complete and integrated sales systems)

Instructions to use this checklist

Whenever considering any shopping cart or shopping cart system ask the questions in the list below. Most have either yes or no answers. If you start getting answers like, “Well if you wanted it to do that, we could custom program it for you,” or “Yes it will do that if you buy another module from a third party vendor,” or “I think we could get it to do that, but we’ve never had anyone ask before,” then you may be on pretty shaky ground by going with the system or shopping cart in question.

- ✓ Will it calculate shipping & tax?**

- ✓ Does it handle specialized shipping like FedEx and UPS?**

- ✓ Will it deliver soft & hard goods in the same transaction?**

- ✓ Does it offer customizable “Return to Shopping” pages without needing custom programming?**

- ✓ Does it allow you to make special offers?**

- ✓ Does it deliver receipt and confirmation emails?**

- ✓ Does it allow multiple order and dropship emails?**

- ✓ Does it have a Web-Based administration page?**

- ✓ Does it use encryption technology?**
- ✓ Does it deliver easy output to your accounting software?**
- ✓ Does it have its own associate program or is it easily compatible with other major brands of associate software?**
- ✓ Does it have integrated upsell modules?**
- ✓ Does it have an integrated sales and prospect database?**
- ✓ Does it have broadcast email capability?**
- ✓ Does it have mail merge capability?**
- ✓ Will it deliver your ezines/enewsletters and automate the subscription process?**
- ✓ Can it handle coupons and other discounts?**
- ✓ Can it work for multiple websites with no extra fees?**
- ✓ Does it have unlimited and fully integrated autoresponders?**

- ✓ Does it have Ad Tracking tied into actual sales?**

- ✓ Will it rotate ads for you and tell you which one makes the most money?**

- ✓ Can the order form page be customized?**

- ✓ Will it do automatic recurring billing?**

- ✓ Does it give you a variety of sales reports?**

- ✓ Does it have a “Tell a Friend” module?**

- ✓ Will it allow you to easily make questionnaires and surveys?**

- ✓ Does it have a pop up box builder?**

- ✓ Does it have a printable off line order form?**

- ✓ Can you recommend the cart to others and get recurring income from doing so?**

Cost to Build the Old Style Shopping System Piece by Piece

(Note: do not do this. You'll be sorry.)

(Rough estimates)

Basic Shopping Cart

Free to \$7000.00

Downloadable Module to Deliver Ebooks, Programs, etc.

\$500.00 to \$1500.00 (Custom Programming)

Customizable “Return to Shopping” Pages

\$500 to \$1500 (Custom Programming)

Offer Management Module

\$500 to \$1500 (Custom Programming)

Upsell Module

\$500 to \$1500 (Custom Programming)

Database

\$500 to \$3500 (Custom Programming)

Broadcast Email

\$500 to \$1500 (Custom Programming)

Mail Merge

\$500 to \$1500 (Custom Programming)

Email newsletter list management

\$240 to \$3600 per year

Coupon and Discount Module

\$1500 to \$3500 (Custom Programming)

Multiple Website Capability

Most systems won't allow this. You must purchase a cart or additional license for each website.

Associate Program

\$500 to \$2500 (Custom Programming)

Sequential Autoresponder

\$300.00 per year each

Basic Ad Tracking

\$60.00 per year per ad

Conversion Ratio Module

\$1000 to \$5000 (Custom Programming)

Ad Rotator

Generally not available in a shopping system

\$500 to \$2500 (Custom Programming)

Customizable Order Form

\$500 to \$2500 (Custom Programming)

Recurring Billing Module

\$500 to \$2500 (Custom Programming)

Sales Reports Module

\$500 to \$2500 (Custom Programming)

Tell a Friend Module

Generally not available in a shopping system

\$150 to \$500 (Custom Programming)

Questionnaire Module

Generally not available in a shopping system

\$150 to \$750 (Custom Programming)

Pop Up Boxes

Generally not available in a shopping system

\$50.00 to \$250.00 each (Custom Programming)

So, to build a bare bones system that includes the above features you would pay about \$9450.00 and get one sequential autoresponder, one ad tracker, one pop up box, and a really cheap associate program. It's most likely that you can only use the shopping cart on one website. **(This is crazy. You don't have to spend that kind of money.)**

For a good quality usable system, with 10 sequential autoresponders, 10 ad tracks, ad rotation, recurring billing, quality sales reports, Tell a Friend Module, Questionnaire / Survey Module, Email list management, Order Form Sell Through, 3 pop up boxes and a good associate program that you can still only use on one website at the high end you could pay nearly \$49,700 . . .and I have heard quotes this high from people that probably don't have the skill to even put together an extremely complicated system like this. **(This is more than crazy. You shouldn't be allowed to cross the street on your own if you would even consider spending a crazy amount of money like this. Who do you think you are? Paris Hilton? hahaha)**

If you doubt any of the figures above, call a reputable programming firm and go down the list step by step. **Reputable means they actually have professionals with the skills to build the above features and make them work.** It does not mean a smart high school or college kid that will quote you a pie in the sky price and then never be able to make it all work if they finish it at all.

I must also warn you about the technical people saying to you things like, "You don't really need sequential autoresponders." Remember they are techies who don't think like marketers and never made a dime on the Internet. The real story is that it is most likely very difficult to program the autoresponders or whatever item they are trying to talk you out of.

I personally will never attempt to build a system from the ground up again and I can't in good conscience recommend it to you or any of my clients. You are asking only for time delays, large amounts of wasted money, and an infinite amount of frustration.

See my recommendation below for a way to get the sales generating system you need for a minimum cost and very little frustration and lost time.

My Recommendation

People in my seminars have been bugging me to death to recommend a system that is both easy to use and install AND has sophisticated features like an expensive custom designed cart.

I have resisted giving my recommendation because there was really nothing on the market that satisfied those requirements. (I also didn't want to be responsible because I know what a supreme hassle building a shopping system usually is.)

Now, that has all changed. I can confidently recommend a system that has all the features listed in the checklist above. I'm using the system myself and I've never seen anything as powerful and as easy to use in all the years I have been marketing on the Internet.

I was so impressed that I dumped my extremely expensive old system, switched to this new system, and even got the owners of the new system to allow me to resell it. . . . That doesn't mean I'm going to make a lot of money selling it because it's a really inexpensive shopping and cash generating system. (I'm a guerilla marketer and I don't throw my money around.) It just means that I believe in the product and most folks that know me know that I don't promote anything that I don't wholeheartedly believe in.

I'll be running at least 20 websites through this new system and using all the upsell modules, discount modules, autoresponders, ad tracking and affiliate program to really sell lots more products to my customer and prospect base.

The name of the new system is ***Kick Start Cart*** and you can check it out for free for 30 days <http://www.KickStartCart.com>

The ***Kick Start Cart Integrated Shopping System*** Includes:

Hosting on their server . . . This means no expensive and time consuming installation on your server. Their technicians maintain the entire system and you never have to worry if it has problems.

They fix it immediately and for free AND they know what they're doing. My webhost treats me like a dog and never knew how to fix my old system because they didn't develop it.

Free upgrades . . . This company is aggressively upgrading the system and adding new features constantly. The company is not only technically able, it is run by people who think like marketers so they are always developing new ways for the system to help you make more money.

Ease of Use . . . You can literally have your *Kick Start System* working in about an hour with no technical experience whatsoever AND they have a video tutorial and complete manual online to help you really maximize the sales features of your system.

Multiple Websites . . . Run sales from as many websites as you want through the *Kick Start System*. This alone could save you many thousands of dollars per year. The other neat thing about this is that you could be selling bibles on one site and lingerie on another site. Website visitors from one site would never even know about the other site unless you want them to.

Autoresponders . . . This is one of my favorite features. The *Kick Start System* has unlimited autoresponders. This means that each product can have it's own set of follow-up emails. What a powerful tool. When someone buys a particular product the autoresponder follows up with additional offers based on what the customer already purchased. . . . Now that's a smart shopping system which can increase your sales easily by 300 percent with no increase in the number of shoppers. This system also unsubscribes the customer from an autoresponder series once the customer has bought the suggested item so you don't irritate your buyers. Then it starts a different sequence of autoresponders to sell them something else.

Discount and Coupon Capability . . . What an extremely advanced feature and it's included in the *Kick Start System*. You can offer coupon banners and other percentage discounts to certain

groups of people and the system handles all the details. This used to be a big nightmare for me because I had to take discounted orders by phone, fax or email. My old shopping cart couldn't do it.

Offer Management . . . Want to encourage people to purchase multiple units of your products? The *Kick Start System* will handle just about any deal you can make up. Offer one free for every three purchased, or buy 10 and get a discount. This is yet another advanced feature usually only found in extremely high-end shopping carts.

Integrated Upsell . . . Want fries with that? You can't be there 24 hours a day 7 days a week to suggestively sell your shoppers additional products and services, but the *Kick Start System* can. Every savvy company on the face of the earth knows that the easiest customer to sell to is the one that has their wallet already out. Let your cash generating tools do the upselling for you.

Soft and Hard Goods . . . Information is the highest profit product you can sell. All you are really selling is electrons. It's all pure profit! The *Kick Start Shopping System* makes it easy for your customer to buy an ebook or computer program and have it instantly. We live in a society that wants instant gratification. Without your ability to deliver the products instantly you will definitely lose sales.

Customizable "Return to Shopping" Button . . . Send your customers directly where they can find additional products that specifically interest them. This is a totally overlooked sales technique in virtually all small business shopping systems except *Kick Start*. This one feature will make you lots more money.

Database . . . All top marketers know the value of their databases. Many businesses end up selling their business and getting paid only on the value of their customer list. Who cares about computers and furniture when you can get \$100.00 to \$1000.00 per customer? (A conservative example for a really tiny business: 3000 customers valued at \$400.00 each means you sell out for

\$1,200,000.00 NOTE: This is not all that hard to do.) Your database of customers is also very easy to sell to when you have a new product or offer. They have already bought before and are much more likely to buy again from you. The ***Kick Start Integrated Database*** keeps track of prospects and customers and totally eliminates retyping, labor costs and database mistakes. Having a good database is literally a license to print money.

Broadcast Email . . . How would you like to reach your customers with no advertising costs, no printing, no stuffing envelopes and no postage? That's what responsible permission based email marketing allows you to do. When it's integrated into your shopping system, you have nothing more than a few keystrokes to reach all your customers at once, or only the ones who bought blue widgets. I've made a fortune with broadcast email doing it the hard way which means exporting data and manipulating other email programs to get the mailing out. Now with the ***Kick Start System*** it's just a matter of seconds to reach thousands of people that have asked to hear from you. You can also use this system to handle your electronic magazine / newsletter (Ezine) if you have one.

Mail Merge . . . Broadcast email is great, but Email Merge is the greatest! This feature of the ***Kick Start System*** lets you personalize each email that goes out. This gets you a much higher response. Think about it. Don't you pay more attention to an email that has your name on it than one that says "Dear Friend?" I used to have to export my data from my database, specially format it and put it in to a \$400.00 email program to do a mail merge. With the ***Kick Start Cart*** it's just a couple keystrokes.

Email List Management . . . You can run an ezine or email newsletter and be up and running in not time at all. I have made a fortune on my ezine because I can send good information (and offers, of course) to my subscribers who then buy my products and services. You need this function.

Ad Tracking, Conversion, and Rotation . . . When you use an outside company or software to track your ads, you have to do link

tricks and jump through hoops to get it to work. Most only give you the number of clicks an ad received and have no way of tracking who actually bought. Only the high end expensive systems can do that and it's still a hassle. When ad tracking is built right into your shopping system you can immediately maximize the value of your paid ads because your conversion module tells how much money actually came from the ad and the rotation module tells you which ad was the best. You can also do tons of testing on your own site to find out which ads pull in the most number of sales and which parts of your website attract the most buying customers. Without something like this you are doing target practice in the dark with very expensive bullets. The extra earnings and savings from the *Kick Start Integrated Ad Tracking System* pays for the entire system all by itself.

Order Form Sell Through and much more . . . Kick Start Cart has many customizable areas that help you sell. Having this capability separates the ho hum Internet merchants from the ones that really make the cash register ring.

Recurring Billing . . . You want to do whatever you can to get money coming in regularly and automatically from your customers. *Kick Start Cart's* recurring billing module gives you total flexibility to give finance options to close big ticket sales and to regularly charge your customer's credit card and send the money right to your bank account.

Sales Reports . . . Kick Start Cart gives you seven different sales report options. This is three times more than systems costing ten times as much. You'll always know just how well you're doing with this kind of reporting.

Tell a Friend . . . This is called viral marketing and no shopping system makes it easier for you to have your customers singing your praises than *Kick Start Cart*.

Questionnaires . . . Ya gotta know what they're thinking. *Kick Start Cart* will have your customers pouring strategic information

into your head in no time. You'll use this info to sell targeted products back to your customers who have just told you what they want.

Pop Up Wizard . . . I've never seen this included before in a shopping system. This really tells me that the innovators of the *Kick Start System* are really marketing savvy. I used to pay high school kids to search out scripts for basic pop up windows, now in a few seconds I can generate simple pop ups that, when used judiciously, massively increase sales and visitor subscriptions to my Ezine.

Tell a Friend . . . This is normally an add on feature that requires cgi or java script programming. The *Kick Start System* has it included so that it makes it really easy for others to refer people to your website and products.

Affiliate / Associate Program . . . Want thousands of websites all over the world selling your products and services for you? That's what an affiliate program is all about. Other websites link to yours and you only pay them if someone clicks from their site and buys something from you. Amazon.com built a multi-billion dollar business with this exact same model. I paid nearly \$1000.00 for my affiliate software and I'm "kicking myself" because the *Kick Start System* includes it in the deal.

All the Rest . . . The *Kick Start Cart Integrated Shopping System* does all the things needed to have a really potent small business marketing machine and cash generator. AND it does it an extremely low price that any small business can afford.

I encourage you to compare and go through the checklist above with any shopping system you can find on the Internet, at your webhost, or anywhere else you can come up with one. Then visit the Kick Start Site <http://www.KickStartCart.com> and see what you think. You get a 30-day free test drive. If you really want to sell your products and services on the Internet, the Kick Start System will make it happen immediately.

In fact, you can be putting your products into the system five minutes after you sign up.

I sincerely hope this e-book has shed some light on the things you need to know before investing in a shopping system. Let me know how I can help you really sell on the Internet. -- Tom Antion

Oh. I almost forgot that I promised to tell you how to get a merchant account in about 10 minutes. Visit <http://www.1shoppingcart.com/app/afsignup.asp?MerchantID=10825>

Merchant Accounts

To make money at this Internet game you have to have some way to take credit cards. **You must have a way to capture a sale immediately when you create the impulse to buy in your customer.** You don't even want your prospect to have to get up from their computer. Anything that distracts them could translate into a lost sale.

One of the most important ways to grab the sale NOW is to have your own Visa/MasterCard/AMEX merchant account tied to your shopping system. It used to be really tough to get a merchant account, especially if you work out of your home. Now, you can't turn on your computer without 200 ads hitting you in the face from companies wanting to give you merchant account status. . . .Well “give” is not exactly the right word. . . . It's going to cost you.

If you scroll half way down the page at <http://www.KickStartCart.com> you'll find one that is relatively inexpensive and compatible with KickStartCart.

You'll run into all kinds of deals where people will want to lease you card swiping equipment . . . unless you do a ton of back-of-the-room business and have a staff to help you, you will never see a credit card. All the sales are either via Internet or telephone. Sometimes a fax will come in. You simply don't need a card machine. I've actually taken an order on my cell phone while on the plane before we took off. [\[NOTE: In case you were wondering, I took the order on an airsickness bag.\]](#) ☺

Get firm numbers on up front fees, monthly fees, credit card percentages, and per transaction costs. While you're at it, find out exactly what a transaction is? Does calling for an “authorization only” constitute a transaction? Does doing a return equal a transaction? All these fees add up, but you'll consider them chump change when you start doing lots of business.

The big three that you need are Visa, MasterCard and American Express. Sometimes you can throw in Discover Card as well if you feel like it. I've never lost a sale that I know of because I only take three credit cards.

One of the places I've heard you can get merchant accounts is at the big warehouse store, Costco. I don't know the details, but apparently if you shop there, they have a program to get you a merchant account. It's certainly worth checking out. Just make sure their “online gateway” is compatible with <http://www.KickStartCart.com> . You should always choose your shopping system first because it will be the most important part of your system when it comes to selling more and automating your business. You then find a merchant account that's compatible. Don't do it the other way around just to save a nickel or two on your merchant account. If you do, you'll pay for it dearly when the free shopping cart they give you is a piece of junk.

You must sign up with American Express directly. You can do it on line at <http://www.americanexpress.com/homepage/merchant.shtml>

Assistance on securing merchant accounts
<http://www.KickStartCart.com> (scroll half way down the page)
<http://www.acceptcreditcards.com>

Third Party Accounts

If you don't want all the hassle of becoming a merchant, or if your credit makes you a little worried to even try, third party companies will come to your rescue. Here are some companies that will take your charge payments for you and send you a check. I have not used any of these companies. I've heard that it's a useful service for many people doing transactions on the web. You might suffer just a little prestige-wise, but it's a quick signup with most of these companies and there is very little hassle in getting started. Some are for informational (downloadable) products only.

<http://www.paypal.com>

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

<http://www.ibill.com>

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

<http://www.netbanx.com> Mostly UK Businesses

<http://www.ifulfill.com/> This company also does fulfillment and customer service which is likely to cost quite a bit.

Other Ways to Collect Money

Although you always have to balance time and hassle when considering other options here are some other ways you can set up to receive funds from people.

Digital Money AKA Ewallets

Just last night AOL offered to store my credit card number in a highly secure "Ewallet" so that I wouldn't have to bother putting my credit card number in when I wanted to purchase something from AOL. Some places let you have a sort of virtual savings account, but this requires software for both the buyer and seller. I wouldn't waste my time on this right now.

Online Checks

This is something I haven't bothered with yet either, but it is very easy if you are using the <http://www.KickStartCart.com> shopping system which is already set up for it. When someone wants to pay by Echeck they see a representation of a check on the check out page of the cart. They just fill in their bank numbers and submit the order.

There are two methods you can use. 1.) Print and Pay where you actually print the check on your printer and submit it like you would a regular check and 2.) using a service that handles the transaction online like <http://www.onlinecheck.com/>

You have to make sure your bank will accept print and pay checks and you might have to get special paper to print them on. Check it out thoroughly with both your shopping cart vendor and bank before proceeding. You also have to be sure there are funds to cover the check. Some online services will guarantee the checks for an extra fee.

Debit Cards

You won't notice much difference if someone uses a debit card instead of a credit card. You must make sure your merchant account provider allows their use. I get quite a few of them now.

Payment via Email

There are safe ways to do this and not so safe ways to do this. The not so safe way is for someone to email you their credit card number and expiration date. This is totally unsecure and the number could be intercepted anywhere along the path between you and the buyer. Discourage this because if the number is intercepted and used fraudulently the buyer will think you had something to do with it.

The next best option when someone really needs to get you their credit card number is to have them split the number in half and send one half in one email and the other half in another email. The expiration date can also go along in a separate email.

The most secure option is to have the buyer use their own online banking service that allows payment to someone else's email service or to use something like PayPal that does the same thing. One advantage of this option is the buyer can stay relatively anonymous and neither one of you see the other persons account numbers.

800/900/Fax

We take lots of orders on our own 800 number. We do a brisk business, but it's not a high "volume" business. It's a high "profit" business so we simply handle the calls in house.

If you have a high volume business you may want to get an answering/fulfillment service that takes the orders for you. The only problem is the cost per order can be very high.

There are also companies that will set you up a 900 pay-per-call line. I've never done business this way, but it is an option.

I still get some orders via FAX and it's probably a good idea to continue to make that available.

Big Ticket Transactions

If you are worried about getting the money on really large sales, you can use an online escrow service to handle the deal. This works just as well if your potential customer is as worried about you as you are about them. The customer may be very apprehensive about sending a large sum of money to you and you really can't blame them. This is where you jump in to save the sale and recommend an escrow service.

The escrow service protects both the buyer and the seller in a transaction. The seller wants to be sure to get his/her money, and the buyer wants to be sure he/she gets the merchandise as it was described. Escrow services act as a disinterested third party to help

this happen. The escrow service gets a small percentage of the deal for their efforts.

Here's an article about online escrow:

<http://www.nclnet.org/shoppingonline/escrowtips.htm>

Articles on escrow fraud:

<http://www.auctionbytes.com/cab/abn/y02/m10/i25/s01>

<http://www.bankrate.com/brm/news/advice/scams/20040517b1.asp>

Escrow companies:

http://dir.yahoo.com/Business_and_Economy/Shopping_and_Services/Financial_Services/Online_Escrow_Services/

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

Bad Credit Cards

I have had virtually no trouble with this, but with a different type of clientele or a different type of product, you may have more trouble.

If the credit card is no good at all, or over the limit, then the sale is never processed. I get email notice of the attempted transaction and sometimes I attempt to save the sale if I see the expiration date is way off of normal or if I see missing credit card numbers.

One oddball situation I encounter every now and then is the expiration date is abnormally high. This occurs if the customer has a wheel mouse and scrolls down to the next field BEFORE they click out of the expiration date box. What is actually happening is that the wheel on the mouse is running their expiration date up really high. . . . sometimes 8 to 10 years higher than it should be. I definitely call the customer when I see this because I know I can fix it easily with the right expiration date and save the sale.

The cardholder may have an expired card or may be over his/her limit. If the customer really wants the product they can always mail in a check or money order, as long as you put your contact information on the site where they can see it.

If the card is bad because the person ordering just stole it five minutes ago, then your system will process it as normal and you will ship the product and won't know that the card was bad until it's too late. You will receive a "chargeback" from the credit card company weeks or even months later. The chargeback means the money is taken out of your account and you MIGHT get a decent explanation, but in most cases you won't get a tremendous amount of detail. You're pretty much stuck.

I have almost zero trouble with this at all in the many years I have been in business, and it's likely that you won't either. Stop and think about it. If you were a criminal and had just stolen a credit card, would you run to your computer and buy a motivational tape or downloadable E-Book? It's more likely you'll try to buy a Rolex watch or something you can easily turn into cash. The chances of you having any significant trouble with this are very small. Here are some things to watch out for though that will help you catch any intended fraud:

- ✓ Don't fill the order unless you get the complete contact information for the customer, including phone numbers.
- ✓ If you start having trouble with fraudulent orders, consider not accepting orders that use free web based email services, or mail forwarding services as their address. It's virtually impossible to trace them back to a real person.
- ✓ If you have any reason to suspect that an order is fraudulent, simply call the customer and check them out on the phone.

Verification Methods

One way to add one more safeguard to your process is to use real time address verification. This means the customer's billing address must match the one on file with their credit card. Many merchant accounts have this as an option you can turn on and off.

Another way is to require the additional verification numbers usually on the back of the credit card (Amex is on the front). Your merchant account most likely has this as an additional option that you can use if you want to.

Again, it is doubtful that you will have any trouble in this type of business with fraudulent orders. Watch out for it, but don't lose sleep over a couple that might slip through the cracks.

For more information on fraud prevention visit:

<http://www.antifraud.com/tips.htm> .

Companies with advanced fraud screening:

<http://www.worldpay.com>

<http://www.verisign.com>

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

<http://www.fairisaac.com>

Firewalls

With more and more small and home based businesses getting high speed, full time Internet connections, like Cable modem and DSL, there is an increased need for firewall software and/or hardware.

A firewall can be many things, some of which are much too technical for me to even begin to understand. **What you need to know is that without one you are at risk of someone breaking into your computer.** You were at risk before you got full time Internet access, but if you are connected to the Internet full time like you are when you have a Cable modem or a DSL line, you are at a MUCH greater risk of someone accessing your computer from a remote location.

Basically a firewall limits the access to your computer from the Internet. This has nothing to do with your website. That's your webhost's responsibility to protect your site (which is another reason to make sure you have a reputable firm hosting your website). We're talking about someone accessing the computer that's sitting on your desktop right now.

I was amazed at the number of alerts I got when I first installed my firewall. Each alert meant that someone or some automated robot was trying to access my computer. Admittedly, if you are a small business just beginning e-commerce operations, you are not a prestigious target for a hacker to attack. But you might be a fun target for some 8th grader who wants to see if they can get into your computer.

Begin by immediately downloading and installing some free firewall software: You could visit <http://www.firewall.com/> for many choices and more technical articles about firewalls.

I got my free firewall at <http://www.zonelabs.com> . It provides a good beginners level of protection. <http://store.mcafee.com/> has a

popular firewall for about \$40.00. So does <http://www.networkice.com/> that has one called ***Black Ice Defender***. As your business grows, you probably will want to graduate to more sophisticated software and hardware solutions. Just know that you **MUST** do something and you must do it **NOW!**

Virus Protection

Now that you've gotten your customers to buy, you certainly don't want to lose all of their information because you picked up a computer virus that destroyed all the data.

First of all, what is a virus? A virus is a computer program that is written by someone either wanting to be cute, or more maliciously, wants to do real damage. It can be distributed either online or via computer disks. In many cases, the virus replicates itself on its way to delivering its dastardly deed. That deed could be something as simple as making a pop up box say “Bill Gates is a jerk,” or something more insidious like erasing your entire hard drive or worse.

Viruses can't damage hardware. You don't have to worry about your screen blowing up or your hard drive being physically damaged. Viruses only damage software and data files, which are usually much more valuable to you than hardware anyway.

What do you have to do to protect yourself from viruses?

BACKUP -- Well, if you've been around computers very long you hear people preaching about backups. If you backup your files regularly, viruses will have little chance of doing great damage to you and your business. Good backups allow you to simply rid yourself of the virus and restore your files to the way they were before you got the virus. . . . and you're back in business.

ANTI VIRUS SOFTWARE -- McAfee <http://www.mcafee.com/> and Symantec are favorites. <http://www.symantec.com> is another big company that makes virus software. Have your computer advisor, or someone familiar with each program, suggest which might be best for you. And don't think these are the only programs available. I just like to stick with well-known and well-supported programs. Keep in mind that you need to continually update these programs weekly, **or even more often.** It does little good to have

these programs if they are even a month old because new viruses are being identified all the time. Also, having them and using them regularly still won't guarantee you won't get a virus. You could get a new one before the virus companies realize it exists. So, virus software is not a substitute for backups.

Also, if you have a PC, don't forget to do your Windows Update regularly. Yes, I know it's a pain in the neck, but likely be very sorry if you don't.

BEWARE OF DOWNLOADS -- Only download material from sites that you feel are trustworthy. This is a judgment call in some cases. You can generally trust large, well-known companies.

BEWARE OF ATTACHMENTS -- Don't open email attachments unless they are scanned and found free of viruses. Just don't do it. Also, train your employees on this issue. Pay special attention to attachments that are typically known to carry viruses like .exe, .vbs, .bat, .pif, and .scr files.

SCAN FLOPPY DISKS -- A friend might give you a floppy disk with program or data files. Be sure to run it through your virus program before you attempt to use it. Your friend may not even know a virus is on the disk. If you find one, alert your friend immediately. He/she may be giving copies of the disk to other people, thus spreading the virus.

SCAN EVERYTHING ELSE – Even programs downloaded from the Internet can carry viruses.

ISOLATE INFECTED COMPUTERS – If you have several computers in your home or office, remove them from your network and do whatever it takes to quarantine or remove the virus. You don't want to let one bad apple spoil the bunch.

DO YOUR WINDOWS UPDATE – Windows computers are attacked all the time by nasty people. Microsoft sends you “Windows Updates” designed to make your computer run better

and safer and you should use them. Sometimes you'll have to do a quick update every day. To set your computer to receive the updates in Windows XP click "Start", then click "help and support" then click "Windows Update".

If you faithfully do the above items, you should have very little trouble with viruses. Oh, and one more thing. Don't be a big dummy and forward virus warnings. Virtually all of them are hoaxes designed to make you look like an ass to your more Internet savvy friends . . . and they do a good job of it.

Or even worse, some of these hoaxes give false instructions for fixing the virus, which makes the person that uses the instructions destroy their own computer software.

If you have any doubts about the authenticity of a hoax, please visit one of these sites:

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

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

<http://vil.mcafee.com/hoax.asp>

<http://www.trusecure.com/> home of the *International Computer Security Association*. Has in depth and up-to-the-minute information on viruses and other computer security issues.

Computer Insurance

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

<http://www.insureandgo.com/computer-insurance.html>

http://www.insurancewide.com/computer_insurance.html

Articles on computer insurance

<http://insurance.yahoo.com/hr/pc.in.html>

<http://www.insweb.com/learningcenter/articles/rent-computer.htm>

Passwords

Your online security, and that of your customers, is of utmost importance. The judicious use of passwords can increase the security level of all your operations. Hackers can easily crack simple passwords, so you don't want to make it easy on them.

Here are some tips for picking and handling passwords:

- ✓ Use between six and nine characters.
- ✓ Use a combination of letters and numbers.
- ✓ Use a mixture of upper and lower case letters.
- ✓ Use different passwords at different sites. Using the same password for everything is really risky. If someone cracks it or steals it at one place, they now have access to everything you do.
- ✓ Don't use words that are in the dictionary. Hackers can run a program that compares your password to every word in the dictionary until it finds a match.
- ✓ Don't tape your password list up so the world can see it.
- ✓ Change passwords every 4-6 weeks. Change it immediately if you feel your password has been compromised, or if you had to give it to someone to do some special work on your site.

If you want to get out of all the hassle of generating and remembering passwords check out these programs:

PassMan <http://www.ijen.net/passman.htm> or
<http://www.winguides.com/security/password.php>

Web Confidential for Mac and Palm

Spyware

Spyware covertly records information from your computer and transmits it to someone else. In many cases you download and install the spyware yourself when you purposely download and install shareware and freeware programs. In fact, you actually agree to install the spyware when you quickly click the “I Agree” button on the software agreement. They have buried the notice of the spyware in a bunch of hard to read legalese.

This spyware can send relatively mild information to advertisers to tell them your buying habits or it can do more ominous things like record and transmit your passwords, user ID’s, customer information, email addresses and just about anything it can get its software hands on.

To check to see if any spyware is on your computer you can use a program like Ad Aware. You can download it for free at <http://www.Download.com> Type in “Ad Aware” in their search box.

Internet Scams

The reason I bring this up here is because to best serve your customers you should know about Internet scams to help protect them from falling prey to financial Internet predators.

Phishing AKA “Brand Spoofing”

You receive an email that appears to be from a legitimate organization. The email requests that you click on a link and update your credit card, password, user id, address, social security number and other information. The link takes you to a fake site designed to look like the legitimate site. If you put the information in, it is used for identity theft.

If one of your customer's orders from you just about the time they fall prey to a "phishing" expedition, they might blame you for somehow breaching their security even though they did it themselves.

It's to your advantage to remind customers from time to time that you will never ask for personal information via email.

The term "phishing" comes from the term "fishing" where someone throws out "bait"(spam/fraudulent email) with hopes of catching something.

Here's a website dedicated to stopping this foul practice:

<http://www.antiphishing.org/>

Nigerian Scam

This scam is as old as the hills, but still continues to bilk multi millions of dollars out of people every month. I even had an attorney friend of mine call me thinking that it was legit.

There are hundreds of versions of this scam, but here's a typical scenario. You get in email, (in the old days it was a fax or even a letter) from the widow of an executed general who was in charge of secreting away millions of dollars of illegal profits from their ousted dictator.

She needs your help in getting the money out of the country and will give you a percentage of the money to help with the transfer.

When you agree you are hit with requests for small amounts of money needed to bribe guards and customs people and things keep going wrong until they clean out your money. Then they disappear.

About 5% of the people that get these solicitations respond and lose their proverbial shirt.

There are many other scams you should be aware of. Just keep in mind the golden rule. If it sounds too good to be true, . . . it is.

Here's another website you should visit once in a while:

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

Also, want to keep yourself from looking stupid to your customers? Don't forward any dire warnings of new viruses and notices that the post office is going to charge a nickel for every email sent, or some little girl needs a kidney.

Check things out first at:

<http://hoaxbusters.ciac.org/>

<http://www.UrbanLegends.com>

Uninterruptible Power Supply

Commonly known as a UPS, an uninterruptible power supply protects your computer and data from electrical outages and flickers. You might not be aware of this, but if you are working on an important document and the electricity goes out or even falters briefly, you will lose the information you put in since the last time you saved it (it's a good idea to save every few minutes just for this reason).



A combined surge suppressor and uninterruptible power supply

Basically this device is a battery that takes over instantly if the electricity goes out. If you want just enough protection to shut your computer down normally when you lose power, a small UPS will do. If you want it to be able to run for a while, then you have to get a bigger UPS. Since it's a battery, the longer you want it to last, the bigger and heavier it must be.

Some UPS devices have special software and connections to your computer to shut it down normally if you are not there when the power goes out. Most UPS devices have several receptacles so you can plug in more than one device.

Surge Suppression

Another thing you want to protect your computer from is electrical surges. These can come from both the power source and through the phone line attached to your computer. Many UPS units include surge suppression for both your power input and your phone line input.

If you are on a tight budget, you can simply purchase a surge suppression power strip. These strips normally only handle the electrical input to your computer. To handle the phone input, simply unplug the phone line from your computer when you are not using it. You will be at risk though while your phone line is connected.

Here are some other UPS resources:

<http://www.apcc.com/solutions/home/>

<http://www.jetcafe.org/~npc/doc/ups-faq.html>

<http://www.compinfo-center.com/pchard/ups.htm>

<http://www.pcguide.com/ref/power/ext/ups/types.htm>

<http://www.sysopt.com/userreviews/products/ups.html>

Other Security References

<http://www.alw.nih.gov/Security/security-faqs.html> Lots of links to security articles

<http://www.softdd.com/lock-protect/index.htm> Free Program ***Lock and Protect*** - Software to prevent anyone from running specified programs on your computer while you are away.

Other Helpful Equipment

Scanner

A scanner is used to take a hard copy of a photo or graphic and digitize it so it can be used by your computer. I'm not going to try to go into all the possibilities available for scanning. I will tell you that a \$49.95 scanner is good enough for this type of work.

Remember, as we saw in the graphics optimization section, that 72 dpi is all we need so just about any cheap scanner will do. Mine cost only \$49.95. It's plenty good enough. All scanners come with some simple software that will take care of most web tasks.

If you're planning on handling your website yourself, you'll run into all kinds of situations where you want to throw a photograph or line drawing up on a webpage real quick. The scanner makes this happen.

You may also have old articles that aren't on disc that you want to get into your computer, but you don't want to retype them. Your scanner coupled with “Optical Character Resolution” software (OCR) does the trick. [NOTE: You'll still have some proofreading to do because OCR is rarely perfect.] <http://www.scansoft.com/products/> Textbridge Pro OCR software gets high rankings for accuracy and ease of use.

Digital Camera

This has saved me a fortune. I used to use a really top end professional product photographer for all my products and it would cost hundreds and hundreds of dollars for each shot. I'm not complaining about his work. The guy was terrific. It was just overkill for the normal needs on the net.

I'm laughing as I write this because on some of my products you will see what looks like a nice blue background in a photographer's studio. It is really an old T shirt I found in the laundry room in my basement. hahahahahaahahaha I snapped a few pics with the digital camera and five minutes later it was in the shopping cart on my website and for sale to a worldwide market.



What You Need To Know

You have to have a very secure method to allow people to order off your website. You have to be able to process credit card transactions if you want to make real money and you must have a really powerful shopping cart system like <http://www.KickStartCart.com> . You have to protect your computers from damage and you may need to provide promotional graphics and photos to help sell your products.

Shipping Hard Goods

When you finally jump through all the hoops and get somebody to buy something, it is up to you to give the product the best chance of arriving in good condition and within a reasonable period of time.

Free Shipping Materials

Almost all of my United States sales go out via Priority Mail. There are several reasons for this. The first is that they provide all different size shipping boxes for me free of charge and they'll even deliver them to my house for free. In addition to the boxes, they give me free packing tape. This is a tremendous savings. Visit their postal store at <http://www.usps.com/>



Priority Mail boxes come in many sizes and shapes . . . and they're FREE!

For inside packing, I simply use crumpled up newspaper. It's really cheap or free and it's a form of recycling so it's good for the environment. You can ask your neighbors to save their papers for you.

Use plenty of paper. Really stuff it in there to keep your items from flopping around and getting damaged. You don't want to get returned products because you simply didn't pack them properly. That creates lots of waste for you, and hassle for the customer, which you definitely don't want.

I use the shake test on every package we send out. If you can hear rattling around inside the package, then you haven't packed it tightly enough.

Another thing I like about Priority Mail is that the boxes are colorful. It adds to the perceived value of the product when it arrives at its destination. The shipping time is not guaranteed, but there's a high probability that you will get the package in the hands of the buyer in a reasonable amount of time.

In my operation the customer pays the shipping, so most of the time I get off totally free when I use Priority Mail.

Other Shipping Materials

Some smaller products go out in a bubble bag, which is a handy item to have around. It's light-weight and padded. I use the self-seal bubble bags so we don't have to staple or tape the package shut and the customer doesn't risk cutting themselves on a sharp staple when they open the package.



You might also save the popcorn type shipping material you get when something is delivered to you. You can also buy it in large garbage bag quantities from office supply/pack and ship stores.

You should have a packing tape dispenser or two handy. We keep one full of Priority tape (which is free) and use it exclusively on Priority Mail packages. We also keep several around with clear packing tape in them. We always use clear as opposed to brown tape because many times we want to tape over the address label to protect it from rain or moisture. Obviously the address wouldn't show through with brown tape.



Tape dispensers

We also keep a razor blade knife around along with magic markers, cellophane tape and packing slip pouches. Packing slip pouches are used to stick to the outside of a package to hold the piece of paper that describes the contents of the package.



FedEx

When I absolutely have to have something somewhere, I use FedEx. They have only let me down twice in 20 + years. Again the packaging is free as in priority mail, but the big difference is the precise handling of the packages. I don't trust anyone else with my most important packages. In my opinion, no other overnight service can hold a candle to them and I specifically avoid UPS.

You can sign up for a FedEx account and they will give you a starter kit of supplies and deliver it right to your door <http://www.fedex.com> . I haven't bothered with it, but you can run your entire FedEx account online (as you can with many of the other carriers).

UPS

I've had trouble with United Parcel Service and would only use them as an absolute last resort. With the exception of a few good employees, my local office was, in my not so humble opinion, a joke. In fact, I've had trouble with them throughout my entire region, and especially on International shipments so use them at your own risk. Maybe you'll have better luck with them than me.

International Shipping

I can't use my Priority boxes for shipping outside the USA so I do keep a small supply of regular cardboard boxes for those shipments. Also, I'm not above reusing boxes from packages I've received. When I buy boxes I usually get them from <http://www.uline.com> .

You can get a supply of customs forms from your local post office or I suppose you can order them from your local post office. It is much easier to fill them out before you leave for the post office.

I won't go into too much detail about International shipping here because rules and regulations change quickly, and I'm not even sure what country you live in which certainly has different rules than the USA. As you start doing more business on the Internet, you will naturally learn the ins and outs of shipping out of your own country.

Here's a link that will come in handy when you do lots of shipping in and to the USA <http://zipinfo.com/search/zipcode.htm>

Running Your Business From Afar

You'll find it very handy to reach your home computer when traveling. When you start doing lots of business, things will come up when you are on the road that need handled. You could have a backup with you of all your critical files, but in real life it's very difficult to anticipate every single thing you might need.

I use a service called "Go To My PC"
<http://www.qksrv.net/click-1464114-3215923> This allows me to contact my home computer securely from anywhere in the world I can get Internet access. I've used it without a hitch from Australia, New Zealand, Canada and Asia.

There are other programs that will do this, but you have to be a total propeller head to use them. This one is pretty easy. I highly recommend it.

Keyboard Analyzers (bad)

You must be especially careful when traveling and using Internet Cafes and Kiosks. I know it's tempting to check all your sales, bank accounts and shopping cart reports, but you never know if someone has surreptitiously installed a keyboard analyzer on those machines. This records all the keystrokes on the computer you are working on. The crook then retrieves all the things you typed in and would have immediate access to your passwords and private information.

Keyboard Analyzers (good)

I once had a guy working for me and I caught him operating his own porn sites while he was supposed to be doing my work. I had another girl who was supposed to be doing some writing and she was actually snoring when I walked in on her.

NO MORE! I work too hard to have slugs like that taking advantage of me. Now I have my own keyboard analyzer. I use <http://www.SpectorSoft.com> products.

This software sends me an encrypted email me every thirty minutes and gives me a complete report of every single thing done on one of my business computers. If an employee tells me they have been working on writing a manual for the last couple hours, I have the evidence right in my inbox. . . . and I could be on the road 3000 miles away.

I prefer to use this software as a deterrent rather than to catch someone, so I tell people when they get hired not to do anything on my work computer that isn't work related. In their first couple hours working, I'll give "them" a report of what they did. . . . Then they know I'm not making things up and that I mean business.

You might want to check with your lawyer, but pretty much the consensus is that things done on your computer, on your Internet connection, in your business belong to YOU.



What You Need To Know

If you are shipping from the USA, you can get free boxes and shipping supplies from the Post Office. You must pack your products tightly so they do not suffer damage in transit. You should get a free account in advance from FedEx so you are ready when someone needs something in a hurry. You should have the ability to contact your home computer when you are traveling. You must be careful when using public computers and you can monitor your own business computers with the use of keyboard analyzers.

Chapter 4: How to Create and Distribute a KickButt Electronic Magazine



This chapter is about creating a kick-butt electronic magazine and is the main section dealing with prong two of our three prong attack on electronic marketing. What you're going to learn is the result of thousands of hours of a work from guy that does not have a life! hahaha I travel, I speak and I sit here in front of this computer figuring things out so it will be much easier for you to do. I can tell you that if you do what you learn here you will have a profitable entity virtually right from the start because the cost of this is low or even nonexistent.

You probably have the equipment right now to do this. If you want to purchase some additional software, to make it easier for you, that's OK, but it's certainly not necessary. I've had my E-zine, *Great Speaking*, for about 68 months as of September 2004. It made money right from the first week. I might have gotten lucky, but in the first week I made five thousand dollars worth of cash and services.

There are two things I want you to know. This is an extremely cheap investment in your career and I feel that learning how to do the magazine and the website together is the best investment I've made in my speaking career . . . bar none. With that in mind, lets get going.

Let me just quickly define the difference between an E-zine and a newsletter? They're used simultaneously, but the difference is that many organizations have electronic newsletters just for

informational purposes. They don't care about the money. They just want to get the message out without printing a newsletter. IBM might have one for their employees. I call mine an electronic magazine because it has mostly “how to” information and some news articles of what's going on in the industry, some humor, a little bit of everything, and it also sounds cooler. Not a big difference, but the term e-magazine also denotes that it's a commercial venture that is going to include advertisements along with content.

Can Spam Act

We may as well get this out of the way right now. You have to comply with certain rules when you send out email. This Act really doesn't affect legitimate email marketers too much so it's nothing you have to get yourself crazy over.

The Act took effect January 1, 2004 and outlines guidelines and requirements for commercial email.

I don't want to waste a lot of time on this because legitimate emailers do most of the right things anyway. Here's the bottom line from my point of view on what you should do and not do to be in compliance:

1. Legitimately obtain your email addresses and get permission to email to the person. -- You'll see how to do that here.
2. Make sure a real and legitimate email address is in the “from” and “reply to” area of the email. – Of course, we want to be contacted about our products and services because we aren't ashamed of them.
3. Make sure the person getting the email can unsubscribe easily and that your unsubscribe mechanism works. – Use a legitimate broadcast email program like <http://www.KickStartCart.com> and this is all automatic.
4. Put a physical mailing address in each of your emails. – Some of you may not be doing this, but it's easy to add.

5. Make sure your subject line accurately reflects the contents of your email. – Not doing this ruins your reputation anyway, so don't do it.
6. Sternly warn any affiliates you have that they must only use permission based emails or you will cut them off immediately. – If you catch one, but them off immediately and document the circumstances.

I'm not a lawyer, so definitely consult one if you have any questions about whether your email is in compliance with the Can Spam Act. The above items are all I do.

Netiquette

As you get more and more into the field of electronic marketing you will obviously be dealing with more and more email. It's probably a good time to do a quick review of the unofficial rules of Internet Etiquette a.k.a. *Netiquette*.

When communicating online it is easy to misinterpret someone's meaning and it's also easy to have what you write misinterpreted by the person receiving your email. There are no corresponding body language and voice inflections that help to convey your meaning. Even in this fast-paced society in which we reside, time must be taken before hitting the send button or damage could be done.

In addition to how you say something, there are lots of little tips that will make your emails welcome in the recipient's inbox.

✓ When writing to someone, be careful how much you write and how often. People are busy. Some will prefer brief notes once in a while, and some are happy to read longer messages and are willing to read them more often. The best thing to do is ask and act accordingly.

✓ If you send out jokes to your friends, make sure you double check once in a while to see if they still want them. Also, make sure you don't send offensive, political, or off-color jokes to people you don't know very well.

✓ DO NOT TYPE IN ALL CAPITAL LETTERS. THAT IS CONSIDERED TO BE SHOUTING AND VERY RUDE. You can, however, use all capital letters sparingly to REALLY EMPHASIZE something.

✓ Do not use misleading subject lines or send email as urgent just to get someone to open your message. If you have misled them, they probably won't open another one of your messages.

✓ Use emoticons (emotional icons) and abbreviations to add extra meaning to what you have written. LOL = Laughing out loud, :) means you are smiling as you write or just kidding. Some of the more well-known emoticons are listed below. Don't use obscure ones or the person on the other end won't know what they mean.

<g>	Grin
<G>	Big Grin
<GRIN>	Big Grin
:)	Smile (turn your head sideways to look at this)
:-)	Smile with nose
:(Frown
:-(<	Frown with nose
;))	Winking
ROFL	Rolling on the floor, laughing
ROFLMAO	Rolling on the floor laughing my a** off
IMHO	In my humble opinion
IOHO	In our humble opinion
IMO	In my opinion
BTW	By the way
@----->----->-----	A long-stemmed rose

<http://www.cknow.com/ckinfo/emoticons.htm> More emoticons

- ✓ When you distribute something to a list of people, don't unintentionally send the email with everyone's email address showing unless you intentionally want someone to know who is getting copies. Learn to use your email BCC capability.
- ✓ When replying to someone, don't simply say, "Yes, that's right" or something like that. The person who sent you the original email may not remember to what you are agreeing. Copy a small part of the email you received into the reply you are making. You usually put brackets around the part you are responding to. Here's an example:

```
<I think George Bush and Al Gore should get married and share the White House. George could be first lady for two years and then Al could take over the job, or maybe they could alternate :)>
```

LOL Yep, I'd vote for that!

NOTE: Don't copy the entire email into your reply unless every word of it is necessary.

- ✓ In personal correspondence, don't post a personal email that you have received to a group without permission. However, if you send me something asinine, as the publisher of *Great Speaking* E-zine, I may publish it as a letter to the editor.
- ✓ Keep in mind you may be corresponding with someone from a different culture. Humor doesn't translate well and you could easily offend.
- ✓ Be forgiving of other people's mistakes and politely teach them what they did wrong.

Netiquette resources:

<http://www.onlinenetiquette.com/>
<http://www.albion.com/netiquette/>



What You Need To Know

Some things on the Internet can make you look foolish, which hurts your professional reputation and some things can make people downright mad and get you in trouble. It will be worth your time to study the above section so you don't look like an idiot and hurt your reputation in the process.

E-zine Types

The abbreviated term “E-zine” is short for “electronic magazine.” Some people call it an electronic newsletter. There are two types. The first is web-based. An example of this would be <http://www.presentations.com> . They have a printed presentations magazine and they have web site which is their online version of the magazine.

The second one is an email-based electronic magazine, which I feel at the time of this writing, is much, much better. Here's the reason why. You can do this with no fancy formatting, no graphics and it's very simple to create. It's just plain text that's delivered to people via email. You can have both, if you'd like, but it's not necessary to have both and it is quite a bit more work. If you don't know how to do the website yourself, you must depend on someone else and there may be a significant time delay. However, it will look nicer than the text based one.

In most cases, a web-based version is counterproductive. In many areas of the world they still pay by the minute for web access, so people would be reluctant to spend much time reading your magazine. It is much easier for them to download their email and read it off line. This also applies in the USA because many people read their email off line. Another reason email is better is that

people check their email regularly. You are kidding yourself if you think most people are going to remember to visit your website regularly to view the new issue of your magazine. Email allows you to put it right in front of them as soon as it comes out.

The other thing I want to tell you is to please use the Nike advice and “just do it.” I'm an example of making a decision and just doing it. I did not know how to do TeleSeminars. I did it one day and made a fortune on it. If you just do some of these things, you can make a lot of money. The technology will greatly expand your potential.

If you want to see some of my work, I have back issues on the website. I'm going to suggest that you read them as part of your strategy that we'll talk about later. You can go to <http://www.antion.com/ezinebackissues.htm> .You can see how different elements have changed in mine over the years I've had it.

HTML or Not?

Someone in my *Butt Camps* always wants to argue with me about whether they should do their E-zine in plain text or HTML (so it will come out all nicely formatted and looking like a web page). I really don't care. You just have to realize that a certain percentage of your audience will be lost because they won't be able to read your carefully formatted document. This is not that big of a problem now, but there are other significant problems with sending HTML email.

These kinds of decisions all depend on your market. If you have a tightly targeted corporate market, entirely in the US, you probably can use a HTML format because most of them have more sophisticated email programs. The problem is they might be “able” to read it, but are not “allowed” to read it, or even get it at all.

Many corporations discourage the receipt of HTML email because it just eats up resources for no good reason.

Some of the newer list management companies are able to detect whether the recipient is able to read HTML emails and will deliver a plain text version automatically. Some publishers simply ask their subscribers whether they want plain text or HTML.

HTML will create more work for you too. I guess you could create a template for the recurring elements of your E-zine just like you did with the text version. But when it's HTML, it's expected to look nice which demands more work on your part.

Some estimates say that as much as 40 percent of HTML email does not get to its recipient looking like it was intended to look. This means if you aren't a real pro emailer, you probably don't know all the tricks necessary to make your HTML email look good when it gets to your subscriber.

New software is being developed that allows template based HTML e-newsletters to be easily created and delivered. The

delivery mechanism recognizes email readers that are not capable of reading HTML and delivers them a plain text version. The software also recognizes AOL addresses and delivers them a special version of the email. To look into these systems which are constantly improving visit <http://www.imakenews.com> (very expensive) and <http://www.constantcontact.com>. These fancy programs are not a save all. They still limit your design and are time consuming to use.

Also, porn filters tend to target HTML email which could further limit their delivery.

I think the biggest and most telling reason not to use HTML email is that many of my colleagues, including myself, who pull in over 1 million dollars a year won't use HTML email. . . Think about it.

Your final decision should be made by testing in your market. I suggest you start with plain text and ask your market before you attempt HTML email.

Pros and Cons of HTML Newsletters

PROS

- ✓ You can include graphics and pictures.
- ✓ Your response rate could be higher.
- ✓ You have more options when it comes to the types of links you include.
- ✓ You can track how many people actually open your E-zine/newsletter by noting how many times a certain graphic was served.
- ✓ You can track what time the email was viewed.
- ✓ You can track actual ad clickthroughs more easily.
- ✓ You can provide a more seamless experience between the newsletter and your website since they can look nearly identical.
- ✓ Because many recipients of HTML newsletters are on line when they read their newsletters, you can put the entire article on your website and only put teaser copy about the article in your newsletter. This will increase visits to your website.

CONS

- ✓ You will clearly lose readers who either cannot read HTML, don't want HTML because of the larger file size, or aren't allowed to receive HTML emails because of corporate restrictions.
- ✓ It's much more work for you to prepare HTML emails and make them look good.

- ✓ HTML file sizes are usually bigger than an equivalent text based newsletter so some people will resist subscribing because they must pay for download time and file transfer amounts.
- ✓ If you have lots of subscribers on AOL, you will probably have lots of trouble because their browser now comes with the HTML capability turned off and many AOL users wouldn't even know how to turn it on if they wanted to.
- ✓ HTML newsletters are normally meant to be read while someone is connected to the Internet. In many cases the images are not included in the email, but served from the website to keep the file size of the email low. If someone tries to download your email and read it off line, it could look REALLY bad because the graphics will be missing.
- ✓ HTML newsletters are more difficult to forward and frequently get corrupted in the process. This means you'll lose recommendations because the person receiving the forward either can't read it, or it looks so terrible they don't want to read it.
- ✓ HTML email is targeted by porn filters and you'll get a negative point just because it's an HTML ezine.
- ✓ **Myself included and all of the people I know who make more than 1 million a year on the Internet will not use HTML email. . . . Now doesn't that tell you something?**

For many more helpful articles on E-zine formatting in both HTML and plain text visit <http://ezine-tips.com/articles/> .



What You Need To Know

You have to make an initial decision on whether you want to do a plain text or a fancier HTML (looks like a web page) E-zine.

Helps Make You the Expert

What are the benefits of having one of these marketing tools. I'm going to give you five reasons publishing an E-zine is a good idea.

The first thing a good E-zine does is help to establish you as an expert. I was considered an expert in advanced presentation skills for some time. I had books, tapes and videos and I was coaching people all over the place. What the electronic magazine does is tell more people I'm an expert and it does so for almost no cost. It really spreads the word with only a little bit of time invested.

Fees Rise

Let me just tell you how my consulting rates changed. They started out at \$75.00 per hour. When my book came out, they jumped to \$150.00 per hour. My abilities and notoriety helped my rates inch up to \$175.00, but since this magazine has been out, I jumped again to \$250.00 per hour because my time and efforts are multiplied so much and now they are \$500.00 per hour. My time is better spent with the magazine because it brings in so much more money than working with just one person. Therefore, if just one person talks to me, I have to get more money out of it. The magazine helps build your expertise and eventually makes you the expert, and makes you the most sought after person to call.

Increases Sales

The second way you make money is to sell a lot more of your products and services. My own all-time personal record happened last year. I sold \$12,000.00 worth of product in two days just from the electronic magazine tied to the web site. Another email sold over \$20,000.00 promoting four free teleseminars which in turn made offers for products and services. It's not millions overnight,

but I'll tell you what, that's a lot of money coming in for sitting here in this chair.

Fills Up Seminars

The third reason is that you have an instant way to fill up your seminars. Many of you knew that I did a big benefit Cystic Fibrosis. Well, the promotion for that was all through my electronic magazine. We filled the room, they made several thousand bucks, and I got my new product out of it. To be honest with you, the thing would not have even made money if we had to go through the traditional marketing method of printing a color brochure, and the time delay involved in it, as well as mailing, postage, and all the other expenses. It was all done electronically at no cost. When you build an email list, it can be a very valuable part of your business and there's no time delay.

I put out my email for one TeleSeminar two days in advance. I almost filled it on my first emailing. I did the same seminar two other times and they both sold out with only two days notice. You can test things immediately for virtually no cost. It not only makes you money, it saves you money and time.

Barter

The next way you make, or in this case save money, is to barter for things. In the first week the three thousand dollars I made was from cash and two thousand of it came in bartered services. I'm getting a professionally designed book cover for my next book and all I'm trading is classified ads in my magazine, which costs me nothing. It's a tremendous barter tool and I'm starting to see how magazine and big list people think. The email list is very valuable and it does not cost me money to get the services I need. Therefore, it's a tremendous tool for barter. I've traded for a cool poster of me. I've even traded for some professional copywriting.

Ad Revenue

Another way you can make money is through ad revenue. In fact, for some people that's the only reason they do newsletters is to sell ads in them. Once you get your subscriber count up enough, maybe three thousand or so, you can start selling ads. You can even have fewer subscribers if it's a highly targeted professional list. You can get ad revenue and there are companies that will broker it for you. They actually do all the work and take part of the money as a commission. Once you get your numbers up you can do that. I do not choose to do too much of that since I would rather have ads for my services and products, or do a barter deal. I could make a lot more money selling my videos, consulting services and speaking engagements than I can by selling thirty, fifty or hundred-dollar ads. Therefore, I don't push that a whole lot.

Ad Placement

Should you put the ads together or intersperse them with the copy. All the savvy publishers put the ads either right in the article, i.e., they actually split the article with the ad, or put the ads in between the articles. There are two major reasons for this.

1. If they are all bunched together, then the reader can instantly skip over them and get to the articles. They could still skip over them placed between the articles, but psychologically if they are reading an article their mind has slowed down to comprehend the article and the ad has a better chance of being seen and acted upon when the reader is in the slow mode.
2. Many people print out E-zines to file or read while they are traveling or off line. If the ads are all bunched together, then the page they are on can be thrown away and never seen. Not a good deal for you or your advertisers.

Focus Group

Having your own email list is like having an instantly available focus group to test out ads and other promotions. You can reward the group with downloadable informational products that cost you nothing. The same kind of testing in person would cost thousands of dollars.

Paid Subscriptions

If your content is good enough you can do a paid E-zine. A really good book on how to do this is by a super gurus Monique Harris, and Terry Dean <http://www.paperlessnewsletter.com/> .

Gets You Published Quickly

The last thing isn't really a direct moneymaker, but it allows you to be published fast. This entire set of Internet resources, websites and E-zines, allows you to be a published person a lot faster. You can write articles and distribute them through your own newsletter. Other people will distribute them for you on their websites and in their E-zines. This sends people back to your web site and to sign up for your electronic magazine.

How do you create this thing? Well, the first question you have to ask is, "What is your purpose in doing it?" Do you just want to get information out on a certain topic as a hobby? That one would probably not have ads in it. Do you want to be considered an expert? You might have a different slant on your E-zine if you wanted that. Do you want to sell products? Some people simply want ad revenue. That's the only reason they do a newsletter and it can be very lucrative if you get your list numbers up high.

I know there are some companies that pull in twenty thousand dollars a week on classified ads. That's also a possibility. Then you have to decide, do you want to make it free or paid? I know there was a gentleman talking with me yesterday that wants to do a free

version and then an advanced or a gold club, or something for pay. I have never done that, but getting paid for your newsletter is certainly a possibility. It happens all the time in regular printed newsletters. There's no reason it could not work here. The great thing about it is that it does not cost anything to test it. It's a wonderful way to test out your concepts whether you want to do it as a free or paid publication.

I do a free publication because I want to get many people “opting in.” The more people I can contact, the more chances I have to sell consulting services, videos, and every other product I have. I also get referrals for speaking engagements for which I pay a commission, so I want to reach as many people as I can. Since I'm not worried about targeting a certain demographic for the ad revenue, the more the merrier to me. The E-zine does have a common theme though. People on the list are interested in speaking in some fashion. Either they want to improve for their work, or they want to be paid to speak. The more targeted the list the better. The people that can't make any money with these lists are the ones that try to sell everything to everyone.



What You Need To Know

Publishing an E-zine has TREMENDOUS benefits and I don't want you to resist like I did and waste any more time. I would have 50,000 more subscribers and be earning double what I am now had I moved on this when I became aware of it.

Frequency

You also have to determine the frequency of your E-zine. Probably some of you receive certain joke lists daily. That's a lot of work even though they're very short. My E-zine happens to be biweekly with special inserts. I also send out speaker leads. I help bureaus find speakers too. My list of available speakers is bigger than 90 percent of the bureaus. Many times they ask me for help when they are looking for a speaker to fill a specific job for one of their clients.

Another thing about frequency is not to bury people in emails from you. This is what causes them to unsubscribe. You have to test the waters with your target market to see how many times they are willing to hear from you without asking to be removed from your list.

Decide on Length

Then you have to decide how short or long your E-zine is going to be. Long will be okay if it has good content that people need. A lot of mine aren't read immediately, but people tell me that they save them. Many of them print them out, put them in a folder, and then look at them when they are on planes or whenever they normally read their periodicals.

The content is high in my magazine, which is necessary to get across most of the speaking and marketing concepts I put in them. Keep in mind that the content is what keeps them on the list. Use whatever length it takes to put out good stuff, but if you are going to err, err on the side of shorter. It does take work to get the articles done, but I'm going to show you a little later how to lessen that load too.

You have to ask yourself, "How much time are you willing to devote to this thing," compared to what else in your life. That will also help determine how short or long it is. The one thing you need to watch is if gets too long, AOL will turn your email into an attachment, which is very bad. It's a lot of trouble for people to download material. It doesn't come through right, and they don't want to do it. Experiment with the length of it and send it to friends that have AOL or send it to yourself if you have AOL. If it comes through OK without turning into an attachment, then it will be OK for all AOL members. Oh, don't forget to do this test **BEFORE** you send out your E-zine to your list.

A nice thing about creating this E-zine, since it is all text, is that you don't have to buy any fancy programs. In fact, every computer that you have out there will do simple text in Windows, which is what I am using. You all have a simple notepad that you can use to create your E-zine. I do mine in a text-based word processor called <http://www.textpad.com> I like to have the advanced editing functions that notepad doesn't have.

There are some cautions you need to take. I found out if I did it in *Word Perfect* or *Microsoft Word* and sent it out, that the apostrophes were turning into some weird Greek character. **So I NEVER suggest doing your text-based ezine in an advanced word processor like Word or Word Perfect. You will be sorry if you do.**

Templates

I keep my newsletter on a template, so all the recurring things that are in each issue are saved in a file. When the next issue comes up, I get that file out, save it as Volume XXX, Issue #YYY, . . . whatever it is . . . and start working. That cuts out tons of work. So once you do the first one, then the next issues only involve filling in the articles and ads, which is fast to do.

Make sure you visit this website. This is where I learned a lot of this and a good place for you to start. It's called <http://www.e-zinez.com/> . Read every page of that site and follow all the links you find there. It will take you a couple of days, but you will get a complete education that will mean many dollars in your pocket. If you play your cards right like I have, it could literally mean a small fortune coming your way every month. In addition, they have a cool thing with a template all ready to go. <http://www.e-zinez.com/handbook/template.html> You could just take their template, erase their main headings, put yours in, email it to yourself and you could have a newsletter tonight. It's very simple to do, or you can copy mine below.

Link Tips & Tricks

Another cool thing to include when creating a newsletter are links, also known as “hyperlinks.” What you need to know is that when someone receives your email newsletter, **the link you put in may OR MAY NOT be clickable.** Many email programs will recognize the link so all the reader has to do is click on it. Some people (AOL included) will have to cut and paste the link into their browser window and hit go, or press enter to go to the link. Hopefully AOL will fix this one of these days.

Here's how to format the link so that most email readers will recognize it and turn it into a link.

<http://www.antion.com> You must put the “http://” at the beginning and you must put a space at the end of the link for it to work. Don't hit the return key. Make sure you use the “space bar” to add a space at the end. If you use that format, you will have the greatest chance that someone will simply be able to click on your link instead of being forced to cut and paste it.

If you're going to put an email address in your E-zine, this is the format:

[Mailto:tom@antion.com](mailto:tom@antion.com) You must use the “mailto:” format and don't put any spaces in the entire string. Again you must put a space at the end to help the recipient's email reader recognize the fact that it is a link. In this case, when the email link is clicked on, it fires up the persons default email program and the email address you want them to go to is already in the “to:” line of the email. All they have to do is type their message and hit “send.” Go ahead and try it on my link in this paragraph. Even if you are not hooked to the Internet as you read this, your default email program should fire up when you click.

Advanced Link Tricks

When you really want to get fancy, you can make an email link automatically include the subject line too. Sometimes this is called a “forced link.” This will presently work about 95 percent of the time. This is important if the filters on your list management company require a certain subject line. It also makes things easier for your clientele, which is always a good thing. Here's how you do it:

Following the main email address, put a question mark, then the word “subject,” then an equal sign “=”, and finally the information you want included in the subject line. You can't have any spaces in the entire string. Anywhere you want a space in the actual subject put “%20” . I don't know why and I don't want to. I just know it's a handy thing to know.

```
<mailto:tom@antion.com?subject=SUBSCRIBE%20GREAT%20SPEAKING>
```

Here's another trick: On long clickable links like the one above (I turned the actual link function off for illustration purposes), you should put < > symbols around the entire link. If you don't and they are so long that the recipient's email reader wraps them to the next line, it is very likely they won't work. The < > symbols helps to keep them working, but it's not 100 percent effective. Again, I don't know why it works and I don't care. If you know you have very short links that are on the left side of the page, then you don't have to worry about the brackets. They do, however, make a link requiring punctuation at the end look a little nicer. **Example:**
<mailto:tom@antion.com>.

When you don't use these formatting techniques, you are making it harder for people to do business with you. You want them to be able to click links and quickly go to your website to buy and/or email you.

Now it really gets crazy

When doing this forced link, the first forced item begins with a question mark “?” symbol. Second, third and fourth forces each begin with an ampersand “&” symbol. The forced item itself is the header line name (or “body” to automatically fill in body text), followed by an equals sign (=) and then the content.

So, if you want the “to:” address to be tom@antion.com with a carbon copy being sent to janet@overhall.com , using “Send speaking info” as the subject and body copy of “I want to be a professional speaker,” your link would be:

```
mailto:tom@antion.com?cc=janet@overhall.com&subject=Send%20speaking%20info&body=I%20want%20to%20be%20a%20professional%20speaker
```

I told you this would get crazy! :)

Notice that the blank spaces in the subject and body are replaced with the code “%20” For some reason, and don't ask me why, anything that is not a number or a letter must have a special code. To complicate things more, question marks, ampersands, percent signs, and equal signs all have specific meanings, so if you want to make them actually display when using these tricks, you have to give them a code.

The code is a percent sign followed by something else. I think they call it a hexadecimal equivalent . . . it's just too deep for me. :) If you want to display a space, you insert “%20” If you want to display a quotation mark, you insert “%22” and so on. Here are some common codes:

```
space = %20
" = %22
% = %25
& = %26
; = %3B
= = %3D
? = %3F
```

new line = %13%10 (you must insert both of these codes, and this only works, of course, in the body area)

Special Note about AOL:

AOL is always a concern because their proprietary system can be troublesome sometimes. We do need to address AOL though because it has close to 30 million subscribers who we sure don't want to miss. The reputation of AOL is that many of the people using their system are not very Internet savvy, i.e., they are newbies. In some instances you may want to give extra instructions for these people.

For instance: Some AOL people would see the `mailto:tom@antion.com` and try to cut and past the entire thing into their email program. They don't know they only needed to cut and paste the email address. So, they dutifully put the entire thing including “mailto:” in the “to” area of their email program and try to send the email. Well it just doesn't work like that. The “mailto:” is only designed to make an automatic system recognize the fact that this link is an email. You can't actually send an email with the “mailto: term in the address.

If you have quite a few AOL members on your list, you might have to put a note next to the link that says something like this: “AOL users just copy the email address -- not the 'mailto' into the 'to' line of your email program.”

Or you can include an extra HTML markup that will allow AOL users to click your links. This is done as follows:

```
<A HREF=" http://www.yourwebsite.com/ ">AOL Users Click Here</A>
```

Remember if you do this, you will sacrifice some of the nice looks of your document because you'll have to put every link in twice just to satisfy AOL folks.



What You Need To Know

Don't freak out with what you saw above. You will learn the link tricks as you need them. Some of them you may never need. Just make sure you can format a basic website link and email address link in your E-zine. You'll also have to do a little testing of your market to see how often to send your emails.

in. Trying to indent several lines of text could be an exercise in frustration. Even if you get them to line up on your system, you can't be sure they will also be lined up for your subscriber.

Bullets

I use these plain text characters whenever I want to make a bullet: => (the “equal symbol” and the “greater than” symbol typed next to each other). Most of the time I don't even attempt to indent the second line of text. If I do, I use the same number of indent spaces for each line that is underneath a bullet.

Weird Line Wrapping

Sometimes I get things that have a long line, and then one word on the next line, and then another long line:

Here's a sample from *Great Speaking E-zine* to show you what I'm talking about:

WORDS THAT SELL by Tom Antion

The title of this article is the same as a famous book
by Richard Bayan that is used by marketing
professionals
around the world. As I was looking through
it the other
day I realized that The same kinds of words
could be used in presentations to get the
same kinds of effects.

In the sample above the E-zine was sent with the words wrapping naturally at whatever the senders margins were set at. Below is the same text with line breaks (hard returns) inserted at the end of each line.



WORDS THAT SELL by Tom Antion

The title of this article is the same as a famous book by Richard Bayan that is used by marketing professionals around the world. As I was looking through it the other day I realized that the same kinds of words could be used in presentations to get the same kinds of effects.

In the old days you had to count approximately 60 to 65 characters, including the spaces between words. You can go more than that, but I try to keep it in that range or less. After you were done editing your newsletter, and you knew that you were not going to change things anymore, you went to the end of each line and put a “hard return” by hitting the enter key. That key forces a definite end to the line. Almost any email program that reads your newsletter will keep it looking nice in a straight line down the left side of the page, instead of getting one long line with one word on the next line. If you put a hard return at the end of about 60 to 65 characters, you'll get rid of the formatting problem.

The “hard return” trick is still viable if you don't have any of the new programs that do it for you. There is now a way to get out of this “pain-in-the-neck” necessity for good formatting.

The two programs I know of are as follows: I use *Textpad* at <http://www.textpad.com> , or you could use *Note Tab Pro* <http://www.notetab.com/> . These programs are handy because they have full editing features like a good word processor, but they can also be set to put in an actual “hard return” at any number of characters you choose.

Don't think you can just set the margins of your word processor to wrap at 65 characters. Trust me, it doesn't work that way. I have read that it might be possible if you set your settings a certain way, but you are much safer if you put a hard return at the end of each line. If you don't, there will be a pretty good chance that strange formatting will happen depending on the way the recipient's email program is set (which you have no control over).

Some list management companies, have an automatic feature that can be set for the number of characters you want.



What You Need To Know

Even though we're talking about a simple plain text email newsletter, there are still some things that can make it look terrible to the recipient. The formatting guidelines above will make you look good no matter who reads your message.

Ezine Components

Headers

Let's discuss the elements of an E-zine. The first thing you have is a header. I usually make mine some bold divider character so it stands out. I put in the title *Great Speaking* and I put the volume and issue number. After I got a decent number of subscribers I started putting circulation figures in each issue to brag a little bit. Don't put the circulation figures in there if you only have two subscribers! You can also put your copyright in there, along with the name of the publisher--which is usually you.

```
#####  
                GREAT SPEAKING  
            Circulation 93,438  
        Vol. 6 Number 2 - February 6, 2004  
    Publisher: Tom Antion tom@Antion.com  
            http://www.Antion.com  
        (C) Anchor Publishing 2004  
#####
```

Benefits and Recommends

In my case, I put in a benefit statement stating that the subscribers will get business leads as one of their perks. Then I put a little statement to encourage them to recommend this E-zine to someone.

*** SPEAKER BUSINESS LEADS ***

Your subscription gets you free speaking leads when available.

Please recommend this E-Zine to anyone you know that is interested in being a better presenter, or who may want to make money speaking and training. (It's a good way to stay in touch with client's too.) You don't even have to mail them an article.

<http://www.antion.com/recommend.html>

If you are receiving this issue as a forward, and would like to get your own free subscription, visit

<http://www.antion.com/ezinesubscribe.htm>

Privacy Statement

A privacy statement can be added to let people know you will not be releasing their email address to anyone else.

PRIVACY STATEMENT:

<http://www.anton.com/privacystatement.htm>

Important Note on privacy statements: Don't make the mistake of swearing on a stack of bibles that you won't sell a person's email address or personal information. What if you want to sell your business? You have just violated your own privacy statement and you are now open to litigation for doing so. A smart buyer would avoid you because of this.

Read my privacy statement for the terminology I use and of course, consult your attorney if you have any questions.

Table of Contents

Another thing you can add is a table of contents. You've probably seen examples of this if you're on my E-Zine list. I also put in a humor section and useful websites. You could put in tips or tricks for any industry that you serve.

Some people put the actual article title next to the section number. I don't do this because I don't want you to be able to quickly say to yourself, "I don't like the topic of that article." If you say that, then you will not scroll past the ad I have strategically placed in that section. Try it both ways and see what works best for you.

=====
IN THIS ISSUE
=====

1. Quick Presentation Skills Tip
2. Advanced Presentation Skills Article
(Beginners should read this too)
3. Humor Technique Series
4. Speaker Marketing Tip
5. Speaker Humor
6. Websites for Speakers

Ads

Advertisers in E-zines are called “Sponsors”. The best way to do ads is to spread them out throughout the E-zine rather than put them all in one section. I'm sure many of you have gotten emails and noticed the classified section of the E-zine. If the classifieds are all bunched together you can simply zoom past all of them quickly and never read them. To prevent that, don't put them all in one place. Spread them out and try, if possible, to make them match the article they're near. I might put an ad for a marketing item near the marketing section and so forth.

Some ezine publishers actually put an ad right in the middle of an article to really force you to see it if you are reading that article.

***** OUR SPONSOR *****

DISCOVER “MILLIONAIRE- MAKER” DAN KENNEDY'S breakthrough strategies for making \$20,000.00 an hour without a gun for professional speakers and people seriously interested in the business of speaking. Earn more speaking PART TIME than most do full time and stay booked solid with minimum marketing.

Details: <http://kennedysite.com/speaking.cg>

To find a sample of my ad rates send an email to <mailto:sponsor@antion.com> and get the complete ad rates via autoresponder. You can just copy my guidelines for advertising. You can also visit <http://www.antion.com/sponsor.htm> to get them.

I don't push ads that hard . . . actually not at all because I can make lots more money with my own products and services than I can from the ad revenue.

Also, you have to test what your market can bear when it comes to the amount of ads in your E-zine and the nature of the ads. I try to keep the ads I'll accept roughly speaker related, but my guidelines are very flexible.

Remove Statement

Always put a “remove” statement somewhere in your E-zine so people can get off the list. Sometimes I put the remove statement at the bottom and sometimes I put it on the top. I haven’t noticed any difference in the number of people who unsubscribe. So, at least for my list, the placement of the statement doesn’t matter too much.

What does matter now is the wording of the statement. This is cause by spam filters recognizing the word “unsubscribe” and “remove” which are quite frequently used illegitimately by spammers to get you to click. This proves to them your email address is real so they can sell it to their spammer buddies for more money.

I say, **“If you do not want to receive “Great Speaking” anymore click the link at the bottom of this email”** or something like that. You must constantly monitor what you write because it is easy to innocently, or quite responsibly, as is the case by adding a remove statement to your ezine, to accidentally make your email look like spam.

Miscellaneous Elements

Here are some more elements that you can have in your E-zine. I have one section that tells about my speaking. I offer a commission if someone refers me. I also put something in about sponsorship. “Sponsorship” is basically advertising. This section tells the readers they can get advertising information off my website or by sending an email to my autoresponder. I also encourage links to my website. Visit <http://www.antion.com/linktradeinstructions.htm> if you want to be considered for a trade.

Reader Comments

You could put a reader comment at the top, especially if it's negative. I don't mind doing that because many people send me asinine email. It's a letter to the editor as far as I'm concerned , so I put it in. It makes me more credible because I'm not just printing all the great things people say.

Sample Issue of *Great Speaking*

For an immediate template, you can simply copy this E-zine.
Erase my stuff and put in yours)

Welcome to our many new subscribers who signed up through,
Antion.com, public-speaking.org, and our many other signup
partners. (see bottom to leave "Great Speaking")

Headlines

Tom's famous Internet "ButtCamp" July 15th, Phoenix
(details
below)

Automatically customize your emails

#####

GREAT SPEAKING

Circulation 92,468

The largest speaking ezine in the world

Vol. 6 Number 3 - June 16, 2004

Publisher: Tom Antion tom@Antion.com

<http://www.Antion.com>

(C) Anchor Publishing 2004

#####

No one ever lost credibility by being interesting.

=====

*** Speaker business leads ***

Your subscription gets you free speaking leads when
available.

We pay you to send us subscribers

<http://www.listpartners.com/cgi-local/cashpartner?406>

Please recommend this E-Zine to anyone you know that is
interested in being a better presenter, or who may want to
make money speaking and training. (It's a good way to stay
in touch with clients too. Send this and tell them you were
just thinking about them.)

<http://www.antion.com/recommend.html>

If you are receiving this issue as a forward, and want your
own subscription, visit

<http://www.antion.com/ezinesubscribe.htm>

To leave this list see below

www.antion.com/privacystatement.htm

=====
In this issue
=====

1. Quick Presentation Skills Tip
2. Advanced Presentation Skills Article (Beginners should read this too)
3. Humor Technique Series
4. Speaker Marketing Tip
5. Speaker Humor
6. Websites for Speakers

*** I'll Bet Your Website Doesn't Make Much Money ***

Mine didn't either until I learned the techniques that I now teach at my "infamous" ButtCamp seminars.

These techniques have made Internet millionaires. Will you be the next one?

See me in Phoenix Thursday, July 15th (Just before the National Speakers Association Convention)

Can't make it? Get the CD's

For details on attending visit:

<http://www.antion.com/buttcamp.htm>

For the CD's visit: <http://www.antion.com/cds.htm>

=====
1. Quick Presentation Skills Tip
===== More
Hiding Places for Your Notes by Paul O. Radde Ph.D.

1. I sometimes place a chair, back to audience, next to my prop or projection table. I may take off my coat and place it over the chair, but I also use the chair back to tape up notes, or even put them in the seat.

2. I have also placed a flip chart-sized piece of paper in the back of the room so that when I look out over the audience I can look at my outline. If I am on a stage with a curtain, I may have the same sized cheat sheet on both sides of the stage, between stage frame and the curtain, or just behind the curtain. That way, which ever way I am facing or pacing, I have it in front of me.

3. Finally, with adequate preparation, I simply reduce the entire presentation down to 2-3 points and put it on a 3x5 card, which is easily placed almost anywhere within view.

4. The biggest problem I have faced in making notes to myself is writing too small to read it, or putting an excessive number of notes on one page. Mindjet.com has a 30 day trial of its Mindmanager [mindmapping] program which provides excellent graphic organization of notes for a speech.

Paul Can be reached at <http://www.thrival.com>

Want Big-Time National Publicity for Yourself as a Speaker?

Attend Steve Harrison's National Publicity Summit in NYC, July 14-17 and personally meet top editors and producers from 81 major magazines and TV shows from ABC's "The View" to Fox News to "USA Weekend" and more. Last year one speaker got interviewed on Fox News within just five hours of meeting the producer.

<http://www.nationalpublicitysummit.com/info.html?10027>

*** Sell a Ton at the Back-of-the-Room ***

Learn the Best System Anywhere for Selling Your Product at the Back of the Room. Tom does 40-60K just about with his eyes closed and has done as much as 185K in one two-hour speech.

Two CD set with immediately downloadable transcript is only \$49.97 <http://www.antion.com/cds.htm>

=====

2. Advanced Presentation Skills Article

=====

This section will be back next issue. I needed the space for the humor contest below.

***** SPONSOR *****
FREE 7 Day Electronic Marketing
Mini Course <mailto:minicourse.GS059@aweber.com>

***** Professional Speaking Report *****

Complimentary speaking industry report . . . or How I Went From Being a Really Cheap Speaker to a Very High Fee Speaker.

<http://www.antion.com/public-speaking.htm>

=====
3. Humor Technique
=====

Humor Contest Winner

Dr. David W. Kirby, of Orange NSW Australia is the winner of the "Make 'em Laugh" audio album (an \$89.95 value)

David won the "Party Store" contest from the last issue of "Great Speaking" for the most creative dramatic turnaround of a stuffy audience using party store supplies.

Here's his story. You can see other "Honorable Mention" ideas at:
<http://www.antion.com/partystore.htm>

Many years ago, (in my more active days), I used to expect a lot of audience participation.

However over here in Australia many of the "participants" in an audience would pretty much come only to hear you and hardly if ever get involved.

I wanted a cheap and humorous way to get audience participation and have them remember the message I was teaching.

In essence the message of my talk was that if you persist with your way of doing things and feel sorry for yourself you will only attract at best - sympathy from others and a reprimand from others, but never make the transition to "superman".

Well I went to a costume shop/party store and bought/rented some props . . . Sheriff and Marshall badges and hats and popguns priest robes and bibles, inflatable superman chest and muscles. So during the seminar I introduced the ideas of:

=> How we often continue on blindly doing what we have always done and never change.

=> Well meaning people who only criticize you and shoot you down despite everything you do.

=> Other people who listen to your problems and sympathize with you.

=> How the jump to superman status is not all that hard

To illustrate these points during the seminar I divided the audience up into groups:

the sheriffs

- with their badges hats and popguns - who were there to keep a check on other audience members who deviated from the protocols I was teaching or who gave dumb answers and who would come round and arrest or reprimand audience members for their wimpy uninspiring attitudes to life

the priests

- who would come round and counsel and pray for people who could not make it to the next level in their life development.

the supermen

- the people who were committed to changing their lives no matter what the odds.

Anyway the conference turned into a freakin' mayhem - (all in good fun though.)

If any one gave a negative answer we had all the sheriffs and marshals leaping out of their seats - some pretending to ride horses - run over to the poor audience member who was feeling sorry for themselves -- and start shooting them - pulling them out of their seats and dragging them off to "jail"

Then the priests would leap out of their chairs and come to the poor chap who believed his life was a mess - read him

his last rights - and assured him with stuff like "the meek would inherit the earth"

And then if everything was going well - the people with the inflatable supermen suits would pull a cord and suddenly develop instant chests and muscles and run around the room acting invincible.

One guy beat up a few marshals and a priest and his whole body language screamed "you cant stop me now!" . Another chap dived off the stage to prove he could fly.

Another chaps muscles failed to inflate so some priest ran over to him to give sympathy and assure him that he should keep on trying.

People were bounding over chairs, screaming and howling with laughter and what was really interesting is how many people really got into the parts and came up with all the behaviour associated with our reactions to poor performance and success in life.

The conference was a huge success - and all because of a few party costumes and props.

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=====
4. Speaker Marketing Tip
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Customized, Automatic Responses by Tom Antion

Here's your dumb question of the day. If you got a promotional email that was generic, would you read it as carefully as you would an email that was totally customized to your wants?

You can now send customized emails automatically while you are doing something else.

Here's how it works.

When someone wants information about your company, you have them fill out a form. The result of each question on the form is then sent to a company called DataBack.com

This company keeps a pre-written message that you created on file for every possible answer given in the form. When the form is completed, DataBack company sends the person that filled out the form a customized email which paragraph-by-paragraph exactly addresses that person's interests.

I. e., their email is totally customized just for them.

Example:

Form Question 1: What kind of meetings do you do?

Form Answer 1: National Association Meetings

Automatic Response Paragraph 1: I have extensive experience doing National Association meetings. You might want to check out what some of my other association clients say about me.

Form Question 2: Where is your meeting?

Form Answer 2: Denver

Automatic Response Paragraph 2: I noticed that your event is in Denver. We have a special no travel expense deal for Denver. I'll explain it to you when we talk.

etc., etc., etc.

Do you see the power of this technique? DataBack company is creating a paragraph-by-paragraph customized response to the person making an inquiry about your service.

The person reading the email will only be exposed to exactly what he/she is interested in which will most likely

increase your response from them and since it's automated you won't have to be there to make this all happen.

Oh, and one more tip. Tell DataBack company to delay your automated response one day which will make the email seem like you wrote it yourself. If the person filling out the form gets the email back from you immediately, it will be obvious that you really didn't send it yourself.

Shopping cart system that Tom uses. You get a five-hour orientation with Tom narrating to lead you through the basic set up and advanced sales strategies.
<http://www.kickstartcart.com>

*** Make Changes to Your Own Website ***

Being able to update my website myself has made me more dough than you can imagine. For a tutorial to teach you how to do it
visit: <http://tinyurl.com/2dyzj>

=====
5. Speaker Humor
=====

- => A pessimist's blood type is always B-negative.
- => A Freudian slip is when you say one thing but mean your mother.
- => To save money for the company he cut all the electricity. They were soon in the black.
- => Why is it that when the plane you are on is late, the plane you want to transfer to is on time?
- => If you can't learn to do it well, you should learn to enjoy doing it badly.
- => Spend sufficient time confirming the need and the need will disappear.
- => When you need to knock on wood is when you realize that the world is composed of plastic, naugahyde and aluminum.
- => The probability of someone watching you is proportional to the stupidity of your action.
- => The shortest distance between two points is under

construction.

=> HAM AND EGGS - A day's work for a chicken; A lifetime commitment for a pig.

=> Every day I get up and look through the Forbes list of the richest people in America. If I'm not there, I go to work.

=> We're not happy till you're not happy.

=> It sure makes for a long day when you get to work on-time.

=> Work fascinates me. I can look at it for hours!

=> Divorce has become so common that my wife and I are staying married just to be different.

=> I've started an exercise program. I do 20 sit-ups each morning. That may not sound like a lot, but you can only hit that snooze button so many times.

=> My doctor recently told me that jogging could add years to my life. I think he was right. I've only been jogging once and feel ten years older already.

=> If you receive something that says "Send this to all your friends", please consider me not your friend.

Much more FREE speaker humor at
<http://www.anton.com/humor/speakerhumor/speakerhumor.htm>

*** Secrets to Their Success ****

This is a site dedicated to successful Internet entrepreneurs (I've been featured on the site) It is a tremendous idea generator that shows you many ways that people are running their business on the Internet

<http://dynamic.secretstotheirsuccess.com/t.cgi/12273>

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6. Useful Websites

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<http://partysupplieshut.com/> Party Supplies

<http://www.shindigz.com/> Party Supplies

<http://www.thinkgeek.com/gadgets/tools/5a47/> Really cool laser pointer

<http://vistaprint.com>

<http://www.shifthappens.com/nsadinner.html> Gourmet food dinner at National Speakers Association

***** Earn Big Referral Commissions *****

You can earn a 10 - 25 percent commission for referring Tom for speaking engagements and bulk product sales. Commissions normally start between \$1500.00 and \$3000.00 depending on your level of involvement. For complete details visit

<http://www.antion.com/referrals.htm>

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Articles for your publications
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I have many articles available for reprint in your publication, company newsletter, etc. You may use articles written by me that you see in great speaking. Back issues can be viewed at <http://www.antion.com/ezinebackissues.htm> OR <mailto:freearticles@antion.com> for an automated list of additional articles. All you have to do is print the article in its entirety along with the by line at top and the credits, and complete contact information at the end of each article. I would appreciate a tear sheet or electronic copy too. Thanks.

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Word ,Wordperfect, or What?

Some people want to create this electronic newsletter using *Microsoft Word* and mail it out in that format. Like I said before, **DON'T DO THIS!!!** The problem is you can't be sure how it will come out. If the recipients don't have *Word*, they won't be able to read it unless they have the *Word Reader* from *Microsoft*. If you simply paste a *Word* document into the body of an email, they'll be able to read it, but you don't know how their email reader will interpret *Microsoft Word* codes. For instance, when I first started publishing an E-zine, the apostrophe symbol in *WordPerfect* turned into some Greek letter and made my entire document look weird.

You're better off using plain text because you know anybody in the world can read it. There is another format called "rich text," but still a lot of people don't know how to do that either. So, use plain text, or if your target market is sophisticated enough, you can use HTML.



What You Need To Know

Each E-zine is made up of a series of simple elements. Many of the elements don't change much from issue to issue so you keep them in a template to save time. After you create your first E-zine that includes all the recurring elements, you have very little formatting work to do for each additional issue.

List Management

Backups

The next topic is list management. You're going to have many email addresses to handle and you have to make backups. A major player in the E-zine market lost everything the other day because she did not have backups. It's unbelievable that she did not have backups of her lists because she knows better. Her computer crashed and everything was gone. Poof! Several years work went down the drain. Don't let this happen to you.

One trick is to email your list to yourself and leave it up on your server. That's a double way to get money out of your AOL or other on line email account. Just email files to yourself as a backup. When you have plain text addresses you could put a whole lot of them on a simple floppy disk because it doesn't take up much space.

I do backups on CD-ROM because I have the recorder and the CDs are cheap. You can also use tape backups, Zip drives or you can even use Internet sites to do your backups. Check out these sites:

<http://www.recover-it.com/>

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

<http://www.vvault.com>

<http://www.xdrive.com>

<http://www.freedrive.com>

When you are using a list management company (see below) to handle your list, you still must do backups. Normally the list management company provides you with a website where you can

go to download your subscribers any time you want. You download the list to your computer and then I suggest putting it on a floppy disk, or burning it on a CD. You want to save it on your computer AND on a disk. I keep a back up copy out of my office or up on another server somewhere like up on AOL. You could keep a copy in the trunk of your car if you park outside your house or office. This is in case your house burns down. That list is worth a fortune to you and it could take years to recreate if you lost it, so you really must do regular backups.

This anonymous poem seems to say it all

(To the Tune of *Yesterday* by the Beatles)

If you want to hear me sing this parody song, visit:

<http://www.GreatInternetMarketing.com/backups.htm>

Yesterday, All those backups seemed a waste of pay.
Now my database has gone away.
Oh I believe in yesterday.

Suddenly, There's not half the files there used to be,
And there's a millstone hanging over me
The system crashed so suddenly.

I pushed something wrong
What it was I could not say.
Now all my data's gone
and I long for yesterday-ay-ay-ay.

Yesterday,
The need for back-ups seemed so far away.
I knew my data was all here to stay,
Now I believe in yesterday.

List Management Companies

I told you I'd tell you a couple ways to handle your list. One is called a list management company. I use several so I always have some way to send emails even if one of the services is having problems.

<http://www.savicom.net>

<http://www.KickStartCart.com>

There are big advantages to having this type of company helping you. One is that you don't have to attend to subscribes and unsubscribes. People get on and off the list by themselves. Another benefit is that many list management companies allow you to schedule your emails in advance so they are sent at a prescribed time while you are doing something else. Two other advantages are that it's cheap and it's fast to use such a company.

Most good list management companies also allow you to provide custom welcome letters for your subscribers that go out automatically when someone subscribes. This is a nice touch and you don't have to do anything but write the letter and let them distribute it as people sign up. The flip side of this is a nice automatic letter going out to confirm unsubscribes and to invite the person to sign back up sometime.

A handy use of the automatic welcome letter is that you can use it to deliver special bonus report(s) that are incentives for signing up. You simply put the reports in the welcome letter and they're delivered automatically when a person signs up. Don't forget to mention the incentives everywhere you have a sign up button.

If you really want good response from your subscribers, some list management companies put new subscribers into an autoresponse series to get them up to speed so they don't have to wait to hear from you until you put out the next issue which could be a couple weeks or more.

I advise you to avoid the free places that handle your list because their service is normally poor. They also tack ads on to your newsletter that you don't control. I don't want the list management people trying to sell things to my subscribers.

Sometimes when you get something for free, it's a good thing. To evaluate whether you should use the various free services you find on the Internet, you must scrutinize what you are giving up in exchange for the free service. Anytime you get something free, you have to worry about it.

I suggest paying the small monthly fee to get the services of a reputable company. In addition, if you are paying and something goes wrong, you have at least a little bit of influence because you are a paying customer. If you aren't paying anything, you don't have much recourse if they don't handle your list very well.

Most list management companies require that the people you have on your list fully "opt in". That means people have requested to be on the list and most of the time they won't complain because they chose to get on your list. That's a good thing.

Double Opt In

As stated above, “opt in” means that someone has requested to be on your list. “Double opt in” is a method to ensure that people can't get you in trouble by using your list to aggravate other people. Here's how it works. If you put your email address into a double opt in E-zine, you get an email back from the list management company asking you to confirm your subscription by replying to their confirmation email.

This is a really good thing because it prevents Joe Jerk from subscribing Tony Nice Guy to my list in an effort to aggravate him and cause email to be sent to him that he didn't request. Before Tony actually gets an E-zine, he has to confirm that he really was the one who signed up. This virtually eliminates the chance that Tony will think you are spamming him. It's not 100% foolproof, but pretty darn close.

The downside of double opt in is that you will not get everyone to reconfirm that they want your ezine. There are several reasons for this. They might not notice or even receive the confirmation email or they might not be quite as hot to get your ezine when the confirmation comes in.

You must be the judge of whether you want to risk using a single opt in sign up method. In most professional markets you're fairly safe, but you could always get a bad apple that wants to cause you trouble by subscribing other people to your list without their consent.

Don't Trick People to Subscribe

It is clearly spam email to send someone a subscription and then require them to “opt-out”. No reputable firm does this.

Undeliverable Email Addresses

What happens when the list management company tries to deliver an email that has a bad or undeliverable address? If it's a bad address, the list management company handles it all for you. You have nothing to do. My list management company allows me to pick how many times I want to try to mail to an undeliverable address before they remove it from the list. You generally want to try several times because it might be a good address that was delivered when the recipient's server was down. This is called a "soft bounce." If it is never going to be deliverable it is called a "hard bounce".

You don't, however, want to bounce an email address too many times because the receiving ISP will assume you are guessing at email addresses and consider you a spammer. Right now I have my program set at 3 bounces and you're out.

List Company Disadvantages

Let me tell you about the disadvantages of a list management company. Along with being an advantage, “opt in” is sometimes a disadvantage. You might have access to a list of highly targeted people. They may have even put their email address in your guest book at your website. Technically you have no right to email them if you didn't make it clear to them that you would be sending them something. . . . I know, I know, we are splitting hairs here. If they put their email address in your site, they should know you plan on sending them something right? You would think so, but again . . . technically you would be spamming them if you emailed them and most reputable list management companies would not accept a list acquired in that way.

In the long run this is a good thing, because one person screaming spam can cause you lots of trouble, but on the other hand you might want to chance mailing to a list like this because, for the most part, you would have lots of valuable subscribers.

So I warned you. I wouldn't mail to a marginal non “opt in” list because I could get accused of spamming and get kicked off my ISP. You might be willing to take the chance.

If you're not clear on what the disadvantage is, then here it is. I can't take a person that hasn't clearly asked to be on the list and put them into my list management company. They don't allow it and they'll kick me out. It's not a clear-cut issue. When the visitor to your website just puts an email address in a form trying to get some of my free services, they didn't really agree to get my newsletter. So if I send them the E-zine, technically I'm spamming them.

On the other hand I do have a relationship with them because they gave me their email address and a one time mailing inviting them to subscribe could be justified.

To get around this I recently added a “Privacy Statement” to the free area of my website that tells the person what I plan to do with their email address.

Another disadvantage with a list management company, is that it's more cumbersome to keep track of who is on the list and who is asking to get off the list. I like the relationships because that's where I make a lot of the money. When I first started I was willing to talk to people that were new on the list. I might send them an email that says, “Hey, thanks for subscribing.” Of course, I have far too many subscribers to do this now. That’s why the process is automated. The old way sure did create some good relationships early on and if you aren’t swamped with business you might want to add the personal touch . . . at least for a while.

You still have to back up the lists that the list company has. That's not really a disadvantage, but it's something you have to do. If the company disappears, or their computer goes down, you have to scramble to get your list out. You have to figure out how to send it out yourself especially when you have an email promotion that must be sent quickly.

List of List Management Companies

(Check the prices carefully. They vary considerably)

<http://www.KickStartCart.com> (combined list management and shopping cart) Highly recommended.

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

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

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

<http://www.listbot.com/cgi-bin/gold>

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

<http://www.listhost.net/>

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

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

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

<http://www.skylist.net/>

<http://www.dundee.net/isp/email.htm>

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



What You Need To Know

There are companies that exist only to do a professional job managing the email addresses that belong to you. They handle the people wanting to subscribe and also those wanting to unsubscribe. This is all done automatically once you get set up. They do not steal or use your addresses. The exception to this is that if you use a free service (not recommended), the company will put ads on each email it sends for you. You still have to keep a very secure backup copy of your list.

How I Got My List Started

I have been collecting email addresses for a long time. I'm well known in the speakers association so I asked the speakers if I could put them on the list. I know thousands of speakers in this country and many agreed to be on the list. On my website there's a sign-up area where several thousand people a month sign up directly.



Handling Your Own Lists

DON'T, unless you are just sending 10 or 20 email for various small groups. If you are going to do this, make sure you do it right. You can get awfully frustrated and in big trouble for doing it incorrectly.

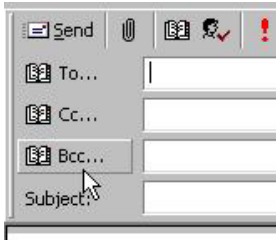
I keep some of my very small lists (10-20 email addresses) in plain text files on disks. You can use *Microsoft Outlook* or *Eudora Pro* is a popular and good email program. You would simply take your list, click "edit" then "select all," then copy and paste it into the blind carbon copy (BCC) portion of the email. **DON'T MESS THIS UP!**

If you copy your list into the "TO" or "CC" part of your email program, then everyone on the list will get a copy of everyone else's email address before they get your message. This is extremely bad "Netiquette" and just plain stupid. You have not only violated the privacy of your list, you have given your entire list, or worse yet, client base out to anyone who feels like capturing it. I had a man in one of the seminars I did for *CBS Switchboard.com* tell me that his competitor sent him an email with his entire client list in the "CC" line. What a big dummy!!!

To send your message you would paste it into the main part of the email and then put your own name in the "to:" line. It would be, "To: Tom@antion.com" and "From: Tom@antion.com" with the email distribution list all as "blind carbon copies".

I'm going to repeat this. DO NOT MESS THIS UP! Learn how to use your email program with a very small test with friends. If you accidentally put your list into the "To:" line, you are going to cause a nightmare worldwide. My list is over 92000 people. You would get 283 pages worth of email address before you got to the message and people would be real mad and mail bomb me and everything else. So, learn how to use your email program before you send it out.

Note: You may not see a BCC area in your email program. If you've never used it before, sometimes it is hidden to save space. Check in you email program's help section to see how to display the BCC field so you can use it.



Make sure you learn how to use the "Blind Carbon Copy" function of your email program!

Kick Start Cart

I use a very comprehensive program for many of my mailings called KickStartCart. I resell it because it's such a great program. In seconds it does stuff that used to take me hours. It will take care of the removes for you. It will take care of the undeliverables.

You can run your entire email newsletter operation with this program. You can even run multiple newsletters. There is a little bit of a learning curve to use all the features but it is really worth it.

Almost every email I send is personalized. This is called “mail merge”. The program puts individualized information in each email that goes out. For instance it will put the recipients name in the subject line and “Dear Tom, Dear Sally” or any other personalized information I want right into the email. It makes it very personal which raises the response level tremendously.

Check out KickStartCart at :

<http://www.KickStartCart.com>

Mail Merge Companies

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

<http://www.listhost.net/>

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

<http://www.doubleclick.net/us/publishers/email-marketing/>

Common Problems

You will run into four common problems when you're doing list management yourself i.e., without the help of a list management company or list management software. One problem is that people will give you the wrong email address to be removed, and then get mad because you can't find it. Many people have multiple email addresses and they forget which one they used. Sometimes their email is forwarded from one address to the other and they forget. I get this all the time especially from MSN. Somebody will have an address like sallypuddy@msn.com and I search and I can't find it. That's because for some reason MSN changes it to sallypuddy@email.msn.com so it does not match up. Sometimes you have to search for the first name, or the first part of it to be able to remove them because they'll keep getting mad at you because they asked to be removed and you can't find their address.

Most list management companies eliminate this problem because they include a link in each email that includes the actual address used by the subscriber. All the subscriber has to do is click on the link to be removed.

Another thing I run into is that Sally subscribes, but doesn't tell her husband. Then her husband gets an email, gets mad and starts calling me a spammer. Therefore, you have to keep track of who subscribed and explain to him nicely that Sally subscribed and let him have egg on his face.

The other thing you might run into is old *CompuServe* addresses. They used to use numbers as your email address, but now you're allowed to change it to your name. I might be sending to their *CompuServe* number and then they send me their name to remove, but I can't match the addresses. I have to send an email back saying, "What was your number so that I could remove you?" Then they send me the number and I can get them off the list.

Get them off fast because you only want people that are opted into your list. You don't want to be sending material and angering

people who don't want to hear from you. Keep in mind you're never going to be perfect at this. You will have too many addresses floating around, but as long as you're polite to everybody and try to get their name off, you should have very few problems.



What You Need To Know

You can and should handle parts of your list yourself to do small group mailings and sometimes mail merges (personalized emails). You will have some work involved in handling all the email address and weird situations that arise when people can't remember what email address they used. You can buy more sophisticated programs to do much of this list management work for you.

Sig Files for Routine Questions

Another thing you can do to automate yourself is to use your signature files. You'll get many emails from people asking similar questions. You use a signature file so that you can pick which response that's appropriate for whoever happens to be asking you something. I have about 30 or 40 of them for different types of people. All I have to do is pick the appropriate response and I don't have to type it in.

The method to put in signature files is different for every email program. You'll have to learn how to do it in your email program. If your email does not do it, you have to cut and paste from a word processing file which is a nuisance. So, get an email program that handles signatures like *Outlook* or *Eudora Pro*. The newer versions of *AOL* (5.0 and above) even have some limited signature capabilities. I think *Netscape* also does, but I don't use it so I don't really know.

Email is Driving Me Nuts

You may already be swamped with email and this sounds like it's going to generate lots more. Electronic marketing will certainly generate more emails that you will turn into sales. But since I was a psychology major in college, I don't really want to see you driven crazy over this. So here's how you fix it.

One of the reasons you may be having trouble with too much email is that you are probably not using the email filters that are most likely already installed on your computer. If you have a *Windows* computer you already have *Outlook Express* installed and if you are using a version of *Office* you probably have the complete *Outlook* program.

I won't go into the “how to” details of setting up these filters because your help section of your program will do that. Search for “rules” or “organize” and read through the instructions. I just want to tell you what you can do to make your email program work for you so you don't end up in the psychiatric ward of Cyberville hospital.

Let's take junk email first. Did you know you can set your program to recognize certain words or combinations of words so that when it sees them in an email, it automatically deletes the email before you even see it? This will save you from deleting literally thousands of pieces of email in the course of a year. *Outlook* starts you out with a bunch of words and symbols that it recognizes as spam or junk email. It also has an adult word file you can activate to eliminate pornography.

Now let's use the rules and organization features to put incoming email in specific folders automatically. Let's say you have an important client named John Lion. You make a folder for John and set up a rule that whenever an email comes in from John, the program automatically sends it to John's folder and the sound of a lion roars at the same time alerting you that John just sent you

something. Of course, you'll want to get to John's email immediately and see what he needs.

Now let's make another rule for Jerry Jokester. Jerry sends you volumes of jokes, quips and quotes. You like Jerry so you don't want to offend him by asking to be removed from his list. It's just as simple to make Jerry a folder and make a rule so that when the program sees his name in the "from" line it sends his email directly into his folder in case he ever asks you about one of his emails. You could check the folder once in a while to see if Jerry sent you a real message OR you could use some advanced rules to separate the jokes that he sends out to everyone from personal emails he might send directly to you.

What if someone sends you an email order? No problem. Forward it automatically to the orders folder or to your assistant in the next room. People love it when they visit my retreat center <http://www.GreatInternetMarketing.com/retreatcenter.htm> and hear my orders go "ka-ching" when they come in. I also make them turn red so they are easy to pick out from the voluminous amount of email I get.

There are all kinds of handy things you can do with your email program. Learn to use its functionality to keep your inbox tidy and you won't go crazy when you start getting more emails.

Spam Blocking Services

I've tried about 4 or 5 spam blocking services and I finally settled on a company called "Spam Arrest".

The way this service works is that you set your incoming email to go directly to the Spam Arrest company. Spam Arrest then returns an email to the sender requiring the sender to confirm they are a real person.

When the sender confirms by clicking on a link and typing in some text, the original email is released to my inbox. The original sender

has 7 days to do the confirmation or Spam Arrest deletes the email. After the sender confirms the first time they never have to do it again. Spam arrest then recognizes them on future emails they send.

This service knocked out 98% of my spam email the instant I turned it on.

You can clear an email through manually if you prefer or put in your own list of senders that are OK by you. You do need to watch spam arrest closely in the first month or so because you may be getting some automated emails like ezines that would never be confirmed by the publisher. Once you clear these emails through, they will come through automatically the next time.

Another reason I really like Spam Arrest is that the email don't come anywhere near me or my email system or my computer until they are cleared through. This gives me an extra level of protection when it comes to virus-laden email. All the viruses are up at Spam Arrest's servers instead of in my inbox where I could inadvertently click on one.

To try out spam arrest click the link below:

<http://spamarrest.com/affl?1997905>

Encrypting your website email address

Don't ask me how it works, but you can get a savvy web person to put special coding on your website that keeps automated robots from extracting email addresses. Having this done on your website will reduce the amount of spam you get. You can get Jason@saeler.com to help you with this.

Another strategy for your website is to use throwaway addresses and change them when necessary. You would keep the main address that you really care about for personal correspondence. I wish I had known this long ago because tom@antion.com is pretty much shot as my main email address.

One other website strategy is to use a form on your website that eventually emails the visitor's correspondence to you. This is another way to keep automated robots from extracting your email address. The potential drawback is that some people that you really want to contact you don't want to bother filling out a form. You have to balance usability of your site with your need for spam avoidance.



What You Need To Know

You must learn how your email program can be automated to keep you from becoming buried in emails. You can't use *AOL* for this. You'll have to graduate to a more sophisticated program like *Outlook*, or *Eudora Pro*, or something similar. Add a spam blocking program like *Spam Arrest*. Consider encrypting the email addresses on your website.

Ezine Strategy

The Bargain

The implied deal I have with my subscribers is that I will give them really great information and in return they will allow me to keep sending my E-zine and marketing to them. If I break my part of the bargain by sending lousy information, then people will withdraw their permission for me to email to them which is called “unsubscribing”. If I send too much marketing stuff compared to the great information, I have again broken the bargain and they will unsubscribe.

People know that I give usable stuff, or I keep my mouth shut. I'm always helpful as much as I can because I want people to keep coming back. I want to be known as a good source of information. I want them spreading my name. That's one of the ways I use my E-zine. I give them good information and let the readers spread the word for me. The best way to maximize the value of this though, is a one/two punch between your website and your E-zine. That's what I do.

The Website Connection

The strategy is to maximize the value of the connection between my website and my E-zine. I do this by publishing articles and ads that are linked back to my website for more information, or compelling ad copy. I can write as much as I want on the website, but I can only fit so much in the electronic magazine.

I can't advertise all the time so I still might link people to my website or other websites just to keep giving them more great information. This helps solidify their subscription. You just can't forget about giving good information, or you will lose subscribers.

The psychology of the E-zine / Website connection is that many people read their email while online. Your enticing links to the website are similar to a person picking up an impulse-buy item at the cash register of the grocery store. The reader figures, "Heck while I'm here online I may as well pop over to his website to see what it's all about."

If you skipped the website section, go back and read it. It shows how once you get them to the website you can write long copy that really sells the visitor. You can't make your sales copy too long in an electronic magazine. People will go and read long copy on a web site, but generally they don't want emails that are excessively long.

The articles, links and ads drive people back to the web site. I'm going to show you an example of this. The main way I made all that money on product sales in a short period was to send people to <http://www.antion.com/speakervideo.htm>. That is professionally written copy. I actually wrote it, but I had a professional advertising copywriter look at it. Good copy on your website is a critical piece of marketing strategy to make a lot of money. You can make money with just the E-zine, but when you put the website and E-zine together, that's when sales can really go crazy.

As we learned in the website sales process this page is obviously a product. Even the URL tells you it's a product before you even click on it. You might also want to recheck the different type of copy that is designed to hide the product until you show all the benefits of having it. The same video product is being sold with ad copy at <http://www.anton.com/public-speaking.htm> .

The first type of copy is fine for people that know it's a product and just want to look at it. The second copy is better for people that find the page while looking for free information.

Make Back Issues Available

Another strategy, is to make back issues available at your website so that people can go back and look at articles. They'll also be exposed to the ads again. I have all back issues of *Great Speaking* on the website in a hidden area. You should keep back issues handy and update them once in a while if some of the web pages that have your ads on them have changed. You don't want somebody going to a back issue and finding links that are no good anymore, although that will inevitably happen once in a while.

I used to make the back issue area available before a person signed up for my ezine. Now I use it as an incentive to get them to sign up in the first place. Check it out at <http://www.antion.com>



What You Need To Know

Your E-zine should not live alone. The combination of a good website with good advertising copy will make the most money. Always give good usable information on your specific topic and your subscriber base will keep increasing. Use access to your back issues as an incentive to get people to subscribe.

Getting Subscribers

The main way I get subscribers is from a signup area on my website. Several thousand people per month put their email address in asking to be on the list. That's great. Plaster your sign up area on every part of your website. On every important page put a notice to “sign up for our free magazine”. These email addresses go directly to the list management company and I don't have to touch them.

Visit <http://www.ezineuniversity.com> and read their free *Handbook of E-zine Publishing*. Look around a little bit there and you'll see “listing” or “announcement” sites and directories where you can list your E-zine so people can find it and subscribe. <http://www.ezineuniversity.com/courses/ez601/index.html> I've included other links below, but their site would have the most current list.

I got 300 subscribers the first day from *New List*. It's an announcement list of people, who want to hear about new E-zines coming out.

Here's a list of all kinds of announcement and directory sites where you can list your E-zine for free. Make sure you check the submission guidelines for each link.

Searchable E-zine Directories:

<http://hop.clickbank.net/?powertips/lifestyles>

<http://www.e-zinez.com>

<http://www.ezineseek.com>

<http://www.freezineweb.com/subject.html>

<http://www.webscoutlists.com>

<http://tile.net/lists/addlist.html>

<http://www.ezineearch.com>

<http://www.site-city.com/members/e-zine-master/>

<http://www.newsletteraccess.com>

<http://www.emailresults.com>

<http://listtool.com/cgi/listTool/addList.cgi> Only use for Listserv, Listproc and Majordomo lists

<http://tile.net/lists/addlist.html>

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

<http://www.etext.org/services.shtml>

Announcement Lists:

<http://www.new-list.com>

<http://gort.ucsd.edu/newjour/subscribe.html> NewJour

<http://List-A-Day.com/>

Ezine Awards

<http://www.e-zinez.com/eaward.htm> E-ZineZ Excellence Award

<http://BestEzines.com/>

Recommend Scripts

You can get your existing subscribers to recommend your E-zine or website to their friends and colleagues. Their third party endorsement is worth more than all the bragging you can do about yourself. You make it easy on people to recommend you by giving them a website form to do it. I got mine from <http://www.willmaster.com> .

You can try out the recommend form at <http://www.antion.com/recommend.html> .

You can also set one up immediately without any technical help if you have the integrated shopping and email delivery system <http://www.KickStartCart.com>

I got the version that pops back up already filled in so that the person can easily recommend me to several different colleagues. All they have to do is fill in the name of the new person to whom they are recommending me and hit submit. I had one lady recommend nine people to my E-zine using this recommend form.

The marketing tip here is that to get people to take their time to recommend me, I had to do two things. 1. My material has to be good so they would not be embarrassed to recommend me and 2. I gave them a reason why it would be good for them to do it.

Let me explain. If you want someone to help you, it is always a good idea to give them an incentive. In this case I told the people that I wanted to help me that I had a way to help them keep in touch with their clients and friends. You probably have heard of the marketing ploy of cutting out an article from a periodical and sending it to a client. The article, of course, is helpful to the client and you don't appear to be marketing at all. It's just a nice thing to do for your client, but, of course, it is keeping your name in front of them.

The article idea is a classic and certainly a very good idea, but it is quite a hassle. You have to cut the article out of the periodical,

write a note, find the client's address, make a label, get postage, etc., etc., etc. On the other hand, if you simply type a quick note into my recommend form and ship it off to your client via email, you have no hassle at all. I got about 150 new subscribers the first time I sent this idea out to my mailing list by giving them an easy way to help their client by recommending me.

Buying Subscribers

WARNING: You have to be really careful with this one. You will see ads all the time like this,

“WE'LL SEND YOU EMAIL MESSAGE TO 2,000,000 OPT IN SUBSCRIBERS FOR ONLY \$29.95” or

“BUY 28,000,000 FRESH EMAIL ADDRESSES ON CD FOR \$49.95”

Don't you dare try this!!! You will get hate email, mail bombs and kicked off your ISP.

There are some legitimate ways to buy subscribers. This process of buying subscribers that signed up for your ezine at someone else's website is called “co-registration.” The companies that do this send me subscribers and I pay them anywhere from .10 to .35 each. I've used various companies with some able to send me several thousand subscribers per week.

The people they send me have come to their site and specifically requested information on public speaking and asked specifically to sign up for my E-zine *Great Speaking*. Check out the places in the reference section below. Just be careful and don't spend too much on this until you are sure that the subscribers you get eventually buy something. **Also watch the subscribers very carefully at first to make sure you aren't getting spam complaints. Some less than reputable companies aren't too picky about how they get the subscribers they send to you. Your best subscribers will be people that signed up on their own at your website.**

Freebies

Giving things away to entice subscribers has its good and bad points. On the good side many people need that little bonus to move them to action. On the bad side you may be building your list with people who only want free stuff and would never buy anything no matter how good the deal is. Make your freebies and incentives downloadable informational products so you don't waste time or cash on other kinds of freebies.

Write Articles for Other E-zines

Another way to get subscribers is for you to write articles for other E-zines. That way other people are spreading the word for you. Sometimes they'll write an article for your E-zine, or you'll swap ads so that you can get subscribers from other people's E-zines. All this can be studied in depth if you read the complete <http://www.e-zinez.com> site and follow all the links you find there.

At <http://EzineNewsWire.com/> and <http://www.ezinearticles.com/> you can put your article there for other publishers to put it in their E-zines. You get a bio blurb and link back to your E-zine subscribe page as payment. It's a great way to get more subscribers.

Another way would be news releases to traditional print publications, or complimentary Internet websites. I have a good mention coming out in a major article for *Presentations Magazine*. I'm going to be one of the features along with John Cleese to talk about humor in presentations. Part of the deal was they're going to mention my free E-zine. That's going to cause a big circulation jump when that article comes out. Try to get in the media.

There are many places that will take free classified ads. You can also pay for ads in selected publications. I'm going to pay for an ad in *Toastmasters* magazine because it has a circulation of 170,000.

Converting Current Clients to Email

Many small business owners come to me and say, “Tom, I have 4000 customer addresses, but only 2 email addresses. How can I do email marketing?”

The first thing I mention to them are “webcards” or “web postcards”. These are post cards that have a picture of your website on one side and some type of printing on the other side. I suggest the printing be some type of incentive offer to get the clients email address.

- *Sign up for our email newsletter and get 15 percent off your next order.*
- *Sign up for our new E-zine and get a free 15 minute consultation.*
- *Sign up for our new E Newsletter and get a free 20 page exclusive report “Getting Repeat Business.”*

This is about the cheapest way to reach your entire database. Whatever you spend on the mailing is worth it because once you get that email address, your costs to reach that customer go nearly to zero from then on. You also remind your customer about your website where they can go for current information, so the mailing does double duty for you.

You probably won't get all of your customers to give you their email address, especially on the first try, but you should continue to try to get it every time you have a chance. Some direct mail studies show that two mailings to the same list within two weeks of each other significantly increase your response. Make it part of your pre-program questionnaires with a check box asking them if they would like to have your email updates.

This link will give you lots of ideas for using your postcards:

<http://www.modernpostcard.com>

This is an extremely good course on Marketing With Postcards:

<http://www.webcontactpro.net/app/aftrack.asp?afid=5478>

Webcard Companies

<http://www.weprintcolor.com/webcards.htm>

<https://www.web-cards.com/>

Joint Ventures

Join in with other complimentary E-zine publishers and put a signup area on each of your sites. The signup area promotes all the members of the joint venture.

<http://willmaster.com/master/subscriberpro/index.shtml> The script at this link can also handle multiple newsletters that you publish.

Subscriber Affiliate Programs

This is actually another way to buy subscribers. In about five minutes you can set up a program where you pay others to send you subscribers to your E-zine/newsletter. You can set the rate you pay per subscriber with going rates from 10 cents to about 50 cents or you can pay in free ads for affiliates who send you subscribers.

<http://listpartners.com/> This service is free. They put an ad on the subscription confirmation as their payment.

Pop Up Boxes

This was mentioned under electronic ways to get people to return to your website. It can also be used to encourage visitors to sign up for your newsletter.

Some people get annoyed at pop up boxes, but if used judiciously, they can be an effective way to increase your number of subscribers. **Do you know why every major company and smart small company continue to use pop up boxes? Because they work.**

The reason most people get annoyed with pop up boxes is that the pop up box keeps coming back and hitting them in the face. This would annoy anyone, but especially busy and savvy Internet surfers.

To take advantage of pop up boxes and minimize the annoyance factor you can make the pop up box only show when someone visits for the first time. After that, it recognizes the visitor and does not display. This method has its pros and cons too. Some people will object to the placing of a “cookie” on their computer (file used to recognize them when they return), or they have their browser set so it doesn't allow cookies which will render your one time pop up box idea useless.

Unblockable Pop Up Boxes

New technology allows pop up boxes that can't be blocked by conventional pop up blockers. There are two types I use frequently.

The first is called a “Hover Ad”. This is a box that uses “dynamic HTML scripting language. This language makes a box appear on a page, but the box isn't really a separate page. It is an appendage to the page it's on so conventional pop up blockers don't recognize it as a pop up box.

Hover ads can be quite interesting. I've used one for a while that drops in from the top of the page and bounces several times. It

really gets your attention. In fact, it doubled my subscription rate the same day I put it on one of my sites.

Hover ads can only be used on entry to a page. They can be delayed before they appear, but you can't use them as an exit pop like I use when someone leaves a page without buying. There are inexpensive generators that help you make these unblockable entry pop up boxes.

I use one by Corey Rudl

<http://www.marketingtips.com/t.cgi/12273/hover>

Unblockable Exit Pop Ups

I use <http://www.amazingpopups.com/power> for my exit pop up boxes. This pop up generator is not specifically unblockable at the time of this writing. I had a techie guy figure out how to adapt the code for pop ups made by this generator so that they would be unblockable. This immediately increase subscribers and sales from my exit pop ups.

I'm not sure if the code works with any other pop up generator. If you buy the pop up generator from the above link, I get a small commission and I'll be happy to send you the extra code to make it unblockable.

If you just want the code, I'll be happy to sell you a copy for \$25.00 and I can tell you that if you make your pop ups unblockable you should be able to make that back in no time with increased subscribers and sales.

Special Opt In Programs

You can get programs that allow your visitors to subscribe by simply clicking "OK" instead of having to put in their email address.

These programs are great because they make it easy to subscribe and they also automatically use the visitor's default email address which is usually their "real" email address, not a throwaway address like Yahoo or Hotmail.

Here's how you get one:

<http://hop.clickbank.net/?powertips/lightning>

Trade Ads

If you locate and contact other E-zine owners, you can trade subscription ads with them. They get an ad in your E-zine in exchange for you getting an ad in their E-zine. Don't try to trade an ad in your 11 subscriber E-zine with someone that has 12 thousand names. They'll laugh at you. You could however make a trade offering five ads to one or something equitable to a list that has more people than you do. It's got to be a fair trade or the other list owner won't go for it. Many of the E-zine resources below have ad trade sections.

Buying Ads

You can simply purchase classified ads in other E-zines or traditional print periodicals. Email the publisher of E-zines that you think would have a complimentary audience to your publication and ask for their ad rates. Some publications have autoresponders where you send an email and get the rate sheet back via email. You can try that right here to get my rate card. <mailto:sponsor@antion.com>



What You Need To Know

There are lots of ways to get subscribers. List your E-zine every possible place you can find. Plaster the signup button everywhere on your website. Buy subscribers carefully. Advertise for them and trade ads with other publishers too. Use automated recommend forms to make it easy for others to spread the word for you. Get your current clients on the list. Use unblockable pop up boxes.

Getting Content

How do you get content? Well, the first thing I would say to you is you better be a darn expert if you are going to pretend to be an expert and put out a magazine on a certain topic. You don't have to be. You could simply be the publisher, but if you are the expert, it simply makes sense that you're going to get more speaking engagements and more product related sales on that topic if the E-zine matches it.

However, you don't have to do it all yourself. In fact, in one recent issue, I only wrote about three lines in the "Quick Presentations Skills Tip" section. The rest of the information came from guest authors. Heck, I don't mind. I'm still Mr. Big Shot publisher. My name is associated with this magazine. So if I've got a good article that someone else wrote, I'm putting it in there because I want good articles so people stay on my list.

Sometimes people research many different industry publications and boil it all down in newsletters. People make a lot of money doing that in accounting and legal fields. You are putting out information that's necessary, but that your subscribers don't have time to read themselves. You condense all the important points and make it easy for them to get the information.

I mentioned these sites above. <http://EzineNewsWire.com/> and <http://www.ezinearticles.com/> are article trade sites. You just put your articles there and other people take them. Or, you can go there to find articles for your newsletter and all people ask is a link to their website or a link to their E-zine in return. <http://www.certificate.net/> is a great place to visit for articles on all kinds of topics (see more below).

You could buy content from professional writers, but it's not necessary. There's so much free stuff out there you don't really need to buy material unless you want totally unique content.

Do just part of what you learned in this chapter and you'll have a Kick-Butt E-zine.

Getting Through Spam Filters

If you are going to take all the time to create and manage a great electronic magazine, I'm sure you would like to get it distributed to your subscribers. There is no sense doing all this work and then having most of your ezines automatically deleted because they looked like spam.

It's pretty much common knowledge now that ISPs and individuals are heavily scrutinizing email to try to catch spam and virus-laden emails before they can do their damage. The primary mechanism to do this is called a "spam filter".

You want to do everything in your power to make sure your ezine does not look like spam to a spam filter. If it does, it will most likely be deleted immediately and never even get close to the inbox of your subscriber.

The best known standard for spam filtering is called the Spam Assassin Database. It's pretty much considered the standard. When Spam Assassin looks at your email it gives it a score based on its continually updated knowledge of what spam emails look like.

You never want to send out an email when your Spam Assassin rating is more than "5". (The higher the number, the more likely your email will be filtered)

Spam Assassin looks at the words and other elements of your ezine and compares it to the many millions of spam emails it receives. Nobody knows the exact criteria Spam Assassin uses to label an email spam because that would tip off the spammers on how to beat the system.

For instance, Spam Assassin might see the word "FREE" in your ezine in all capital letters. Yes, the word "free" is one of the most

powerful words when it comes to writing ad copy, but in an email it will most likely contribute to a bad score and get your email filtered.

All capital letters will also contribute to bad scores. Even innocent and legitimate words like “remove” and “unsubscribe” can get you a bad score. This is especially bad because responsible emailers would always make it easy for someone to remove themselves from getting emails.

Playing the game

I have to be very careful and use oddball word combinations so my emails don't look like spam. If someone wants removed I now say, “If you do not wish to continue receiving Great Speaking, see below.” I circumvented using either the word “remove” or “unsubscribe”. You'll have to do this every time Spam Assassin shows you a problem word combination in your email.

The nice thing about Spam Assassin is that when it evaluates your email it will show you the word combinations that it feels make your email look like spam so that you can fix them BEFORE you send out your email to your entire list. Doing this evaluation will give you a much better chance that your emails will get through.

Here's a great trick that is effective and has been for some time. If you write out the month in the subject line of your email, you get a good point in Spam Assassin. So any of my ezines going out in let's say October would have the actual word “October” written out in the subject line of the ezine. You can't abbreviate (Oct.) and you can't put in a date format like 10/2/05. You must write it out. Spam Assassin at the present times evaluates that as, “This must be an ezine because the date is in the subject line” and it gives you a good point in the overall evaluation. So, if your email normally would get a score of “2”, putting the date in the subject line could bring it down to a score of “1”.

If you are using the <http://www.KickStartCart.com> shopping system, access to Spam Assassin is included. This is handy because every time you broadcast an ezine or create an autoresponder message you can check your message right in KickStartCart.

Another place you can go to check your emails is <http://www.Lyris.com/contentchecker>

Here are some things you should avoid when creating emails for broadcast:

- ✓ All capital letters (ok to use sparingly)
- ✓ Repeating dollar signs \$\$\$\$\$\$\$\$
- ✓ Repeating exclamation points !!!!!!!!!!!
- ✓ Words associated with spam email like “Free”, “Viagara”, “Mortgage”, “Home based business”, MLM, extra income, etc.

To get lots of help on what NOT to do in emails type in the phrase “spam triggers” into Google and read through the most recent articles that come up. This is a rapidly and ever changing field and new word combinations appear all the time. The easiest thing, however is to simply let Spam Assassin check your email and then you reword it to get your score down.

Email Promotions

Now that you’ve got this list of subscribers let’s see how to maximize the amount of revenue you get from them. The best way that I know of is to send them email promotions.

Warning: When you first start out you may get complaints from people who send you stupid emails saying things like, “Hey I signed up for free tips, not advertisements.”

DO NOT BE SWAYED BY IDIOTS LIKE THIS!

How dumb (or at least naive) can someone be to think you are going to benevolently dispense your hard earned knowledge if you don't at least get a chance to get something back?

Let these tirekickers, freebie seekers and takers go their merry way. Don't let one or two emails change your direction. This can be one of the most lucrative things you will ever do for you, your business, and your family.

Response

To even have a chance to make money with an email promotion you must keep your email from being deleted, you must get it opened and you must get it read.

The single most important factor in making sure that your email is not deleted immediately is that the person receiving the email recognizes who it came from.

This means you should use a consistent return email address and name from whom the promotion is coming from.

Subject lines

The single most important factor in making sure your email gets opened is the subject line of the email.

Try to keep your subject line at 50 characters or less (this includes spaces) so that that the entire subject line can be read without opening up the email. Make it too long and the end will be truncated (cut off).

Your subject line should accurately reflect the content of your email. If you violate this rule, you will really alienate your reader because spammers use this technique to get people to open their

emails. You've probably seen hundreds of email subject lines that say something like, "Increase your social life today" and when you open the email it says, "Lowest mortgage rates in your state" or something totally unrelated. Don't do this!

You should, however, write subject lines that entice your readers to open the email. Here are some of my biggest response subject lines and explanations of why I think they worked so well:

[For an Internet training product:](#)

[Subject line:](#)

"They laughed when I sat down at the computer . . ."

[Opening line inside the email was:](#)

"but when I started to Click"

[Explanation:](#) The first part of this explanation applies to all of these examples. You can do certain things with an established email list that you couldn't do with a brand new email list of people that have never heard from you much.

I've established a personality with most of my subscribers because I've been doing my ezine for six years. If I say something like "They laughed when I sat down at the computer . . ." the subscribers know I'm talking about me. This creates a curiosity about why someone was laughing at Tom and who was laughing at Tom.

Older subscribers will recognize this subject line as a spinoff of one of the biggest pulling headlines of all time, "They laughed when I sat down at the piano . . . but when I started to play."

[Again for an Internet training product:](#)

[Subject line:](#)

"Boy, did I get in trouble . . ."

Opening line inside the email was:

“I wrote a really harsh email the other day . . .”

Explanation: I went on to discuss the fact that a lady responded to my email and said that I needed psychological counseling. I asked the readers of the email if they thought I did. WOW! I got an enormous response and a whole lot of sales of the Internet training product I was promoting.

My harsh email telling people they needed my product and the controversy generated by the return attack on me from the lady created a great sales atmosphere. **Controversy sells!**

For a speaking product:

Subject line:

“Joe, where should I mail your Wake ‘em Up System?”

Opening line inside the email was:

“Dear Joe: We have a Wake ‘em Up Video Professional Speaking System package here with your name on it.”

Explanation: Some of you probably don’t have the guts to do this one. Or, some of you might claim that it’s unethical to make a person think they have ordered something when they haven’t. I’m not burdened with any of those problems.

First let me tell you that not only did this promotion sell very, very well, I did not get one single complaint from anyone about it.

You might say that just because people didn’t complain, doesn’t mean they appreciated your promotion. I’ll agree to that. What I want you to know is that you must find the people that like what you do and forget about the people that don’t. It’s too hard to convert people when there are millions of people out there who would probably love you if you just stuck your face in front of them with your email promotions.

Now, back to why this worked. Yes, the subject line made the person feel that there could be some mistake they need to correct. They are thinking, “I didn’t order Tom’s speaking system. I better see what’s going on here.”

That’s all I needed to break them out of their mundane email checking to stopping and opening my email which was my entire goal with the subject line.

The first line, “Dear Joe: We have a *Wake ‘em Up Video Professional Speaking System package* here with your name on it” was nothing more than the common slang way of saying, “this is perfect for you.”

How do I know it’s perfect for Joe? Because Joe is on my speakers ezine list and is interested in being a better public speaker. He’s told me it would be perfect for him just by signing up for my targeted list.

This is very, very important!

The above example is another reason extremely targeted lists outsell general lists. Let’s say my ezine was a general “Success” oriented list. Good speaking skills is just one part of being successful. I don’t know exactly why someone is on a general “Success” list, so I can’t really laser strike a product promotion to them. With a targeted list, I know who they are and can easily send promotions that I know are of interest.

Subject line personalization

Testing done by many sources show that personalizing subject lines gets up to a 64% increase in open rates for your emails.

You’re probably very familiar with a person’s first name being inserted into an email subject line. This is extremely easy to do with broadcast tools like <http://www.KickStartCart.com> you

simply copy and paste a “merge” code into the subject line and your recipients name is popped right in.

One mistake spammers make when doing this is to forget to put a comma and a space after the merge code so that the subject line runs right up against the person’s first name like the sample below.

Bad subject line format:

“TomDon’t you think you need viagra?”

Not only does the subject line bang up against the name, the spammer capitalized the subject line totally forgetting that the “D” in “Don’t” should NOT be capitalized.

Good subject line format:

“Tom, don’t you think you need viagra?”

(I wonder how they knew I needed Viagra? . . . Well that’s a subject for another book 😊)

When you have more information on a person (like when you are emailing a customer list) you can take subject line personalization even further as I’ve done in the subject line below.

“Sally, pet owners in Cleveland are scared.”

All I had to do is paste in the merge code for the first name of the customer and the city where the customer lived. **Doing something like this really gets high open rates.** Here’s how it would look in <http://www.KickStartCart.com>

<\${firstname\$}>, pet owners in <\${city\$}> are scared.

Getting your email read -- First paragraph personalization

If you really want to get your entire email read, personalize the first paragraph. This is easier than ever to do with tools like <http://www.KickStartCart.com> which allow you to broadcast email

with personalized information added to your broadcast email.
Here's an example playing off the pet owner subject line above:

Dear Sally,

Your pet Foofie is at risk because of the severe flea and tick problem occurring right now in the Cleveland area.

Here's how it would look with merge codes before you sent it from <http://www.KickStartCart.com>

Dear <\$firstname\$> ,

Your pet <\$petname\$> is at risk because of the severe flea and tick problem occurring right now in the <\$city\$> area.

Do you even realize how powerful this technique is? There is virtually no way Sally will be able to resist reading the rest of the email.

An absolute must for people who want to make serious money doing email promotions is Cory Rudl's Email marketing course which takes this section and expands it to 400 pages of exact and easy to understand details for doing email promotions. It will most likely make you a fortune if you do what it tells you. Check it out at: <http://www.marketingtips.com/emailsecrets/t.cgi/12273>

Types of promotions

When doing email promotions you will almost always do better by making some kind of special deal rather than a simple announcement.

Let's say you just wrote a book on leadership theory. You might get some sales by announcing the fact that the book is ready for sale. You will get way more sales on your email promotion if you make some kind of special deal. – That's why it's called a "promotion" . . . not an "announcement".

You could do a “pre-publication special” offering the book at 50% off the regular price if the purchaser is willing to wait 5 weeks for delivery.

You could offer the book at 25% off if purchased by midnight tonight and you’ll throw in a 15 minute free consultation.

I don’t really care what your deal is, but I want you to get the idea that you must do some kind of deal if you want to get the best results from your email promotion.

Here are a few points I want you to remember when you’re doing email promotions:

- Most people don’t email their customers enough.
- If a customer has satisfactorily ordered two or more products from you, you can email that customer just about as much as you want without worrying about complaints.
- You’ll have to test to find the best days of the week to send to your market.
- Current trends are shorter emails driving people to a longer copy sales letter.
- If you send out an email promotion and get 100 orders, sending out the same promotion to the same list a week later will typically get you another 50 orders.

Here are some email promotions you can do:

- Birthday sale
- Anniversary sale
- Oops I forgot sale – this is a way to resend the same promotion to grab that 50% increase in sales that was mentioned above. The “oops I forgot” is a way to restate the same promotion and add an additional bonus that you “forgot” the first time the promo went out.

- Last chance reminder – Maybe you have a teleseminar tonight at 8:00 PM so during the day you send out your reminder to catch last minute registrants.
- Presidents day sale – there is no reason you can't tie into current events just like a brick and mortar store.
- FAQ sale – This is a “Frequently Asked Question” promotion where your excuse for the email is to “clarify” questions about the promotion you recently sent out. You would say something like, “Many customers were asking me questions about the promotion I sent out last week. If you didn't see it, it was about . . .” You then restate the promotion in the form of questions.

Other Technologies

Three other methods of reaching your subscribers are “Direct to Desktop”, “Blogging” and “RSS”.

Direct to Desktop

Direct to desktop technology allows you to use the Internet to send your message directly to the recipient without using the email system. In this case your recipient has agreed to install a reader on their computer.

When you have posted a message, the reader on the recipient's computer alerts them. There are no spam filters to worry about and there is no need to put goofy spellings of the word F*R#E@E in an effort to beat the system.

This technology has been around for a while, but has been prohibitively expensive for any but the largest businesses. Now Corey Rudl has come out with a very inexpensive version of this technology called “The Desktop Marketer”. It is affordable by even a mom and pop operation. Check it out at:

<http://www.marketingtips.com/desktop/t/12273>

I have mixed feelings about this technology. I think someone who jumps on it right away and uses it will make some great money. What I'm worried about is that when it gets more widespread people will be reluctant to give up more of their desktop just like they are reluctant to give up their email address today.

Blogging

Blogging is a form of public journaling and is rising in popularity. Blog software is available for free at places like <http://www.blogger.com>

Blogs are available on all kinds of topics and used for all kinds of purposes from business to political to personal to absolutely bizarre like the “Canadian pop culture junkie living in Taipei, dealing with a knitting obsession one day at a time”, or the “guy who spends his day leaving messages written on toilet paper in public restrooms”. Don't believe me? Visit <http://toiletpapermessaging.blogspot.com/>

Blogging can help you develop quite a loyal following and it does allow you to get your message out, but again I fear it has drawbacks that may not suit the small businessperson.

The first is the necessity to post to it often so people will have something to read and the second is that you must wait for someone to visit before they get their message.

You can send them an email telling them there are new postings, but you are back fighting the email system again. At least these emails can be very short which gives you a better chance of getting through spam filters.

<http://www.technorati.com/live/top100.html> Top 100 Blogs

RSS

RSS stands for “Rich Site Summary”, “Really Simple Syndication” and “RDF Site Summary.” . It's a special format for

syndicating web content. You create a document in RSS format and register the document with an RSS publisher.

Website owners that can read RSS content can then use the document on their website.

As the three names above ironically suggest, there is more than one format. In fact, at the time of this writing there are seven different formats which leads me to believe “Really Simple” is “Really Confusing.”

Yes, you can give this a try if you want, but I want to see it more widespread and standardized before I’d spend any valuable marketing time on it.

Here are some links to related resources:

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

<http://radio.userland.com/>

<http://www.feedster.com>

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

<http://www.daypop.com>

To put RSS capability on your site:

<http://hop.clickbank.net/?powertips/rssalizer>



What You Need To Know

You should have no trouble finding plenty of interesting content for your E-zine if you know where to look. Try to put lots of your personal thoughts in the E-zine because the idea is to increase your name visibility and expert status. Also, people like to feel like they are getting to know the author/publisher. You have to pay attention to doing email promotions. There

are other ways to reach people that have significant pros and cons.

References for E-zine Section:

Miscellaneous How To Stuff

<http://www.e-zinez.com>

<http://www.ezine-universe.com>

<http://www.ezine-tips.com>

<http://www.bestezines.com>

<http://www.ezineuniversity.com>

<http://List-Lingo.com/>

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

Buy Subscribers or Send an Email Blast

<http://www.list-builder.biz/idevaffiliate/idevaffiliate.php?id=197> (you can buy subscribers here)

<http://innovationads.com/coregistration.htm>

<http://www.postmasterdirect.com> (safe place to send your email ad, but expensive minimum orders)

<http://www.targ-it.com/>

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

<http://www.webmarketingtoday.com/webmarket/lists.htm> big list of other places that will advertise to opt in lists

<http://www.funezines.com/> (you can buy subscribers here)

Ad Stuff

<http://List-Advertising.com/>

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

<http://www.adswappers.20m.com/>

Free Content For Your E-zine and/or Your Website

<http://EzineNewsWire.com/>

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

<http://www.certificate.net/>

<http://www.anaconda.net/>

<http://www.website101.com/freecontent.html>

<http://ideamarketers.com/>
<http://www.findsticky.com/>

<http://www.marketingtips.com/emailsecrets/t.cgi/12273> Corey
Rudl's email marketing course – Highly recommended

Chapter 5: Product Development & Cool, Kickin Speaker Marketing Techniques



You are going to get a primer on product development so that you get started in the most efficient manner. Even if you are already in the midst of projects, I want you to understand that you can use your material in many different ways once you have created it. That is a way to multiply your visibility. Once you have finished your product, the product itself multiplies you because you can reach more people. Remember, you can't be everywhere personally.

First, some other good things are related to creating products. One is that you receive a passive income. When I say "passive", that's kind of a joke. It's still work, but you get an income that can come in if you are sick, if you can't travel, if you want to go on vacation or whatever.

Second, it also helps build your celebrity status. When you are the author or the publisher of a tape series or some other product it builds your celebrity status and it allows you to make deals that you otherwise could not make, which brings us to the first cool marketing tip:

Educational Materials

This is your first cool technique. Many organizations have a charter or bylaws that make it absolutely forbidden to pay speakers. This happens mostly in the association market. If you have some type of product, you can remind them that they have an “educational budget”, which is separate from other budgets. The educational budget is used to buy educational or training materials for their members or associates. You might suggest to them that they buy one of your books or tapes or something for each member of the audience and you will speak free. I’d much rather sell 500 books than get the speaking fee because I have just put 500 advertisements out there.

That is your cool marketing tip: Remind organizations that don’t have a speaker budget that they might have an educational materials budget . . . and use that terminology . . . “educational materials”. That is what they use in their line item budgets.

Informational Products

There are all types of products. I'll begin with low to high cost products. They are: reports, pamphlets, books, audiotapes, videotapes, CD-ROM and now DVD (digital video disk), which is the fastest growing media ever.

Those are the more traditional products. Other kinds of products are T-shirts, laminated cards, tote bags, software programs, posters, mugs and other marketing items that can carry your name. There are many ways you can use products in your mix of revenue sources.

This course will concentrate on informational products. They have the highest return on investment and the lowest risk of all products you will produce. They will also do more to increase your credibility and appeal as a speaker than T-shirts and mugs will.

What are some of the benefits of this? You get the passive income; higher credibility and you can reach more people than you ever possibly could in person. I am selling products to Malaysia, India, Brazil, Canada, Thailand; places around the world that I would never be able to reach consistently in person. Also, products like this get you media exposure, which helps you obtain speaking engagements. This is part of my media marketing strategy. When you are in the media and people see you in the media, they call you rather than you calling them. It is easier to get the engagements once they call you because your credibility has been established by the media outlet where they saw you.

Recycling

The overall principal I want to start with here is that of recycling your material. Recycling material does not mean that you just use the same things repeatedly and never create anything new.

However, it does mean that once you take the time to create something, in the midst of creating it, or even before you create it, you want to brainstorm on all the different ways you can distribute it. It is almost like a chess game, where you think so many moves ahead. So in this case, you take your material and think about how many different ways can you package it, and put it out to the public so they will pay you for it.

In my particular case, I started out with a report called *What to Say When You Get Caught With Your Pants or Skirt Down*. It was about five pages photocopied. The front cover was just a colored piece of paper, photocopied and stapled together. I sold hundreds of these at five bucks a piece. This product consisted of funny lines that I wrote on things to say if something went wrong in the midst of a presentation. I call them “Bomb proofing” lines. Moreover, those same lines that I wrote seven, eight, or nine years ago are part of the “Bomb Proofing” chapter in the *Wake 'em Up* book. So, that material has been used over again in the form of a chapter of a book. Note: (you can purchase the *Wake 'em Up* Book in print or on CD. Read about it at <http://www.antion.com/wakebook.htm>)

It is going to be included on a CD-ROM I am making for speakers to use as a resource of speaker humor that they can have with them when they are not hooked to the Internet. They can use it anywhere while they are working on their speeches and programs. It is also in my video systems. Some of the material is in my audio system and some of it I use myself in my speaking engagements, so it is useful to me too. I teach other speakers to use these types of lines. I also use them on the media when I am doing interviews. When you include the new DVD version I have nine different ways I am using the same material and either getting money, or the other benefits from it.

Let's recap those uses. It started out as a report, then it went into a part of a chapter of a book, CD, audio, video, DVD, I use the material, I teach the material and I use it on the media. So that is how I started, just doing reports.



What You Need To Know

Selling your knowledge is a very high profit and very low risk (ad)venture. It builds your credibility and celebrity status. The same knowledge can be sold in many different formats which multiplies the return on the effort involved in creating the educational materials (products).

Writing Articles

The next thing that you graduate to doing, is writing articles. Writing articles is relatively easy. You know, many people get worried and say. “Oh, my God, a book is such a big project.” It all starts with little chunks and articles. I took the next step and started building my “recycle” information. I wrote articles and I got them published in smaller newspapers. At that time, there was not much happening on the Internet. Now, many of my articles are on lots of Internet sites, in addition to print publications.

I used to write for *Successful Meetings Magazine*. I wasn't paid for the articles. I am not really a professional article writer, but I want the links to bring people to my web site and back to my electronic magazine to get more subscribers. You can review the e-zine and the website sections of this book or if you like to hear these topics on tape, check out <http://www.antion.com/telesemtapes.htm> . Those are where you learn to make the money. I am recycling the material in the forms of articles.

Ten Tips

There is a simple form of article to write. It is called a “Ten Tip” article. They are really easy and fast to write. All you do is write an opening paragraph introducing the topic, you write ten tips about the topic, and then you write a closing. Editors of print publications love these kinds of articles because they can easily be changed if they have less space to a “Seven Tip” article. They are very easily placed in publications.

Your articles end up being parts of book chapters, on audiotapes, video, in E-zines, on websites and everywhere else that you have decided to use them. Once you have created them, you put them in many different places.

Many people wonder about copyrights. When you publish an article, the magazine holds some or all of the rights. Taking a bunch of articles and creating a book works very well, but what happens when you have others owning the copyright? What can you do?

First, there are many different rights related to articles. I only give them all the rights if it is a big magazine. If I can get away with it, I’ll only give them first rights, or whatever rights they have to have, but not all of them. If it is a big enough deal, I might give them all. If it is *Newsweek* or some major publication, like *Inc. Magazine*, that is a bigger deal than saving a little bit of writing for my book. I can alter the article significantly to use it in my book anyway. So, don’t give up all the rights to your articles unless you absolutely have to. Especially don’t give up the electronic rights to a print publication unless you get money.

Publication Rights

<http://www.authorsguild.org> Author's guild. Do a search on their site for the keyword “rights”.

<http://www.writerswrite.com/journal/dec97/cew3.htm> *A Novice Writer's Guide to Rights*

You can buy articles to rebrand under your name:

<http://hop.clickbank.net/?powertips/bizport>

Pamphlets

The next step is pamphlets. People are making a fortune on pamphlets. If you go into an airport, there are pamphlets available that cost about \$6.95. They contain about twenty pages of all white space with one quote that says, (Tom says sarcastically) “Be Productive.” I wonder how long it took them to come up with that one! They couldn’t possibly have cost more than fifty cents to produce, and probably a lot less.

I know a lady that is selling a pamphlet on how to do a really cool business card. It consists of 100 tips and she is selling these little folded pieces of paper for five bucks a pop. They are little pamphlets that are stapled together. These are great because the production cost is so cheap you can sell them in bulk by the thousands to companies to give away as premiums. They give them away to their clients as a goodwill item. In addition, if you are selling them in the back of the room, they are so cheap it is an impulse buy rather than a decision buy. Therefore, if it is five bucks and it has good information, somebody can afford it and take it immediately. (Watch out that these little sales don’t hurt you from selling your big packages of products. You’d be better off throwing them in as bonuses if you sell more expensive packages.)

A friend of mine, Bob Bloch has a book. It is more than a pamphlet, but it is not a killer, full-blown, big textbook. I know he has sold thousands at one shot. He sold the rights to someone and didn’t even have to print or ship them. They handled everything. He just created something and sold the rights. They printed up 100,000 or 200,000 of them and gave him a big chunk of money. He didn’t have to lift a finger after creating it the first time. You can make a lot of money with these things in many different ways.

Books

Let's move on to books. It is a big jump to finish off a book. Many people ask me. "Tom, was there any big turning point in your career?" I would say, "Yes, it was when I was arrested. (Hahahaha just kidding)" Actually, when my book came out, I immediately increased my fee, and had an easier time getting bookings because of the book. I am going to show you the exact techniques I used to do that.

Simple Steps to Finish Your Book

Many people would like to know how I finished a book with my schedule. The first thing I did was to find a big box. It was just a giant cardboard box and I started saving anything about the book topic. The topic was 'advanced presentation skills for speakers and business presenters.' I also put in all of the articles that I had written. I actually printed them out and I put them in the box. I was gathering all this information. I listened to tapes. In fact, I took over the tape librarian position at our speaker's chapter so that I could have those day and night. I was listening to tapes in the car and everywhere else, taking notes and becoming an expert on the topic and throwing the notes in the box.

I read every presentation skills book that is published. I have them all. I have some that you can't get anymore and I put them in the bibliography of my book. I took the best information from all these other books and put it in my book. Don't get me wrong. I didn't plagiarize the books. I just used them for background research.

I watched other speakers, took notes on their good techniques, and put them in the box. I searched quotations about speaking, cartoons, newspaper articles, anything . . . and put them in the box. After I had a pretty full box and with a bunch of manila folders in hand, I started putting things together that were similar and at the end of the day I had a whole bunch . . . probably 13 or 14 folders.

They became the chapters of the book. It is just a simple progression of collecting material and organizing it a little bit. You still haven't actually written much of anything but little articles here and there. You don't have to be a great English professor to do this.

Then I worked a little bit when it was quiet, usually in the evenings or early in the mornings. (I wrote quite a bit of this book in airport lounges.)

After I roughed it out the best I could, I paid an editor to finish it off. These editors have brilliant minds. They can take one sentence 200 pages down, pull it out, and put it in another chapter, so leave that kind of work to the real pros and just pay to have it done.

Then, I designed the book cover. I really didn't design it. I came up with the idea and then I bartered presentation skills training to get the book cover done. The only other thing I paid for was a professional copywriter to write the copy on the back cover and that is how that book came to be.

Another benefit of having a book, is that you can sell or trade ad space in the back. Usually a book is made in what they call signatures. There are sometimes blank pages left over that would just be wasted space. I sold ads, traded ads, or put ads in for my own products and services in the left over space. There are many benefits of doing this yourself (self-publishing). We are going to talk about the differences between doing it yourself or paying someone else to do it.

Ghostwriters

You can do this! Even if you have trouble writing simple articles, you can get a ghostwriter. I hired a student at the University of Maryland. She can write something in a few minutes that might take me an hour. There is no problem with getting some help and it is cheaper if you find a college student who wants to earn extra money, so don't be afraid to use their skills. They also have an incentive to do a good job so they can put your company on their resume. Just make certain you both understand the timelines.

Some people try to get a ghostwriter or somebody to work on their book for a percentage of the income? You'll probably have a very tough time finding a deal like this. In the first place I wouldn't want to be tied to them forever, which is what you are suggesting, and also, if they are smart, they will know that any income they get will be tied to your ability to sell the book. Unless you are a big name, it's doubtful that anyone really good would go for this deal. Plus writers usually need the money now.

Here's an ebook on using Ghost Writers:

<http://hop.clickbank.net/?powertips/ggmime>

Here's an ebook on creating best sellers online:

<http://hop.clickbank.net/?powertips/cbsellers>



What You Need To Know

Getting your ideas down on paper can mean a fortune to you. You can make salable articles, reports, pamphlets, and books. Ten tips articles are easy to write or you can hire college students to ghostwrite for you.

Publishing

Here are some publishing links right up front:

Publishing Resources

http://www.copylaw.com/new_articles/helpful.html

<http://www.ivanhoffman.com/helpful.html>

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

Lets talk about three different types of publishing: Self-publishing, vanity publishing and regular publishing.

Self-publishing is where you do everything, or you pay to have it done. You get the profits, which are much higher than the other ways. It is as quick as you want it to be.

Vanity publishing is paying a packaging company or somebody who is in this business, to do the graphic design, the cover and put the whole book together. It is usually quite a bit of money and they are NOT going to sell the book for you. **No matter which way you go, you are the one that sells the book.** It can be as fast as self-publishing, maybe even a little faster because they have been through it before. It will cost you a significant chunk of money just for their expertise rather than your eventual profits, and your unit costs will be much higher.

In **regular publishing**, you get an advance and a royalty. An advance can be perhaps \$3,000.00 if you are a “nobody” and it could be a million if you are President Clinton or Monica. You get the advance, finish off the book and then you get a royalty on the sales after the advance is repaid. I read that the average author brings in a total of \$5,000.00 for the life of their book. I made more than that before my book was even printed and I am going to show you how to do that.

Self-Publishing

This course is only going to concentrate on self-publishing because that's all I really know about. Also, because it's the only way I know to get an 80 percent or better profit margin, which is necessary to do some of the marketing tricks you will read about shortly.

We are going to talk about becoming a manufacturer of products or a self-publisher. “Manufacturer of products” is an old Dottie Walters' term. She is one of the icons of the industry in the Speaker's Bureau Business. When I first started speaking she told me this and I didn't understand what she meant. Now I do.

High Perceived Value – Low Unit Cost

Many of the tricks I am going to tell you about the marketing are based on having some very low cost product that has a high-perceived value. Here is how this works. I am going to give you the figures exactly as they exist. My *Wake 'em Up* Book, for those of you that have seen it, is a 6 x 9 beautiful book, 336 pages, \$24.95 soft cover. It costs me \$2.00 each to print. That gives me a lot of leeway to make the deals I am going to tell you about a little while later. At wholesale pricing of a 65 percent discount, which means someone would have to buy 500 or more to get that discount, I still get \$8.73 a unit which is \$6.73 profit on each one. So you can see, there is a lot of profit margin in these educational materials if you created and published them yourself.

If you want to learn more about this, purchase the *Self-Publishing Manual* by Dan Poynter <http://www.parapub.com/> . I have used every edition of this book. It will tell you everything you need to know and I have used many of the same things out of this book for my tape programs. His book is about creating books but the same techniques apply when you create tapes, videos and other products. It is an excellent \$19.95 investment.



What You Need To Know

Self-Publishing is a very high profit way to sell your information. You can make upwards of 90 percent profit on your work. *The Self-Publishing Manual* by Dan Poynter is a must have in your library.

Cool, Kickin' Marketing Technique 2

These tips made me the most money of any of the tips I am going to give you. I learned this from professional speaker, Jeff Slutsky. The idea/tip is that you create any kind of product that has a high-perceived value, but a low unit cost. You raise your speaking fee and then give the client the product for free.

Here's how it works. When my book came out, I instantly raised my fee \$1,000.00 and I gave away 100 copies of the *Wake 'em Up* book. Keep in mind I only have \$2.00 in each one so doing this only costs me \$200.00. They pay the shipping, so I clear an additional \$800.00 just on that deal alone. I've since raised my speaking fee by more than \$4,000.00 and still give only 100 books away in the deal!

Giving the product away gives a high-perceived value, but you need to "educate" the meeting planner to the value that it is giving him or her. Here is how you do it.

One of the things I say "Included in my fee are 100 copies of my latest book, '*Wake 'Em Up Business Presentations.*' One of the things you can use it for is to sell it at the event yourself to help defray the cost of my appearance."

I am not a cheap speaker, so they can cut the expense of hiring me by having these books and reselling them.

They can give them as sign-up premiums. I say, "Well, you could give these books to the first 100 people that sign up for your association meeting." The books are a sign-up premium that they are getting free that entices their membership to sign up early.

They can give them away as door prizes. They can also give them away as pillow gifts . . . that is where, when you get to the hotel, there are some gifts in the room like flowers or wine and the book

is lying on their pillow. Remind them of these options when you market your deal.

Your value is going up and up and up as opposed to the other speakers that are just charging a fee and showing up. Also, it is very likely that the other speakers are begging them to let them “sell” their products at the back of the room which many organizations don't allow and many others take a dim view of. Do you see? You are becoming more valuable to them.

Then you also say, “You can give these away to your audience members and I will stay and personalize them. The audience loves it when I do that.” You are continually adding value, especially as compared to the other speakers you are up against.

Cool, Kickin' Marketing Technique 3

Speaker Alan Misch asked me this in the middle of a live presentation one time. He said, “Well, Tom, if you have 250 people in the audience, you’d have to sell them 150 more books, wouldn’t you?” I said, “Alan, that just breaks my heart.” Yes, it allows me to open the door and sometimes they will bring up the question such as “We have 250 in the audience. How much would it be for a book for everybody?” All of a sudden, I am not selling; they are buying.

If they don’t say they need extra books, I will say, “Some organizations like everyone in the audience to get a book. With me being the publisher, I can give you a really deep discount.” Well, I can give them a 50 percent discount and still make \$10.00 per book. The other 150 books that they buy is another \$1,500.00 dollars in my pocket; I’m really maximizing the value of that speaking engagement.

The Holy Grail

I almost found the Holy Grail when I went out to California to speak at this giant pharmaceutical company. They had the money, but they decided against purchasing products. Colin Powell was the keynote speaker. James Cathcart, Ric Edelman and I were the breakouts. There were 3200 people there. It would have been a \$40,000.00 day for me had they decided to get the books for everybody. They gave me a per diem that I didn't request. They had money to burn. They spent a million dollars on the banquet. There are people and organizations out there that have this much money. You just have to show them that you have the stuff that they need and you can hit some big home runs. Marketing tip number three opens the door to selling a book, or tape, or whatever you happen to have to everyone in the audience.

Fee Credibility

Another advantage of these techniques is that, for those of you that don't know, there is a term called "fee credibility." Fee credibility means that you don't just take any money that comes at you. You can't have your price different all the time, because eventually you will be burned, especially if you deal with speakers bureaus. If one company obtained your services for \$5,500.00 and another one paid \$3,500.00, you are not showing fee credibility. If the client that paid \$5,500.00 finds out about the \$3,500.00 deal, you had better have a good explanation why there was a difference in price, especially if a speakers bureau is involved. They won't book you anymore because the people that got you cheap won't say they got a good deal. The people that got you for a regular fee will say, what? . . . "We were **cheated**."

You need to maintain a fee schedule and fee credibility. Having a product in the deal allows you to vary your fee legitimately. For instance, lets say somebody wants you to speak. They only have \$7,000.00. You say, "Well, my fee is \$8,500.00." They reply, "We just don't have it." You reply, "Well, you know that my fee includes 100 copies of my book and I could pull that out of the deal. At your wholesale pricing it would take off about \$1,500.00." This legitimately gets you to a \$7,000.00 speaking fee. I have pulled the books out of the deal and still they will let me sell them at the back of the room if I feel like it. This is a legitimate way to maintain your fee credibility.

No Schlepping

Another benefit of pre-selling product is that I don't have to carry products all over the country. Almost everything I do is pre-sold and shipped by UPS. They unpack them and distribute them. Therefore, I don't have to fool with hauling stuff and hauling stuff back. That looks terrible when you are packing up unsold things. Pre-selling is another great benefit.



What You Need To Know

There are really cool deals you can make when you have a high profit / low unit cost educational product to include in your negotiations for speaking engagements.

Financing Your Product

I am going to give you real figures here on just one of my deals. When I first printed my book, I printed 5000 copies. I gave you the description of it, 336 pages and so forth. The whole bill came to about \$11,000.00. By the way, you put out 30 to 40 quotes whenever you get anything duplicated or printed. The quotes on that book went from \$11,000.00 to \$36,000.00 for the same exact book. Some printers are not set up for book printing so they change their system and charge you a fortune for it. Put out lots of bids to find the right printer and you can get the price lowered considerably. I had mine down to \$11,000.00. That included the shipping.

Here's the real cool thing that I made happen to help me finance this. I pre-sold 1000 copies of the book at \$7.00 a piece. That \$7000.00 was paid directly to the printer. This gave extra security to the company buying the 1000 books because they paid the printer instead of me. Why would they buy 1000 books? They were going to resell them, but some other company or association might want to do this to get the biggest discount possible.

Let's do the math here: I have an \$11,000.00 bill for the printing and shipping. I get \$7000.00 from another company for a 1000 books. I have 4000 books left out of the 5000 I printed and it only cost me \$4000.00. I only had \$1.00 in each book so this is an economical way to do things. I could give away 100 books to any organization that hired me in the future for only \$100.00. Pretty slick!

Sponsorship

This is a basic “sponsorship.” The first company sponsored this book and in exchange, they have their name on the title page. They also had an ad in the back in those blank pages that would have been blank anyway. I let the owner write the forward in his version. It was a great deal for me, and it was a great deal for them. I had very low cash outlay to get this first book going.

In addition to that, because I have good credit, I had another four weeks to pay the balance. I had a total of nine weeks to pay for all of them after I got the book. If you are crafty at this, you can get by with a very low investment in your products because of sponsorship.

There are other ways to get sponsorship. If you are interested in sponsorship, i.e., if you are tight on cash, and you would like to get somebody to sponsor your book, brainstorm on who, or what company or associations would be interested in your message. You need to consider who would want to be associated with you or your message and the intended audience for the book. When you do that, you make a proposal to them.

You may not be hard up for money, but you still may want to land a sponsorship deal. You might simply want to make an association with an organization to add to your credibility. Here’s a simple deal you might pitch:

“For XXX dollars, you will be a sponsor and get a front page ad or a back page ad or your name in the cover, that says ‘Thanks to Krunchy Foods’, or whoever the heck it is.” If you present a credible proposal and research out who is interested in reaching your market, you can get sponsorship easily as long as the money is not unreasonable.

You could offer to author publications for associations or corporations. Associations provide all kinds of publications for their members for continuing education credits. I have never done

this personally, but there are people who make a lot of money doing this. You are not only paid for the authorship; you provide the product to them on a royalty basis or just outright sale basis. Authorship is another good deal that you can try to land, if you are in the continuing education market. Corporations create publications to sell, to give to their employees and stockholders. Pitch the deal and see what happens.

Splitting Costs

Another way to finance the whole deal is to combine forces with other speakers to produce products. This is called an *anthology*. If you ramrod the anthology, you might make a lot of money on the deal. An anthology is a cooperation between many authors who write one chapter of a book. It is fast and they all pay xxxx dollars to get xxxx copies of the book. That is a way that you can do a fast production. It won't be a product totally featuring you, but sometimes you can arrange it so that your picture is on the cover of your 1000 books, or whatever number of books you get. The other people get their picture on the cover of their books. All of those ways are a way to get many people contributing the money to a book project.

If you are doing an audio or video project, you can split the cost between 3 or 4 speakers. You get all your friends to come to a place to be the audience, and each of the speakers does a segment. You can videotape and/or audiotape the session for a product and the costs are minimal because the taping will be split among all of you. These are some creative ways to do financing.



What You Need To Know

When you self-publish there are ways you can come up with the money without digging into your own cash reserves. You can get sponsorship, pre-sell the product, or create an anthology where several people share the production costs.

Promoting Your Products

We will probably do a whole seminar on promoting products. I will tell you right now, there is an excellent book called *1001 Ways to Market Your Book* by John Kremer <http://bookmarket.com/> . It is an excellent book. It is about 500 pages long. I read about 20 minutes a night and just check marked all the possible ideas that I might use. Just doing that gave me a two year marketing plan.

Believe me, there are many ways you would never have dreamed of to sell products. Get that book and the other ones I am mentioning. It is a cheap investment.

Recycle to Recycling

Lets get back to recycling your material into audio, video and TV products. What I did to create my first audio album is excerpt the humor sections of my *Wake 'Em Up* book that I had already created. I recycled that and turned it into a 6 tape/CD audio album.

All I did, basically, was read from the book. I also threw in my wisecracks that I am able to do when I am on a live recording. If I was reading a segment and it said, "refer to Chapter 4," I changed it to read "refer to 'tape/CD' 3" I did that for four tapes/CDs and put in two recorded live and that is all it took to make a 6 tape/CD audio album.

You might think that I would get objections from people who read the book and then bought the tapes? Only once or twice in all of these years. It is a different medium. They are hearing me live. It is a little bit different because I am throwing in wisecracks here and there. Some people are auditory and some people would rather read. Even though it is roughly the same material, it actually is better for them because it reinforces it more than once and puts it into their brain. Nevertheless, I have only had one complaint from a regular customer who withdrew the complaint after I explained how important this material was to absorb. I did have a complaint once from an audio engineer that didn't think the sound quality was perfect. I'll bet he wouldn't mind trading paychecks with me ha!

You can go the other way, which means you can take a speech or something recorded and have it transcribed. That is the rough structure of this book. You can turn it into a pamphlet or chapter in your book. It is just a revolving cycle. As I said, that doesn't mean you never create new stuff. It just means you take the things you create and distribute them in as many places and ways that you can. This is so simple that I have edited some of my audio products right on my computer, because audio is very simple to edit as we'll see shortly.

Themes

One big thing that will help your marketing is to create themes. *Chicken Soup* is a theme. The *One-minute Manager* series is a theme. The *Dummies*, and the *Idiots* books are themes. Soon they are going to have a *Dummies Guide to Idiots*. Hahaha All these are themes so the synergy effect helps them market each other. If you see, a *Dummies* guide and you like that series, you will pick it up. You are more likely to buy it because you recognize it. OK. So, I have the *Wake 'Em Up* and *Make 'Em Laugh* theme. The *Wake 'Em Up* theme could easily be the *Wake 'Em Up Management*, or *Wake 'Em Up Customer Service*. I can build on that in the future just as the *One-minute Manager* guy is the *One-minute Everything* and the *Chicken Soup* guys are *Chicken Soup for Everybody*. Themes are good.

Systems

When you create these individual products, you put them together in “systems.” You get more money for systems because systems put everything in a one-stop shopping center for people that need information. This is what I have done and is where I made loads of money recently. I am selling the *Wake ‘em Up Professional Speaking System*, which can be found at:

<http://www.antion.com/speakervideo.htm> . Before I had the “system,” each part of it was made individually and sold individually. You can start out small and keep adding the products but keep them on the same theme. Then you package it as a system and sell it at a much bigger price point than an individual book or tape.



Develop a complete system to make it easy on your customer to use the information.

Video Tapes

Videotapes are a completely different level of complexity than audiotapes because you are on-camera. You should be very polished at your material before you make a videotape because it shows up **big time** when you peek at your notes. Every mistake is magnified on video, so be very polished before you do a video.

However, some things are understood better when they are seen. Therefore, a video is a good product to put out. The duplication is cheap for videos and DVDs. Production can be from free to outrageously expensive on videos. I try to do it for no cost whenever I can, but I have specific guidelines that I am going to tell you about if you do barter to get a video in lieu of a fee.

Unless you are really willing to invest AND if you are really talented with video you don't really want to try to edit video and make DVDs at home. It takes enormous hard drive space. The hard drives have to be really fast. In fact, I don't even want to go into all the hassles you will run into trying to edit video at your desktop. I suggest leaving it to the pros.

The finest producer of speaker demo videos that I've ever seen is Gary Smith and he's not even a speaker. He's a retired, Emmy-nominated, editor who spent 25 years working on Hollywood movies. He is a master at scene selection and "the edit." Until I met him, I just didn't realize how important the transition between scenes is. Gary will agonize over the smallest little difference in video edits to produce a product that keeps the viewer on the edge of their seats so they just can't hit the stop button.

He took footage that had never made me much money and edited it for me. The first time the finished product was shown it landed me a contract worth over \$100,000.00

If you have footage already, or if you have yet to produce your first video. Get in touch with this man. With all that training in Hollywood under his belt, he is the best of the best. Call 410-591-0055.

Below are some places you can get good video shot for free or at least cheaply.

Colleges

Some of the places where you can get free videos are great. I have two videos that up until lately were my best demo tapes. I did one at a college that didn't have all the money for my fee. They only had part of it, but they had complete video production studios and classes on it. They gave me a three-camera shoot. In that case, they didn't edit it for me, but I didn't want them to do it. I just wanted the footage in a big theater setting so I got that free. Universities are great.

Military

The military is good. I did the keynote speech at the 50th Anniversary of the U.S. Air Force out in Leesburg for their worldwide communications conference. They didn't pay me anything, but they did a three-camera beta cam shoot, edited it digitally and put an F-16 airplane on the front of it. It would have cost me five to eight thousand dollars to purchase that sort of production. I did one speech. The General liked me so much he is getting me a ride in the F-16. Barter is great.

TV Stations

TV stations are good too. They have all the equipment and they know how to use it (this does not necessarily apply to cable TV stations that let volunteers use their equipment). In a regular TV station, you will have good quality recordings. You offer to do a free program for their employees in exchange for the tape.

Charities

I recently did a big charity function. If you tie into a charity, you can make some good deals for yourself and the charity. I made this deal with them:

“I’m going to raise money for you using my name and my clientele base and I want to get this product out of it.

We did a big event in February. I videotaped it all day. Most of the proceeds went to the charity. The production costs were paid for from the entrance fees and I have the master tape. I paid my own money to get it edited and put it out to the public as a product. Tying to a charity can be a great thing.

Corporations

You can also suggest to your corporate clients “they” might want to tape (“you” might want to tape, is the “real” truth). You give them a license to use the tape afterwards. Alternatively, they might pay you extra. Some speakers are paid something like time and a half if they give a license or allow themselves to be taped. If your name is big enough, you can charge an extra fee and get the master that you can re-edit and use as a product. Make sure there is no proprietary information from that corporation on the final product.

There are many ways to get free stuff. I don’t really do anything free anymore. I usually get something in return. That is called a “no fee” speech rather than a free speech. If videotaping is involved, there are strict guidelines that I require because you don’t want to have them say, “Oh Yes, we will videotape,” and then somebody’s husband or wife shows up with a home grade camera on a little shaky tripod, with no lights or microphones.

Video Production Guidelines

Here's how you do it. You want at least two cameras or preferably three so you can get audience shots, reaction shots (cutaways) and so forth. You want the cameras to be of excellent quality, which means you want Beta Cam, mini DV, or at the absolute worst, SVHS or HI8. You want professional operators and a director if they are using multi-cameras and have a control room.

Lighting is probably the most critical element. I have tapes that were shot on SVHS (which is just a step above VHS) that were perfectly lit that are better quality than a Beta Cam shoot that was poorly lit. Lighting is very important.

You also need to wear make-up. This goes for the guys too. Don't be "macho" and refuse make-up. If it makes you guys feel better about wearing make-up, remember that your manly beards show up even if you just shaved. The lights penetrate several layers of skin and make you look like you have five o'clock shadow even if you don't. In addition, baldness really needs a layer of make-up or your head will shine and make your video look bad. Don't forget the nose and forehead. Refresh the make-up if you have a chance at a break. It wears off quickly.

Mic the Audience

It is critical to put microphones in the audience. You do that because if you get a laugh and you just have a lapel mike on, you won't get the full effect or sound level of the laughter. It will sound like your humor bombed. The lapel microphone is designed to filter out the other noise in the room and concentrate on your voice. You won't even hear the big roar of the crowd. It will just sound as if it was a pitiful reaction.

However, if you have microphones in the audience, you could hear the real reaction that comes through on the tape at the same level or higher than your voice. It makes you sound as good as you were rather than sounding muffled.

In addition, if the organization is going to do the editing, you want to help on the edit decisions. In other words, be right in the editing suite when they are making decisions on how to cut your video. These are all things to consider if you barter for your video.

Don't forget to wear proper clothing when on video. Avoid white, red and black. Avoid large gaudy patterns and fine pinstripe patterns.

Streaming Audio & Video

I guess this is an OK place to talk about ways audio and video are used on a website. Streaming means that the audio or video starts playing almost immediately. In the old days you would have to wait (sometimes hours) for a file to completely download so that you could watch a few minute video being played from your hard drive.

Now, with streaming technology, the file can be played as it's being delivered from the Internet, or wherever you happen to be getting it. As Internet connections become faster and bandwidth (the size of the cyber pipe that sends information over the net) increases, the quality of the video will keep increasing. Presently the player boxes on your monitor that display the video are kept fairly small. The larger they are, the more bandwidth needed to stream the file. It's getting better every day, but it's still not the highest of high quality for most people when they try to watch one of these videos. The new “smart” streaming technologies can recognize the speed of the connection that's being used to watch it and feed just the right amount of data for the best picture at that speed.

The best known streaming technology is *Real Video* and *Real Audio*. Bill Gates and Microsoft are blasting ahead with *Windows Streaming Media*. You also have *QuickTime*. To watch *Real Video* or hear *Real Audio* you need a *Real Player* which you can download for free from <http://www.real.com> They also have an enhanced version that you pay for which will do all kinds of fancy things. There are many content providers now that will stream all kinds of music, talk and everything else you can imagine.

I had *Real Audio* clips on my website long before it was common and guess what, hardly anyone listened to them. But that's all changed. There is heavy competition in the speaking business and samples of your work are a must on your website.

Tip: Whenever you run into a situation where someone has to download and install something, forget it. For years, I would not do it. I did not have a clue about how to download and install programs.

Update: more and more new computers are coming with the *Real Player* included so people don't have to download and install it.

The process of getting your video or audio on your website used to be complicated. For video you had to convert (encode) your video to the streaming format, load the file up to your website in a special directory and jump through some other hoops too detailed to mention here. It's best to get a qualified webmaster to do this for you.

Kick Start Sound

Audio is much, much easier than it ever has been. If you visit <http://www.KickStartSound.com> you will see a program that will let you record an unlimited number of audio clips (up to 30 minutes each) and put them on your website in seconds with virtually no technical knowledge.

This same program also allows you to get audio testimonials by having your audience members call an 800 number. This is infinitely easier than trying to get people to mail or even email you a letter. It's also very powerful to hear the enthusiasm of a real person who has seen you speak.

You can also do audio postcards with the same program. I've sent out audio tips that included an affiliate link to some other product or service and made close to \$10,000.00 each time I did it.

At the time of this writing the service is only \$29.95 per month. They also have an affiliate program so every time you recommend the program to someone else that buys it you get \$10.00 per month. Recommend only three people and you get the service or free.

Visit <http://www.KickStartSound.com> to try it out and to sign up.

Pay Per View / Pay Per Listen

You can even do a pay-per-view streaming (again, you need a qualified person to figure this out for you) so that you can deliver your content and get paid for it as opposed to using it only as online demo materials.

There are pass word protection programs that can be hooked up to your <http://www.KickStartCart.com> shopping cart system that will allow you to safely put audio and video files on your website that are only available to those that pay.

Cool, Kickin' Marketing Technique 4

I am going to tell you another thing you can do with those audiocassettes, CDs and books. I regularly do book signings at 31,000 feet. I take a copy of my book, actually three copies for every leg of a flight that I fly. If I am stopping in Nashville, on the way to Dallas, I take six books with me. I look around me when I sit down. When I see somebody that looks like a businessperson I say, "You won the prize." Then I say, "Whoever sits next to me on a plane gets a copy of my latest book." I give it to them, and sign it. Soon I am in the aisle signing books. The flight attendant is wondering what is going on. People are buzzing, "Hey, he's somebody." I have actually been hired before I landed. I just finished a job this April in Arizona from doing this.

Another guy I sat next to was the president of a \$150,000,000.00 company. He invited me to his home in Los Angeles. He introduced me to his seven top managers just because I got my nose out of the computer, looked around, showed my wares and gave them away. It only cost me \$2.00 to make \$8500.00 on a speech and who knows what I will make off the guy who is in charge of seven divisions.

On airplanes or when you are traveling, you can also give away audiotapes and CDs. Sometimes people with laptops can listen to the CD right away.

Books are good because they are so visual. You can sign it, and it makes a big commotion. However, audiotapes and CDs are good too and that is when you can use the audio business card.

Cool, Kickin' Marketing Technique 5

At banquets, this is cool. If you can catch the meeting planner before they buy all the junk for the banquet, you suggest that instead of buying a fancy centerpiece or leasing them, they buy your products and stack them around the middle of the table. You figure out some way to make them look nice. This means that everybody at the table will get something instead of only one person getting the centerpiece to take home. If they have rented the centerpieces, then nobody gets to take anything home. You can show the meeting planner the amount of money spent won't be that much more compared to the great value to the attendees. Sometimes it is almost a wash money-wise because some of these centerpieces and decorations are very expensive. So that is a very cool thing I learned at the National Speakers Association.

Cool, Kickin' Marketing Technique 6

See, I passed up the five techniques I promised you already. On every piece of material that goes out, like contracts or one-sheets, you can put the phrase “Educational materials available to accompany this program.” You put the bug in their ear that you have extra products and services available. After they have hired you to speak and haven’t bought anything, I have had people come back after the fact and say, “You know, we have extra budget that we have to use up. Do you still have those books available?” Duh. Yes I do. How fast do you want them? You keep the bug in their ear all along the process that you have extra things to sell.

Cool, Kickin' Marketing Technique 7

I couldn't help but throw this last one in. I used to use a service a long time ago in CompuServe. It would search the Internet for articles based on Keywords.

Well that service is back and it's FREE.

<http://www.Google.com/newsalerts>

If you want to land a job with a certain company put their company name in the news alert and you'll get free research coming to your computer every day. Use the research to impress the heck out of your prospective client.

Here's a couple more services you can try out:

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

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

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

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

Audio Tape / CD Production

Studio Tips

Here are some tips on what to do if you go to a studio to record an audio product. If you go to a studio, here is a way to save a lot of money. Write your script out. Practice it quite a bit. Time the script so that you know how long the finished product will be. If you want a 45-minute tape, roughly 22 minutes will go on the first side. This won't be as critical when you are distributing on CD.

When you go to the studio, you go in the little sound booth and start recording your tape. Go to a digital studio and fix any errors you make reading the script at the time you make them. Read the sentence below and mess up the word "voice" on purpose. I'm going to show you how we fix it in the studio as we go.

"Audio can be done right on your own computer. Since it is just a spoken boice."

OK, the word "voice" is messed up. What I do is have the audio technician back up to the end of the last sentence. I do the same. He gives me a cue and I start out redoing the sentence that I messed up. Since it is just a spoken voice, it is easy to record and edit so I have fixed that problem. We are creating a master as we go.

If I practice enough, I can record a 45-minute tape in an hour and fifteen minute studio session. This costs me about forty bucks an hour, so the total is about \$50.00 per tape. That is without music or anything, but I can have a saleable tape for about fifty bucks done in a studio if I am not capable of doing it on my PC.

Recording at Home Tips

You can use a wave (.wav) editor program (see below) to edit audio on your computer. You can go to any big computer store and tell them you want to edit audio and they will sell you probably a \$60.00 or \$70.00 wave editor. **You can actually see your voice on the screen and cut and paste it just like word processing.** You can cut out the umm's and aah's, add special effects, or do just about anything you want. It's very simple.

I use Sony Sound Forge (about \$69.00) and virtually never go to a studio anymore. Although you don't have to, I bought a high quality USB sound card to add to my PC along with a studio quality microphone. This gives me a really high quality sound.

I got the sound card, microphone and instructions from Mike Stewart, mike@soundpages.com or AKA <http://www.InternetAudioGuy.com>.



Studio Microphone with Pop Screen



High Quality Sound card that plugs in your USB port

Mike will also get you royalty free music clips if you want to up the production value of your recordings and he has a program that helps you put the audio clips on your voice recordings.

I went to a music store and bought a microphone stand with a boom on it so that I can keep my microphone handy near my desk. I simply pivot the microphone in front of my mouth when I want to record something.

For best results and when I'm recording something really important, I raise the microphone and stand up to do the recording. This makes your voice sound better and also makes it easier for you to breath properly.

Dan Janal also has a really great ebook series teaching you how to do TeleSeminars and how to record great quality sound and he has a super bonus to go with it. Check it out at.

<http://www.greatteleseminars.com/clickbook.htm>

Here's an ebook called "Amazing CD Money Machine:

<http://hop.clickbank.net/?powertips/cdmoney>

Audio Labeling

I use *Avery Label Pro* software to make the labels for my audio cassette tapes. Mac People can rejoice. They have a version of the software for you. I have found that *Avery* audio labels are far superior to the cheaper brands, however, as you'll read later, I use another brand for CD labels.

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

Cool, Kickin' Marketing Technique 8

When you are doing all this, you can create an *Audio Business Card*. That's the coolest form of business card there is. You can use audio cassette or CD formats. You'll pay more for each one, but you don't give them out as easily as you do your regular business cards. The simplest way to do this is to get two people together and use an interview format.

Here's an example: Joe Speaker and I get together to help each other do this. For Joe's tape, I will be the interviewer and Joe is the expert. I would open the tape and say, "We are here today with Joe Speaker, who is an expert in communications skills, blah, blah, blah," I would say whatever Joe's written scripts says. Then I would say, "Joe, a lot of people say or wonder about XYZ ...". Then Joe takes over and says, "Well, here's how you fix that. . . ." Then we go back and forth with questions and answers that make Joe sound like the expert that he is. When we are done, Joe has an audio business card.

Then we switch roles and Joe takes over the interviewer role. He asks the questions and I answer them. We record it and now "I" have an audio business card. So, two of you get together and help each other make a recording. The total length doesn't matter too much. Just record enough to make you appear to be the expert.

CD Production

CDs are really easy to produce and they hold an incredible amount of information (up to 650 MB of audio, video, text and graphics). Virtually all new computers come with a “CD Burner” which is a device that lets you play AND record on a CD instead of only being able to play things off a CD.



Internal CD Burner on my desktop computer



External CD Burner that plugs into the parallel port of a computer

CD Burners usually come with software that makes it easy for you to pick the files that you want to include on your CD. I happen to use *Adaptec Easy CD Creator* software by Roxio Company which is very well known and well supported.

Basically the software acts like *Windows Explorer* in that it displays a complete listing of all the files on your computer. You

drag copies of the files from the main file window to the burn window. When you start the burn, any file in the burn window will be copied to the CD. Most CD programs have wizards that walk you through the process.

ISO 9660 vs Joliet

A word of caution (and I'm not an expert on this). Apparently there are two CD formats that you can use when you burn a CD. One is *ISO 9660* & one is *Joliet*. At the time of this writing, ISO 9660 is the preferred format. From what I understand the Joliet format is newer and won't work on older CD players. When you use the ISO 9660 format you must use names for your files that are the 8.3 or less method, i.e., the main part of the file name must be eight characters or less and you can have a three character extension.

Example: buttcamp.avi

Joliet allows long file names, but as I said, will create trouble for you that you don't want. In speaking to the support people for one of the companies that creates a CD menu program, they told me that most of their callers are told to switch to ISO 9660 and that solves their problem.

What Kinds of Blank CDs Should I Buy

Don't buy CD-RW. This is a CD that is re-writable, i.e., you can burn something on it and then reburn something over it. This is not the kind of CD you will be using for your products. This is generally used for office backups and you'd be lucky if it worked on more than one computer in the same office.

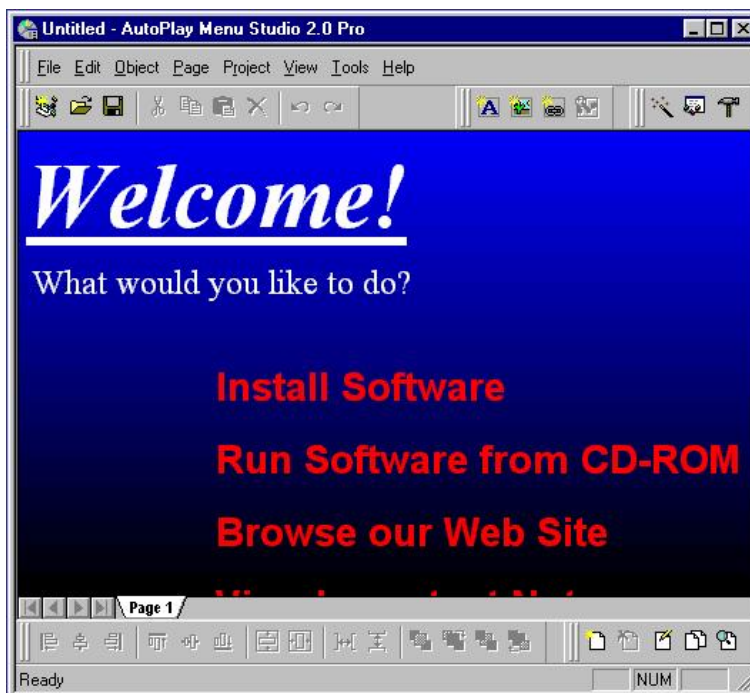
You'll be using CD-Rs to create your products. They are very inexpensive (down to less than 50 cents when buying in bulk). I can tell you for sure that you'll be throwing some of these away, or using them for coasters because when you make a mistake, they cannot be reused.

Buy blank CDs that don't have any printing on the labeling surface. If you just go to your local Office Depot and buy some blanks, they will likely have printing on the label side of the CD that will show through when you put the paper label on.

I get my blanks from Polyline Corp. <http://www.polylinecorp.com> I don't go for the cheapest either. Try to get a name brand because there are manufacturing differences that are likely to get you lots of returns if you settle for the cheapest brand you can find.

Menu Programs

I use *AutoPlay Menu Studio* from <http://www.indigorose.com> . This program is a little complicated to figure out the first time, but certainly not out of the reach of people with an intermediate amount of computer experience. It allows me to make a really nice menu to help people navigate my CDs. It also creates the files automatically that make the CD start by itself when it is put in a *Windows* computer.



Put a professional finishing touch on your CD products with an auto play feature and menu

Some of the techies out there will argue that there is no need to buy a program for this. Well, that's easy to say if you're a techie. For the rest of us the \$200.00 is well spent because most of us would never figure it out on our own. Keep in mind. One of my CDs sells for \$199.00. I'm not going to agonize for a month trying to figure out something that this program will do for me right out of the box. Sometimes the money is worth it.

CD Menu Programs:

<http://www.indigorse.com>

<http://www.autorun-autoplay-tools.com/>

<http://www.moonvalley.com/products/romwithaview/default.htm>

CD Labeling

I use *Sure Thing CD Labeler* <http://www.surething.com/> . There are plenty of others out there. I've tried them all, so don't waste your time. Get this one. It's a program that has 3000 gorgeous color backgrounds to pick from. Lots of pre-formatted text layouts and fonts. I had my first CD label coming off my inexpensive color inkjet printer within about 15 minutes from the time I installed the program.

Besides being the best and easiest program to use, the labels cost about half of the major competition. I order them off the web at <http://www.labelgear.com> . The *Sure Thing* program also has the capability of using other name brand labels and importing your own custom graphics to use as backgrounds.

Here's how it works: You print the labels two at a time and if you're using an inkjet printer, let them dry for a few minutes. You then put your CD on one side of a little plastic label application device and you put the printed label on the other side. Press them together and you have yourself a professional looking CD.



You can make
gorgeous CD labels
in minutes with the
labeling software

You can buy special printers that will print right on your CD, but really good ones start at over \$1000.00 dollars and go up from there. You also have to get printable surface CDs to go along with it.

CD Printers that print directly on the CD:

<http://www.ioproducts.com/cdprinlab.html>

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

<http://www.ram-peripherals.co.uk/>

CD Packaging

In my packaging I usually include a flexible plastic clamshell for several reasons. The plastic doesn't crack like hard plastic Jewel cases and since it's transparent, the label on the CD serves as the label for the product. People can take just one CD out of their big vinyl case and carry it with them in their laptop case. It is so thin that it fits in a laptop case and takes up virtually no space. The only thing the clamshell lacks is a spine, which is handy for labeling your CD so it can be found easily in a CD rack.



This handy carrying case slides down nicely next to a laptop



Jewel cases tend to crack, but are good for organizing CDs in the home or office because you can label the edge

If you want to include more documentation in the form of a small booklet, you can use the Jewel case to hold the booklet snugly inside. Some Jewel cases hold many CDs which is handy if you have a multi CD set.

I actually like DVD cases better. You can still use them for CDs and they usually have a built in document area. I still use clear ones so the CD label acts as the label for the entire product. Most of the time I use these for my lower priced (up to \$39.95) one or two CD sets.



**Clear DVD Case
Holding 2 CDs**

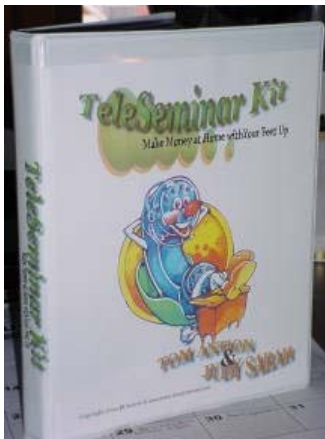
For bigger and more expensive CD or DVD programs I use either a Vinyl Case with a clear overlay to add a printed insert or a nice quality zippered case. The zippered case holds 12 CDs because I know the customer will put their own music CDs in the case and have my name in front of them all the time as they drive around in their car. The vinyl album usually has a literature pocket on one side or room for additional CDs or DVDs.



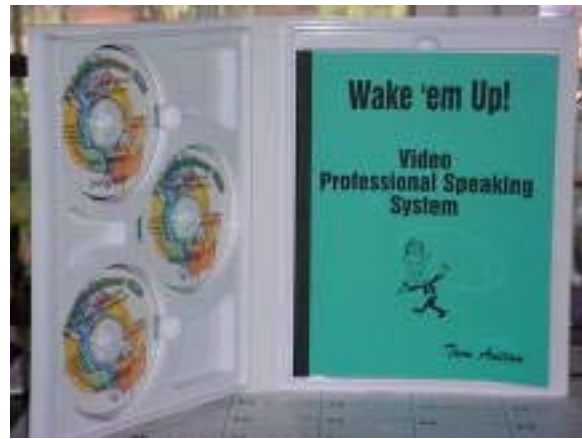
Zippered CD/DVD Holder



This holds 12 CDs/DVDs



Large Vinyl Album with clear overlay



Large Vinyl Album with literature pocket

You can get CD holder inserts to fit in three ring binders and you can also get little stick on devices that will let you store a CD anywhere there is a clean flat surface. I get all my CD packaging from <http://www.polylinecorp.htm> .



Three ring binder



Plastic CD holder inserts for three ring binder

The *Sure Thing* program mentioned above will also create Jewell case inserts.

Types of CD Products

You can put all kinds of files on a CD. The easiest thing to do is to put your e-book on CD. You'll learn about this more in the next section on E-books. The same file that you use as a downloadable product can be put on a CD. This is especially handy for people that don't want to take up hard drive space with your file, but want to have it handy to use.

Audio files can be put on CD. You can take a cassette product and use the same information to make a CD product. Remember we want to put our information out in as many formats as possible to maximize the return. Here's an ebook all about this:

<http://hop.clickbank.net/?powertips/w4994c>

Video can easily be put on CD. You can put your video demo tape on CD, or you can make video products on CD. My *Butt Camp* on CD <http://www.anton.com/buttcampcd.htm> is a special video product made with a screen capture program. The program records anything that is displayed on your screen. It also records simultaneous audio as you narrate what's being seen on the screen, or you can add voiceover or music audio later.



"Butt Camp CD" Version 1.0

The screen capture program I use is called *Camtasia*
<http://www.techsmith.com> *Camtasia*
<http://www.hyperionics.com/index.asp> *Hypercam*
<http://www.bbsoftware.co.uk/BBFlashBack.aspx> *BB Flashback*

You must watch your file size when using screen capture programs. The file size can become enormous unless you set the settings properly. Although you can string many videos together, for a longer production, these programs are really only designed for fairly short screen capture videos. The longest one on my *Butt Camp* CD is about 10 minutes. I have 50 of these shorter videos on one CD. They don't play continuously. You have to pick which one you want to watch and click on it to get it to play. The Camtasia "producer" allows you to string shorter videos together if you want to.

<http://www.antion.com/buttcampcd.htm>

CD Duplication

You can start out simply duplicating your CDs one at a time on your home or office computer. You can burn the same file over and over again onto CDs and do the labeling right there too.

When you get a little volume going you might want to purchase a CD duplicating machine. These machines are now under \$200.00. This machine can stand alone so I don't have to use up computer time to make CDs. Since this is a low priced model, you have to load each CD in by hand. A more expensive model will take a stack of blanks and automatically feed them so you don't have to watch over it every minute.



**This CD duplicator turns out
\$200.00 worth of product
every two minutes**

You can always find duplicating companies (check your Internet or local yellow pages) that will do all the work for you. They can do the artwork, labels, duplication, and packaging. Everything has a price and going this route will send your unit price up quite a bit. This may not be a problem if you have a high markup on the product and can move quite a few.

I use Sam Silverstein at <http://www.SamSilverstein.com> for most of my CD duplication.

Here are some sources for CD Duplicating machines:

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

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

<http://www.essential-data.com/>

<http://www.discmakers.com>

Fancy Discs

Now you can get discs shaped like stars, saw blades, and a bunch of other fancy designs. You can even get transparent discs. One of the best references for all kinds of CD stuff is *Disc Makers* <http://www.discmakers.com> . They have a free catalog and free CD production guide that is really informative.

Mac Stuff

The appropriate terminology for discs that work in both Macs and PCs and other computer platforms is “Hybrid Disc.” I hate to say it again, but I haven't developed any products that will play on a Mac because the market is just too small and it wasn't worth my limited time. I may in the future make Mac products, but certainly not until it is really easy and can be done at the same time as the PC version. It's just not worth the time and effort. I highly suggest you get the free CD production guide from *Disc Makers* mentioned above. They have a good explanation of the challenges you face to create Mac CDs and hybrid CDs.

DVD

I just tackled my first in-house DVD production and I wish I hadn't done it. <http://www.Magic4Speakers.com> . It's just not easy enough yet to do it without someone who knows what they are doing. We struggled every inch of the way and a project that should have taken a week ended up taking months.

Yes, the software makers make it “sound” easy, but there are way too many variables that can mess things up. I won't even go into them here. Although software is cheap now, it really isn't up to snuff unless you are a pro level DVD person who works with it every day.

All the production equipment and authoring software that are really good are high priced compared to any other product development tools we've discussed in this book. AND the learning curve for the good stuff is enormous.

I'm certain the prices and ease of use of this software will come down in the future like everything else, but for now it will most likely be a costly and frustrating endeavor for most of you.

My main suggestion is to find a company to do the video editing and DVD production for you. This may still have its own frustrations, but for now is the better alternative.

It doesn't seem to be too much trouble to make DVD copies.

Here's some software to do so:

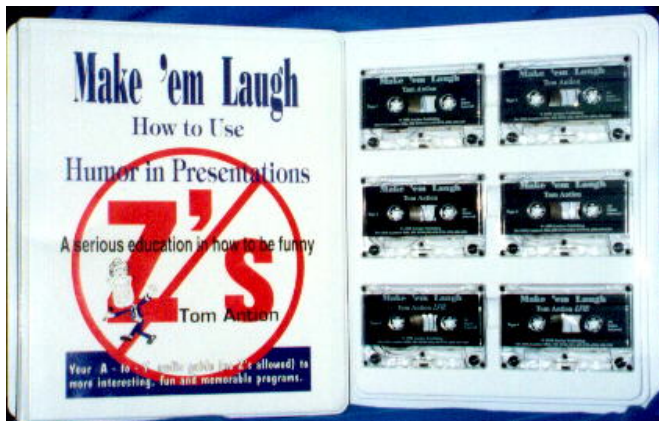
<http://hop.clickbank.net/?powertips/ipprogress>

Other Packaging

Let's move on to packaging your product. For books, it is most likely that you will need professional design work. If you are making products specifically for mail order, the cover design is not as critical. I have purchased many 8-1/2 x 11 books via mail order that had a cover on them, but there was no printing on the back of the cover, and a very simple design on the front. If it is mail order, the sale is really done before they buy the book, or they even see the book.

However, I always suggest making the nicest looking product you can afford because you never know who will see it after it is sold. You would hope that it would look enticing enough to encourage someone else to buy it.

For tapes and CDs, I use vinyl albums because they have a higher perceived value than the little cases for cassette tapes. If you are Ricky Martin, the tape is already sold because of your name, so they can get away with that in music. However, for my stuff I want a higher perceived value, so I use a vinyl album. The vinyl album has a clear coat over the outside plastic where you slip in a paper cover. To get a packaging catalog, call **Poly-Line Corp**, <http://www.polylinecorp.com> . They have a great catalog. Or here's another place I found <http://www.cdsleeves.com/> .



Front and inside of vinyl audiotape album

The term “just in time printing” has really taken over in the United States and other places. Even full size books are being printed in very small quantities. I made the mistake of printing 1000 color covers for a very expensive product and I still have 500 or more of the covers sitting in a warehouse somewhere. It was a big waste.

The way I do it is now is to create, or have created, the cover in a file on my computer. If it is 8-1/2 x 11 or smaller, I make one master on my color printer, which is a very high quality printer. I have duplicates made at Kinko’s or Insty-Prints on a color copier. Then I cut them to fit the album. I can make them one at a time for about \$.79 a piece. This is a high unit cost for the cover, but when you are testing a product and you don’t know if you are going to sell any, you don’t want to pay \$800.00 or \$1000.00 to print a load of these things. You can print them one at a time.

If it is larger than 8-1/2 x 11, most of these more modern places such as Kinko’s will take a file off your computer and output it directly to a beautiful color copy. In that case I just let the copy shop print it directly from a disk. They tell me what format they want and I save the file for them in that format on my office computer. Then I have them make 20 or 30 at a time. It is a good way to do small quantities without spending a fortune. If you really want to do oversize prints in your office, you can buy an oversize color printer.

Any graphic designer could make a suitable file for you. Some of them use *Adobe Photo Shop*, *Harvard Graphics*, or *Adobe Illustrator*. The main thing is most of these programs will “save as” some other kind of file. You’ll find the Adobe PDF is readily accepted just about everywhere. So you want to check with the place that will duplicate them and ask what kind of files they need to use for their color copier. Then you create the file. They print it out and cut it down to size and you shove it in the vinyl album. Then you will have a gorgeous looking product.

If you want to see the packaging for my video system go to <http://www.antion.com/speakervideo.htm> . All this packaging except for the printing of the book was created right on my computer and I don't have any graphics talent whatsoever. In addition, I can print each piece one at a time if I wish. This is really the cheapest and best way to do it. As I said, you could put tapes out in smaller packages, but big is better when you have a product because it has a better perceived value.



What You Need To Know

You can create all kinds of high quality informational products on a very small budget. CDs, audiotapes, videotapes, DVDs can all be made and packaged quickly and inexpensively.

Dropkick Your Self-Publishing Fears: How to Create and Distribute E-books

Interview with Angela Adair-Hoy

How much easier can this get? Here is how it works. People go to my web site and they enter their credit card number. In about 15 seconds, the money is heading toward my bank account. I get an email to ship the videos, or books, or tapes, or whatever they happen to order. Well, that was last then and this is now. After I met Angela, I really got excited about E-books. Now, you can enter your credit card number, and in 15 seconds, the money is heading toward my bank account. You download the *Wake 'Em Up* E-book to your computer. I get an email saying that I had a sale and I don't even have to go to the post office anymore. I'm going to have to get a job soon just to have something to do around here if this keeps up!

This is no longer the wave of the future. This is what savvy information marketers are doing to make a fortune using the Internet to sell digital products. That is what we are going to talk about in this section—creating electronic documents or E-books. I am pulling out books that weren't worth reprinting, updating them and putting them out in downloadable electronic format. I'm also hiring writers to write other ebooks for me.

This is going to be great. By the end of next week, I am going to have three more E-books out on the Internet. It is work that I have already completed; I only need to change the format.

Speed to Market

This is what I love about E-books. It is a speed to market thing. I used to think, “Ah, this is so cool . . . self-publishing. In five weeks after I have finished my manuscript, a big truck will pull up to my front door and unload a big crates of books.” I thought this was the greatest thing in the world.

Now, literally five minutes after you create a document, it can be converted and on the Internet for sale to the world. The first night I had the *Wake ‘Em Up* E-book out there which was about 5 years ago, I got two orders and I didn’t even announce it to anybody and \$40.00 was in my bank account. That’s not a million, but I’ll take it and I think most of you would too.

One of my ebooks “101 Nice Things to Help Out After the Funeral” went from concept to market in less than 8 hours. This is the kind of speed that can make you a fortune while servicing your information hungry customers.

No Fancy Website Needed

Another thing that is cool about it is that you don't even have to have a fancy web site. I use mostly one page sales letter sites and bring in tons of money. Another cool thing is that you incur no production cost, or very low-cost.

This is just the greatest medium and I am really, really excited about this. This is a hot topic and of course, we all have heard of Stephen King putting his book out in electronic format, so there is going to be a lot more of this coming. Our guest is going to tell us about it.

Angela Adair-Hoy

Angela Adair-Hoy is one of the most prolific and profitable self-published authors on the Internet today. She has refused two offers from traditional publishers but accepted a high five-figure advance from St. Martin's Press for her latest book co-authored with M.J. Rose. It is called *How to Publish and Promote Online*.

Sales of Angela's E-books alone net her more than \$5,000.00 every month. Sales were so good that she and her husband were able to buy <http://www.Booklocker.com> in September 1999. Booklocker.com is an Ebook and Print on Demand (POD) publishing house that serves as an incubator for up and coming authors, enabling them to prove the marketability of their books prior to approaching traditional publishing houses. It can also make a lot of money for an author in the meantime. This greatly increases the author's chances of traditional publication and bigger advances.

Booklocker.com

Dozens of books have been discovered on *Booklocker.com* by traditional publishers and book clubs. Angela also publishes <http://www.WritersWeekly.com> , a free weekly E-mag for writers featuring new freelance job listings and paying markets for writers.

Tom: Angela, we are so happy to have you here today. Everybody is excited about your topic and having someone like you here. Tell us, how did you get started in electronic publishing?

Angela: I rather stumbled into it. I launched the *The Write Markets Report*, which was a print magazine, in June of 1997, and quickly built an accompanying web site to go with it. Six months later, I realized I was spending a whole lot of money on postage and printing. Everyone who had subscribed had found me on the Internet so I assumed that most of them had email access. I offered refunds to anybody who did not like it, but we were going electronic only. We were going to be an electronic magazine distributed as an email attachment and we only lost three subscribers out of more than 600. Today, we publish *The Write Markets Report* as a pdf file for readers to download each month. We no longer send products as email attachments because of virus concerns.

Tom: So you consider PDF a as the best and most common format for electronic documents?

Angela: Most computers now come with Adobe Acrobat Reader already installed. We experienced far fewer problems (customer headaches) with PDF than with any other format. And, Palm users can read PDF files on their handheld devices.

Tom: OK, tell us a little about *Booklocker*. How many authors are using *Booklocker*? Just give us an overview of what exactly *Booklocker* is.

Angela: We currently serve more than 700 authors. Authors can read about our program online at <http://www.booklocker.com/mar/intro.php> . They can publish their ebook with us at no charge. We have setup fees that must be charged for our Print on Demand (POD) program. Print on demand allows authors to get their book into print, as a glossy paperback or hardcover, for as little as \$217.

Authors come in and submit their book for consideration. If they're accepted, we send them through our simple sign-up process. We offer a sample E-book in *Word* that authors can download and cut and paste their manuscripts into so they do not have to worry about the cosmetics of creating E-books . . . we have already done it for them. We show them where to go to have it converted to a "pdf" document at no cost. They sign up as an author. They can come in and check their sales any time of the day or night and we heavily market *Booklocker* to the world. We have been in *Time Magazine* twice and *Intellectual Capital* twice. *L.A. Times* gave us a rave review, and *CBC Radio* had a 100,000,000 listeners. Most recently, we were interviewed for *USA Today*.

Tom: Wow!

Angela: Just yesterday, the *London Sunday Times* sent a photographer out here to our house to take my picture.

Royalties

Tom: Oh, that's great! I've been checking around a little bit and you pay an outrageously high royalty. Can you tell us about that?

Angela: The reason we pay outrageously high royalties is that, first, our competitors can't touch us. They have huge overheads and more mouths than they can feed. They relied on investors early on and, instead of watching their expenses, they went on spending sprees. Subsequently, most of them are not in debt up to their ears. In fact, one of our competitors, Xlibris, just laid off several employees and sent their jobs to the Philippines. We'd never do something like that!

Since we don't publish every author coming over the e-transom, we've kept our operation tight. Our expenses are very low, which is why we can afford to do for a couple hundred what our competitors charge thousands for (and we all use the same printer so their outrageous costs just don't make any sense to me).

Tom: I agree, there is nobody even close to what you pay to your authors.

Angela: Right. We are competing with the big boys. Our primary competitors have hundreds, if not thousands of employees. Their overhead costs are much higher than ours are and they can't afford to pay the high royalties that we can. In addition, I believe that when someone authors a work, they own that work and they deserve to make a respectable amount of money off that work. I'm an author as well, so every time I make a decision about *Booklocker*, I first think, "Wow, if I was one of my authors, what would I want *Booklocker* to do?" 70 percent is darn good royalty.

Tom: 70 percent royalty for an E-book. You had a length requirement on that, could you tell us about that?

Angela: Unless a book is a children's book (we do publish color-interior books now), we prefer books be at least 100 pages. We pay

35% for ebooks priced \$8.95 or higher; 50% for ebooks priced under \$8.95. For POD, we pay 35% based on the list price for books sold through our site; 15% for wholesale orders (because we have to share the discount with the bookstores).

Tom: Right. For those of you that have never had anything published yet, even 50 percent is ten times more than you would get by going through a traditional route. This is a large amount of money compared to what you can get going in traditional publishing. And it's significantly more with less risk than you can get by straight self-publishing where you have to print the book, and ship it and all those things. This is electronic.

Angela, what kinds of books sell the best as E-books? I know that some people publish free E-books just to push people to their web site, but which are the ones that sell?

Bestsellers

Angela: By far the best sellers are non-fiction, “How To.” Of those, by far the best sellers are, “How to Make Money.”

Tom: How to Make Money?

Angela: I am not talking MLM, get-rich-quick schemes.

Tom: Right.

Angela: I am talking about home-based businesses. People really do want to work from home doing a real job, not a scam business. There are many legitimate home-based services and products you can do and create and the books that teach these skills are the ones that sell the best.

On the flip-side, the #1 best seller on our site for several months now is ***PLAY PIANO IN A FLASH! - Play Like a Pro Whether You've Had Lessons or Not.*** The author has a deal with PBS and he's featured in an infomercial-type show that keeps repeating over and over again. Part of the proceeds go to PBS, which is why they keep replaying the show. He recently sold the rights to his book to Hyperion, but they have generously allowed us to keep selling the ebook on Booklocker.com.

Tom (to audience): Folks, keep in mind that ***Booklocker*** is like a bookstore so it is going to have a massive numbers of topics. This doesn't mean that whatever you happen to be writing won't sell like gangbusters on your own web site, or through your own channels because you have a targeted market. Just because it may not be a “How To” E-book like Angela sells, doesn't mean you won't sell a lot of them.

Angela: That's right.

Tom: Let's say someone places an E-book at ***Booklocker*** in a proper topic category. How much could they expect to make?

Angela: Well, it all depends on the author. We provide each author with access to our free marketing area online. We have had authors that came in and haven't sold one book because they drop their E-book off at *Booklocker* and they walk away forgetting they ever wrote it. If an author isn't pounding the virtual pavement, their book isn't going to sell.

Tom: Authors always have to remember that THEY must promote their E-book. No one is going to do it for them.

Angela: Nancy Hendrickson, who wrote an E-book on genealogy, *How to Find Your Ancestors On-line*, made more than a \$1,000.00 her first week she put her book on sale.

Tom: Wow!

Angela: She went out and offered free excerpts to discussion list owners who in turn, distributed these excerpts to their discussion list.

So there are all these little secrets to promoting your book on-line. The people that actually take those secrets, go for it and really work to promote themselves, are the successful ones.

Tom: Could you give us a couple more of the tips of how the author could help if they put their E-book at *Booklocker*? How could they help you promote it?

Angela: The biggest secret that I tell all my authors . . . so it's not much of a secret anymore . . . is that you need to create a following. You need to create a fan base. Create your own electronic magazine or E-mag, just like you do Tom. You write one book targeting that audience and you keep coming up with new book ideas targeting the same audience. As you build your audience, you are considered the expert by your readers and they will turn around and buy every book you write.

Tom: I see. Therefore, building a following in any kind of field will keep sales coming in and the people that bought from you once are more likely to buy again.

Angela: Oh yes, I have hundreds of repeat buyers. Every time I publish a new E-book, I know I am going to bring in several thousand dollars the week I release it.

Tom: So, make an E-magazine so that you can reach out to them easily and then send them to *Booklocker*. And you must build that following.

Angela: Right.

E-book Security

Tom: You mentioned some of your successful authors. Aren't many of these authors worried about security, or somebody stealing their E-book and selling it on the black market, or the black cyber market I guess you'd call it?

Angela: We hear about that fear every day. We have heard many instances of people getting an E-book and really liking it and emailing it to their family and friends. One thing that I do to counter that is every E-book that I write has many ads for my other books at the end of it. If somebody ends up with an illegal copy of one of my E-books, maybe they will like me enough to come back and buy something later. The chances that that person was going to buy my book in the first place were slim. We've found that trying to utilize too many security measures only frustrates your honest customers (and makes you spend lots of time trying to help them unlock the book).

Tom: Yes. That is a great tactic which is perfectly acceptable in this type of publishing. You can have links inside the E-book going to your web pages, to your other products and all kinds of things. It is much more acceptable than it would be . . . I mean it is even impossible in regular print publishing . . . but you can make hyperlinks that people, if they are connected to the Internet, will jump directly to wherever you want them to go. It is a fantastic medium.

Here's another tip about security: If you are delivering your E-book through your own shopping system, you can have your shopping cart generate a disappearing web page for the delivery of the E-book. In my case, when you purchase one of my E-books, the shopping cart generates a web page where you go to download the book. The web page is only good for 48 hours and then "disappears." This prevents you from simply distributing the link to all your friends. If you do, they had better download it in a hurry or the link will be gone.

How to do it

Let's talk a little bit about how to actually do this. There are a lot of what they call compilers out there, and “.exe” files, and all kinds of ways that you can convert your book for sale electronically. You have *Neobooks*, *E-editor Pro*, *Web Compiler* and others. I understand you have limited the formats on your *Booklocker* site. Tell us what that format is and why you have limited it.

Angela: Contrary to industry opinion, we have limited all new releases to “pdf” format because we have chosen to listen to our customers instead of the software giants. When we were distributing E-books in “.exe” and “HTML” format, we had probably a 30 percent customer complaint and confusion rate.

Tom: Again, keep in mind the people on the line here may not even understand that. Could you say what an “.exe” or an “HTML” would be?

E-Book Language

Angela: “HTML” is the language used to create web pages and some people create E-books in that language. “Exe” means an executable file. It is like a computer program. Once you click on it, it runs.

Tom: But they would have to download and install it though, right?

Angela: You have to download and install the regular E-books as well but with an “.exe” file none of our Mac customers could read those files. That cut out a certain percentage of our readership. “pdf” is a file extension name for files created with *Adobe Acrobat*. Anybody can download the free *Adobe Acrobat Reader*. Most of the computers on the market already have it installed. It is just so universally acceptable and everybody knows what it is so

everybody understands how to use it and our customer complaint and confusion rate dropped to less than 2 percent.

Tom: So you are suggesting that if anybody wants to publish, they should do it in “pdf.”

Angela: Right. That is what I recommend. However, the first thing you should do is create it in your word processor. It’s a lot easier to make it visually appealing that way. If you do not understand *Adobe Acrobat*, don’t try to create a document in it. For example, I create a book in *Microsoft Word* and make it really pretty with the page numbers and the headings and everything, then I just click one button to convert it to “pdf.”

Tom: OK.

Angela: It is so simple.

To convert a document to PDF:

<http://www.adobe.com/epaper/>

Lots of Adobe help and resources.

<http://www.adobe.com/products/acrdis/createbooks.html> has step-by-step instructions for preparing and converting E-books. [Note: The downloads at this site have more detail than you actually need to create simple ebooks for online distribution.]

Conversions

Tom: I made a big boo-boo in my E-book. I prepared my whole *Wake 'Em Up* book for conversion to *Adobe* and I didn't know one of the little tricks. The trick is, let's say you want to make a chapter heading. Well, you go up to the tool bar in *Microsoft Word* and you could just raise the font size to make it bigger. However, that was the big boo-boo. I didn't know about the "Heading Tag" function of this word processor, such as Heading 1, or Heading 2, or Heading 3.

If you put that Heading Tag # 1 on that chapter heading and also put a Heading Tag #2 on your subheadings, and maybe a Heading Tag #3 on points under subheadings, whenever *Adobe* creates the "pdf" file it automatically creates a table of contents and index for you instantly. It's like a giant clickable outline of your book. When I say "clickable," that means a person can look at the outline, click on something that interests them, and instantly that part of the book shows up. It's very handy for the reader. I had to have a guy redo the whole thing because I didn't know this trick.

Don't try to put heading tags on an entire multi-line paragraph. A heading tag can be only on the words of one line. **THIS IS A VERY IMPORTANT POINT.** Michael Stahl, past president of the Florida Speakers Association, and a friend of mine messed this up and had lots of trouble doing his conversion. So, make sure you format your book properly before you convert it. I might add that he overcame this little adversity and now has several E-books out both downloadable and on CD and a new affiliate program to sell them.

If you want to get fancier and put links in and stuff, you can pay someone to convert your book for you. Search the Adobe site <http://www.Adobe.com> for qualified Adobe Acrobat consultants.

If you want to do a lot of this, you can buy a program called *Adobe Acrobat*. Don't confuse this with the free *Adobe Reader*. You must buy the full program if you want to do the conversion yourself.

Tom: Angela, how could someone learn more about *Booklocker*?

Angela: The easiest way is to go to <http://www.Booklocker.com> and click on the top link, which says "Publish and Sell" but you can always reach me at <mailto:angela@booklocker.com> .

Tom: OK, <mailto:angela@booklocker.com> . I know she is buried with emails so be patient if you do send Angela an email.

Publishers to Avoid

Tom: This is a rapidly growing industry. What is one of the main things that authors should avoid?

Angela: Well, let me tell you one thing. If they don't pay at least 50% for ebook royalties, . . . run.

Also, watch out for new firms that don't know what they're doing. We found one electronic publisher that was sending out these large calls for manuscripts and they didn't even take credit cards. You had to fill out their order form, write what you want and mail it in to them. So you are going to run across some small electronic publishers that don't quite know what they are doing yet. They might figure it out and you know, I'm all for the small guy. I mean, look at me. But many new publishers go bust within the first few months. **Never give up all rights to your book to a new publisher!**

Tom: It is fine to go with the small person as long as they don't tie you up on some ridiculous contract.

Angela: Let me give you an example. When I sold my book to *St. Martin's Press*, if I had been tied into a contract, I would have not gotten that contract with *St. Martin's* . . . which was a large sum of money.

If I had not owned *Booklocker*, and not known what I was doing, and signed on with an E-publisher that has time constraints in their contract, I would not have gotten that traditional publishing contract. They would not let somebody else retain electronic rights, even for three months much less a year or two or three years. That is the primary thing. Do not become locked into a contract, because if Random House knocks on your door, they are not going to wait. That is a big thing to consider.

Stay away from the E-publishers that pay pittance royalties. They are out there. Usually they are the ones that make you sign those long ridiculous contracts.

Reputable Electronic Publishers

Angela: There are only two electronic publishers that I can honestly recommend to people and that is, of course, <http://www.Booklocker.com>, and <http://www.trafford.com> .

There are just too many complaints about the others online and I wouldn't feel comfortable sending anyone their way.

Tom: OK.

Tom: Are companies like *Amazon* and *Barnes and Noble* getting into this field? [Note: <http://www.LightningSource.com> is the company that handles Amazon's ebook sales.]

Angela: They sell ebooks, but they don't publish them (yet).

Participant: Do you have any experience with putting existing books that have already been published traditionally into electronic form. We retained the electronic rights to all of our eleven books.

Angela: Good for you.

Tom: Smart.

Participant: We have been updating them regularly since 1985. Have you had any experience with what happens when you put that kind of a book up for sale electronically?

Angela: Yes, as long as it is in electronic format, it is simple. If you already have it in electronic format, then you can just download our sample E-book, cut and paste your information into it, do the free conversion and you can have all of your books up in a week. It is very simple.

Participant: And the book sales on those books . . . does it negatively affect the regular bookstore sales?

Angela: No, because you have a completely different audience shopping on-line than you do when people are walking through the bookstores.

Participant: Wow! Thanks.

Tom: Isn't that something?

Angela: What you are going to find with non-fiction E-book sales is that if you have a hold on your audience, they are going to buy your E-book before they buy your print book because they can get your E-book instantly. It's the instant gratification. They don't have to wait even one day for the Federal Express man to come and they don't have to get off their butt and get in their car and drive to the bookstore. If people want your information bad enough, they are going to order it where they can get it instantly.

WritersWeekly.com

Tom: Angela could you tell us a little bit about *WriterWeekly.com*? How does that fit into the mix?

Angela: *WriterWeekly.com* is a companion newsletter to the *Writer's Weekly* web site, <http://www.Writersweekly.com> . It goes out every Wednesday. If you print the issue, it is about 30 pages. That is a lot of writing I have to do every week and it features new freelance jobs that we find for writers along with paying markets, articles on how to make more money writing (and how to protect yourself from naughty editors and publishers) and even a weekly freelance success story submitted by one of our readers. The paying markets for writers are all original. I interview every editor of the markets that we feature and it also tells about some activist activities where we rally for the rights of freelance writers. We rally for them to be able to keep rights to their books. We tell writers never to write for nothing. It seems some companies think that writers don't deserve an income. Fighting for the rights of writers is probably the most fun part of what I do. Our subscriber base is over 40,000.

Tom: How can a writer get on the list?

Angela: Go to <http://www.Writersweekly.com> and type your email address in the box at the top. You can't miss it.

Participant: Do you sell your email addresses?

Angela: No, absolutely not. We don't share and we don't sell. Those email addresses are gold to us and we really, really need to maintain an excellent reputation on-line so we never, ever give out those email addresses though we are asked all the time. We've even had competitors offer to "trade lists." . . .Tsk. If we did that, we'd already be out of business.

E-publishing Editorial Guidelines

Tom: Editorial guidelines . . . do you do any kind of review, or preview before you accept a book?

Angela: Absolutely. First, all authors must submit their manuscript for consideration. We don't publish everyone...far from it. You wouldn't believe how much garbage is for sale online. After acceptance, when you go in and you fill in our form with the information about your book, it may look like your book is going up on the site right away, but it doesn't. It does create an instant web page but you can't see it. We can. We review all manuscripts before we put them up on the web site. The reason is because . . . well, first, there are some strange people out there, and second, it may be something as simple as somebody forgetting to spell check their manuscript, or someone who tried to translate it to English by themselves.

So yes we do. We do have an editorial screening process. We do not publish everything coming over the E-Transom and many of the other publishers do. Another thing you should verify is the reputation of the publisher.

Tom: Would you deal with books that are in a foreign language?

Angela: We only publish books in English.

Tom: If a person has their E-book featured on their own web site, can they link over to a page or place where a customer can order the book on *Booklocker*?

Angela: Yes, once we put a book up, we send each author the specific URL for his or her book page, which will never change because that is what you use for marketing, and that is you link from your page. Only your book is on that page. In addition, in the

email, along with that URL, we send you the information for downloading your on-line book promotion E-kit.

Microsoft Word

Tom: I originally did mine *Wake 'em Up* book in *Word Perfect*. Almost everybody else uses *Microsoft Word*. Does that seem to be a more simple or smooth conversion?

Angela: In my mind it is. There are probably a lot more technical people than I am. I am not a real technical oriented person.

Tom: Me neither.

Angela: Doing it in *MS Word* is pretty much a no-brainer. There is one secret though.

Tom: What is it?

Angela: If you want hot links in your E-book, you have to type out the entire URL because **Adobe Acrobat only will recognize a hot link if it starts with "http://"** .

Tom: So you need http:// the "www" and whatever the URL is.

Angela: Then when you go to *Adobe* and you tell it to recognize the links, then everything that starts with http://, will turn into a hyperlink (AKA hot link) for you.

Tom: I'm sure it will recognize email addresses also. To do that you must put "mailto:" in front of it. Like this <mailto:tom@antion.com> . Don't put any spaces in until after the .com

For those of you that haven't read an E-book through the *Adobe Acrobat Reader*, you can have a split screen where the left-hand side of the screen is a clickable outline of your book and the chapters and they are all hot-linked to their respective places in the book. The whole thing will sit on one screen and you click where you want to go and it will take you to Chapter 14, subheading 2, if

you want. That is the mistake that I told you about where I didn't put the proper tags on the Chapter and subheadings so *Adobe* didn't recognize them during the conversion.

When you are trying to put in a heading tag, the heading tag has a certain font size associated with it and don't let that worry you. Just make it a heading and then you can go back to the point size and change it to whatever size you want. As long as your chapter and subheadings have a heading tag associated with them, you'll be OK. Make sure you do that so your conversion is easier.

Preparing Your E-book In Microsoft Word

I asked the guy who gets me out of trouble when I make formatting blunders to give me a checklist of things to do to prepare a *Word* document for conversion to *Adobe*. Many of the tips are simply good formatting practices that will help you in any program.

David Hogan's Tips for preparing your E-book for conversion to Adobe

✓ Use heading tags and make sure they are not mingled with other text. A heading should be by itself and NOT in the middle of other text. Do not make the mistake of using Heading tags for the sake of appearance. Headings play a vital role in the bookmarks of the Acrobat file. Structure should be the prevailing thought.

✓ Be certain there are regular paragraph returns (return or enter key) after the heading. These should not take on the properties of the heading.

✓ For example if you use Chapter 1, Chapter 2, etc., then they should all be the same heading type and nothing else in the book should have this type heading.

✓ To change the appearance of a heading:

1. Select text and make it a heading
2. THEN make changes to the font, size, type, etc.
3. Then reapply the heading to the selected text. This will prompt you to update the heading which you choose instead of using the existing heading style.

✓ Give thought to where you want the Table of Contents. Resist inserting it until you have completed your book. THEN insert pages where you want it to go and let Word create it.

✓ Many people prefer to create Word indexes at the completion of a chapter to minimize the work involved and review time. Wait until you are finished with your work to mark index entries then it becomes part of the review process, and aids you in finding mistakes.

✓ When inserting pictures, consider first inserting a text box and then insert the picture in the text box. This gives better control to the picture's placement.

✓ If you want a caption box to go along with the picture, group the caption box with the main box by holding down the shift key while you choose both the picture box and caption box. Right click on your mouse and choose the grouping option.

✓ For precise placement of pictures learn to place your pictures into tables. Then set the border shading of the table to none. A 3x3 table for example can give you precise placement of 4 pictures next to each other with a caption between them. See the table below:

Picture Here		Picture Here
	Caption here	
Picture Here		Picture Here

Drag the borders of the table as needed for placement, and remember to turn off the table border shading by right mouse clicking the table and choosing borders and shading, then mark the box for none.

✓ Make sure you have space between different styles. For instance if you apply a border or a font change, you should have space between that style and the next different styled text.

✓ Use page breaks when necessary (ctrl-enter). This keeps text together without weird text flow errors. This is critical and main heading or chapters should begin on new pages where possible.

- ✓ **DO NOT USE THE SPACE BAR** to try to move or align text. This creates absolute nightmares upon conversion. Use tabs, tables, or text boxes to control the placement of text.
- ✓ Always make text entries for bulleted and numbered lists first **BEFORE** you apply the bullets or numbers. Also, make sure you have a blank line after the list before you apply the bullets or numbers.
- ✓ Avoid extra large headings in electronic documents because people resent having to click too much and to waste a whole page (if they print out the document) on a large font.
- ✓ You might consider using only the top 2/3 of the page so that the end user does not have to scroll to see the entire page. This is a matter of preference, and printing should be considered when doing such.
- ✓ Lots of white space is desirable as too much text tires the eyes.
- ✓ Finally the biggest mistake is to *format as you go*. Type your text first, use a couple of return keys to designate a heading, but wait until you are finished with the entire book to mark them as such. This is usually ignored more than anything else, and it will cause more grief than any other item.

Great tips David and trust me folks, violating some of the tips in the above list can cause tremendous trouble during your conversion process.

Here are four ebooks about ebooks:

<http://hop.clickbank.net/?powertips/digishine> PDF Secrets

<http://hop.clickbank.net/?powertips/ebksecrets> Ebook Secrets

<http://hop.clickbank.net/?powertips/warmsnow> Your guide to ebook publishing success

<http://hop.clickbank.net/?powertips/higher> How to Get Higher
Ebook Profits

PageMaker

Participant: My book is in *PageMaker* and then we converted electronically for the printer. What's the best way to convert for E-books?

Tom: I think that's actually easier because *PageMaker* is owned by *Adobe*. That's seamless because it is *Adobe . . . Illustrator and PageMaker . . . Adobe* products should be seamless conversions.

Participant: You can use one button in *PageMaker* that will convert it to "pdf."

Tom: In *Microsoft Word*, when you go to the File menu, you come right down after you have installed *Adobe Acrobat*, and it says, "Create pdf"...

Angela: You have to tell it to print.

Tom: Yes, well you have to click "print" and then you print to the "pdf" but mine actually had the icon on the file menu. It just says, "create pdf" direct. So, it must be getting better. I got the latest version.

Participant: Angela, how do we get that pamphlet with the instructions on how to take our book that we have sweated over and put it into your format?

Angela: I have an ebook for sale titled *How to Write, Publish and Sell Ebooks*. It's on Booklocker.com and WritersWeekly.com.

You can download the free sample ebook here:

<http://booklocker.dreamhost.com/autumn/sampleebook.zip> It's a zipped MSWord file..”

Screen Captures

If you want to add visuals to your E-book right from your computer screen, you can use screen capture programs to do the job. This book has screen captures sprinkled throughout to add clarity.

Many Windows computers have a basic screen capture utility called *Paint*. You use it in combination with your “Print Screen” key to capture and edit images from your computer screen.

Here's the quick course on using *Paint* and your Print Screen key:

01. Display what you want to capture
02. Hit the Print Screen key
03. Open Paint
04. Paste
05. Click on “Select” button
06. Highlight what you want to capture
07. Copy
08. File New
09. Paste
10. Save

Check here for some more advanced screen capture programs:

<http://www.screencapture.com> *Capture Eze Pro*

<http://www.hyperionics.com/index.html> *HyperSnap-DX*

<http://www.techsmith.com/> *Snag It*

<http://www.creativesoftware.com/> *Capture LITE & Capture PRO*

<http://www.captureexpress.com/> *Capture Express*

<http://www.stclairsoft.com/ScreenCatcher/index.html> for MAC

Poetry and Children's Books

Participant: I have been writing some poetry and children's books. Do you take them?

Angela: We do publish children's books, but we don't publish poetry. I can tell you, you're not going to be able to eat on what you make with them. People are not buying poetry or children's books as E-books right now. We are selling almost none. We sell a little bit of fiction, a lot more than we used to, but by far the best sellers are non-fiction "how-to." On the contrary, print fiction sells better in our POD program than their ebook counterparts.

Tom (to audience): Again, however, if she has a market and a following through an E-zine, that is a whole different ball park because your people will buy because they like you and want to know more about you.

Participant: So I would have better luck with my business-oriented books.

Tom: Business books, yes.

Pricing E-books and Promotion

Participant: I was wondering, how do you price the E-books in comparison to a hard copy?

Angela: Good question. I wanted to remember to tell you all this. We don't compare it to what the print version sells for because we also consider the fact that they don't have to pay postage, the different conversion rate, what have you. Nevertheless, there is a magic number for E-books and I don't understand it, but we sell more ebooks at \$8.95 than anything else. That price is better than \$6.95, but not as good, of course, as \$19.95, but \$8.95 is the magic number and I don't know why.

Tom: on the other hand folks, I can't tell you how many downloads I've paid \$39.00, or \$97.00 for because it was highly specific money-making stuff. If you have something highly specific and it's on a hot topic, you can make it into something like a business start-up kit, or a moneymaking kit, or system. I've paid thirty-nine and all kinds of fees . . . there is no set number so don't feel that you are limited to the pricing if you have the hot topic that people want and they want that immediate gratification.

Angela: Right.

Reprint Rights

David: What do you know about selling reprint rights and master rights?

Tom: In fact, I've already got the reprint rights to *Wake 'Em Up* on my web site for sale at \$825.00 a shot. So it is a real book, it's real content, it's a real best seller, so for about \$825.00 you can reprint that digitally or CD-ROM and then master rights are available for \$3300.00 where you can then sell the reprint rights for \$825.00 a shot.

Lets recap. Create the computer file and make it look nice. *MS Word* is a handy one to use, but you could do other formats. You get someone to convert it for you, or you buy the *Adobe Acrobat* program and do the conversion yourself. You then have a "pdf" file. You can name it whatever you want but the extension is ".pdf."

You could even email it to somebody. When they get it, it usually kicks off the *Acrobat Reader* by itself, isn't that right?

Angela: In some of them.

Tom: OK.

Angela: But most people already have the reader and it's free.

Tom: It is a free browser plug-in that you can download from *Adobe* or, as Angela said, many computers already have it on there. You install that and it allows you to read the document and jump to different areas of the document if the document is set up for that.

Let me tell you a little bit about the e-commerce way if you have it on a web site. If you have a shopping cart, or if you are considering a shopping cart, what you need to know is if it will handle "soft goods." Soft goods would be these downloadable E-books that we

are talking about, or you might write computer programs and sell them so that would be a soft good.

A hard good would be something that you end up shipping like a printed book or a tape. I had to jump through some extra hoops to find a shopping cart that I could make do both in one order so if you are shopping for a shopping cart, make sure that you can do both hard goods and soft goods in the same transaction. That way, somebody could order a tape and a downloadable product at the same time. I use <http://www.KickStartCart.com>

Participant: When you are talking about the e-commerce series, are you talking here about when you sell your software or your E-books off your own web site as opposed to that of someone else's website?

Tom: That's correct. If you sell your E-book at *Booklocker*, you don't have to have anything. I mean you could send a disk to Angela if you wanted to. Her company handles all the downloads.

Participant: You could sell them off your own site AND you could sell them at *Booklocker*.

Tom: Right, and selling them from your own site would require some type of mechanism to allow your customer to download them. If you buy it, it generates a web page that you go to and begin the download. That web page is only good for 48 hours so you can't give the address out to all your buddies. That gives you a little bit of extra security.

Participant: What programs or software do you use that you recommend?

Tom: There are a million different shopping carts out there and I use <http://www.KickStartCart.com> . Also don't forget the checklist I've provided above on picking a shopping cart.

Participant: But if you list your book on an E-publisher, then all you need is a link to the page. All of the fulfillment steps, the download code and everything are handled by the E-publisher.

Tom: Really you don't even HAVE to have a link, but anything you can do to drive traffic to your book will help sales. You can also simply use a third party shopping system as long as they handle downloadable goods.

You definitely don't have to have any of that shopping cart, or any of the credit card stuff. Nothing. Just a link to *Booklocker*, *Trafford*, or all of them. However, *Booklocker* is considered the best. Its the reason I had Angela on, as most of you know, I sift through and get out all the riff raff and find the best people on the Internet. Angela is it when it comes to selling E-books, so that's why she's on here with me.

I still suggest you get a shopping cart of your own so that you can make all the money and so you can increase sales with all the advanced and automatic selling features a good shopping system has.

Angela: The reason all the authors point all their links to *Booklocker* and not the other sites that are listed is because of the royalties.

Tom: The royalties, Yes, its more money.

E-book Length

Participant: Angela, did you say we needed about 300 to 400 pages for the E-books.

Angela: No, that's not necessary. I was just giving examples of some that we have. We have books 80 pages long that are great books. We have some novels that are 600 pages long.

Jan: OK.

Angela: We have some novels that are three to a series and we sell the entire series together that are around 1000 pages.

Tom: And don't try to write 12 pages of content and then another 88 pages of garbage just so you get published.

Participant: What are some typical charges that E-publishers levy?

Angela: At *Booklocker*, we publish ebooks for free (even if the author doesn't want to use our POD program). We don't charge authors anything. We make our money on book sales, so it is in our best interest to help you sell your book. Unfortunately, I don't know of any other ebook publishers that publish ebooks for free anymore, other than Booklocker.com.

Since fiction ebook sales are almost non-existent, we require all fiction authors to be in our POD program. We had to make this change after spending thousands of hours setting up book pages for novels that just didn't sell in ebook format. People just don't want to read fiction on their computer screens.

Tom: OK, one point we almost glossed over there is the "14 points." You make the font size 14 points so it is easier to read on screen.

Here's another tip. Don't make your chapter headings gigantic because people get mad if they try to print the book and it takes a whole page for the words "Chapter One."

Angela: Since people can now easily expand and decrease their pdf documents on their computer screens, we now publish the text at 11 or 12 point font and the chapter titles at 14.

Tom's note: We still use 14 or 16 point for body text because many of our customers don't know they can change the size of their screen.

Oh, and that's another thing, Tom. 90 percent of our customers print their E-books.

Tom: They are going to print it out 8-1/2 x 11

NOTE: According to Adobe, in their free guide book *How to Create Adobe PDF Files for E-books*, <http://www.adobe.com/products/acrdis/createbooks.html> they suggest making a page size of 6 x 9 inches (15.24 cm x 22.86 cm) which displays nicely on a monitor and still prints out OK too on 8 1/2 x 11 paper.

Angela: That's right, they are going to print it out so remember that when you are formatting.

A common mistake authors make is to create graphics with black backgrounds and graphics that are unnecessarily large. Always remember how expensive printer ink is when creating your ebook, because readers will scream if your book uses all their ink.

Tom: Yes, when you format, just use a standard page and this makes it very simple for you.

Other Formats

This book is focusing solely on the *Adobe Acrobat* “pdf” format primarily because of the information we got from Angela about confusion with other formats. That doesn't mean you can't make a lot of money providing your E-book in other formats.

You can sell books in all kinds of formats but *Adobe Acrobat* “pdf” will give you the least customer service hassles.

<http://hop.clickbank.net/?powertips/digishine> PDF Secrets

Audio Ebooks

There are two ways to add audio to your ebooks. In the first method you can embed the audio files right in your pdf file. In the second method you link to the audio file which is housed on a website. Each method has pros and cons.

Embedding

The problem with embedding the audio file in the pdf file is that your overall file sizes can become enormous. This makes automatic downloads more difficult especially for those that don't have high-speed connections.

The upside to embedding your audio is that the person can listen to the audio without being connected to the Internet. This means they could be on a plane listening to your audio book on their laptop.

You could even burn a pdf file with embedded audio to a CD where you would have 650 megabytes of storage capacity and plenty of room for lots of audio. You would have a nice self-contained package that, again, would not require the person to be connected to the Internet.

Linking

Linking is nice in that you can distribute your pdf ebook easily because the file size will be really small. The person receiving the

pdf file then clicks on a link that takes them to the audio file, or a page where the audio file link is which would either be streaming off your webserver, or available for download to their computer or mp3 player. Visit <http://www.GreatInternetMarketing.com/backups.htm> to hear Tom sing a parody song about backing up your files.

The bad part about linking to a streaming audio is that the person must be connected to the Internet to listen to your files. The bad part about letting them download an mp3 version of your file is that they now have to keep track of the mp3 downloads AND your pdf file.

Ebook Covers

Ebook covers (like the one you see at the top of this document) are simply graphic representations of your ebook. Obviously there is no physical book cover or physical book.

Ebook covers are typically used to advertise the book and give someone something to relate to even though an ebook is quite different than a physical book. People seem to get the message that they are buying a “book” with information in it.

Below is a link to a handy tool that allows you to make beautiful ebook covers in minutes and you don't have to have any graphic arts experience.

<http://www.ecovergenerator.com/x.cgi?adminid=814&id=22663>

I also use another program called “Header Generator” to make simple one page websites and also to make the first page of many of my ebooks. Again, I was up to speed in no time.

Here's a sample:



A variation of this header was used at the main website for this product <http://www.Great-Speeches.org/> and also inside each of the 4 volumes.

To try out this software visit:

<http://www.ecovergenerator.com/x.cgi?adminid=814&id=22663&pid=2160>

Here's an ebook that tells you how to create ebooks quickly:

<http://hop.clickbank.net/?powertips/chiaewen>

How to Create and Distribute an E-Course

E-courses are credibility tools and they are also great sales tools. You can easily create a course in your field of expertise and either sell it as a product, or give it away as a give-before-you-get sales tool.

If it's a free course, you give good information, but you don't give all the information. It's designed to be helpful to people and not a blatant sales pitch, but if you gave them everything, there would be no reason to buy anything from you. If you are selling the course, make it very comprehensive and don't hold back. You want the recipients to really feel like they are getting value.

E-courses are even easier to create than E-Books. You don't have to do any fancy formatting or heading tags or conversions or anything. You just create it in plain text E-zine Fashion. For a sample of my *7 day Mini Course* <mailto:minicourse@aweber.com>. A blank email is fine. If you are connected to the Internet right now, go ahead and click on the email link above and send it. You'll get the first part of the course back within a few minutes. Then each day for seven days you will get the next section of the course. AOL users beware. I had about 100 complaints that parts of the course were never delivered. EVERY SINGLE ONE WAS SOMEONE WITH AN AOL ADDRESS!

Here's a checklist to create the course:

- ✓ Pick your topic.
- ✓ Gather your material into related sections. Each section will be one lesson in the course. Five sections means five days to the course. If your material is complicated, you could do one lesson per week, but on a free course I would recommend against it because it will take you too long to get people to buy.

✓ Write a welcome and introduction to the course along with a list of all the upcoming lessons.

✓ Don't skimp on any of the lessons. People can unsubscribe from this and either ask for their money back, or just disappear from your list and then you won't have a chance to sell them anything.

✓ If it's a free course, you should weave subtle hints into the course that make people want to know more. You'll see examples of this in my mini course. My goal was to show you that you don't even know what you don't know about Internet marketing and that not knowing these things will hurt you and your family and give you warts or whatever the consequences are. This is just one technique to make people want to buy.

✓ Once the course is written, set up an account with one of the sequential autoresponder companies listed above to distribute the course for you. If you have <http://www.KickStartCart.com> you can do unlimited numbers of these courses with no extra expense. Each company will have its own set of instructions for setup, but basically you'll cut and paste your email after it's created into their system so they can send them out upon request.

Don't forget what you learned about putting hard returns at the end of each line of your course or use an inexpensive program like *Text Pad* to do it for you. If you don't, you will likely have a lousy looking E-course.

✓ Now, promote the course to your distribution list, put it in your handouts, mention it at your programs, and put a notice about it on your website. Generally, tell people about it anyway you can. I put it out to a list of about 11,000 and got over a 10 percent response in the first three days. Those 1200 or so people spent about \$7000.00 with me after taking their “Free” course.

How to Deliver TeleSeminars

Interview with Judy Sabah

Please try to imagine this conversation with Judy as it occurred on the telephone during a live TeleSeminar. This will give you a real feel for an actual TeleSeminar event. To get my complete course on doing teleseminar AND making tons of money while you're at it visit <http://www.Antion.com/teleseminarkit.htm>

Telephone Seminars or TeleSeminars

It really sounds kind of low tech, doesn't it? I guess you could get lower tech if you got some string and tin cans. Actually, it would cost you more to get the string and tin cans than it would to throw a worldwide public seminar. That's what we're going to talk about in this section.

I went to the National Speakers Association convention in San Antonio, Texas to a session they called *Making Money in Your Jammies* and I saw Judy Sabah there. I watched this hour-long program and decided this was for me. I came home. I called Judy. Two days later, I did my first two-hour TeleSeminar called *How to Create a Speaker Web Site that Kicks*. I sold a ton of tapes because we sold out the number of available seminar slots and people couldn't get in, so they bought the tape. Many of the people that were in the seminar also bought the tape. I had to go out and buy a cassette duplicator and five hundred cassette tapes to fill the order. This is something that has tremendous potential.

I really love this because when I do a TeleSeminar I sit here in shorts. I have tennis shoes on and my feet propped up. It is a beautiful thing because I can plop down here right in my home office, and still spread good information for a dirt-cheap cost compared to doing it one on one. I can spread my name and reputation in a wonderful way with very low risk, and add a

completely new segment to my business. Judy has been doing this a lot longer than me so that's why I invited her to tell us about it.

Fun with a Sitting Ovation

When I have guest experts on my TeleSeminars, I always bring them on to a "sitting ovation." What that means is that everyone at home rapidly pushes any one of their touchtone buttons on their telephone. It makes a bunch of noise on the line which is a fun way to bring on the guest. You also use the same technique (except one push of a button is enough) to alert me that someone wants to ask a question. Read below the transcript of Judy's entrance to the TeleSeminar.

[Update: make sure the touch tones don't accidentally disconnect your bridge line. Talk to your provider about this. I had 600 people get disconnected one time when someone was playing happy birthday to me by using the touch tones.](#)

Tom: Judy is a veteran with about five years of doing TeleSeminars. She is my mentor in this field. I owe all that money I made in these first six TeleSeminars to her and her help. So please help me welcome Judy Sabah. (Lots of touch tones going off rapid fire)

Judy: That is the best.

Tom: Music to your ears isn't it?

Judy: A standing ovation before I even start.

Tom: Well, it's actually a "sitting" ovation.

Judy: How do we know?

Tom: Well, I guess you're right. You can have whatever you want in your mind. Judy, I'm so glad you're here tonight because to be honest with you, I would be in a heck of a jam if you hadn't shown

up because I have only half of a seminar prepared and I'm counting on you for the other half.

Judy, could you fill us in on distance education changes.

Judy: Yes, I'd be happy to Tom. It is due to the electronic age and it's only going to get better.

Distance Education

Judy: What's happening in today's world is that many people have taken, or would like to take themselves out of the rat race. Those of us participating on this evening's program think it's great that we don't have to be out in traffic and we can take this seminar by phone.

We have cocooned ourselves in our home offices and we still want to continue learning. In fact, there are people from all across the country on this program this evening. We have a variety of people wanting convenience. They don't want the hassle of the traffic and going somewhere, and of getting dressed up as you were mentioning. I am sitting here with no shoes on.

Tom: Oh, you had me worried there for a minute, when you said the word "no." I thought maybe you were naked or something.

Judy: You didn't know where I was going with that. I wouldn't tell you anything else. Nevertheless, that's the point. We can be in our offices, our easy chairs in the living room, or whatever. Other people want this same convenience. We are not the only ones that are doing this type of distance education. There are people that are doing their expensive seminars, via telephone. I was on a program with a company about a year ago. They worked just with associations and that's how they do much of their training. Travel is so expensive, a hassle to leave home and all of that stuff. Distance education is the era that we're entering and it is important for all of us to become involved.

Advantages of TeleSeminars

Tom: Why would someone want to present a TeleSeminar? What are the advantages to the presenter?

Judy: I'd like everybody to think of two things as I'm telling you the uses of TeleSeminars. Those two questions are:

1). How would it benefit you to gather a group of people together and in this instance, do it on the telephone?

2). What imagination can you bring that would make your seminar interesting? You have to think outside of the phone "booth."

Tom: I guess that's a spin-off of the "think outside the box."

Judy: That's right. So here are some of the ways that you could utilize the TeleSeminar concept. You could add value for the participants of a talk, a live program, or a seminar that you are giving. You could add some Teleclasses or TeleSeminars onto the back of it.

Tom: So you mean, maybe as a follow up, after your live presentation, that you offer a TeleSeminar as continuing education on that topic. Is that what you mean?

Judy: That's correct. In addition, it might mean that there is an additional fee for this. That would be one way, or you could package it in the fee of whatever topic you're offering. You could have additional individual or group coaching sessions, after you talk. The thing that I think about, Tom, is there are about 40,000 people in the United States today who declare on their income tax form that they're involved in the speaking business. So, what is going to make you and me different from those 40,000 people?

Tom: Adding value I suspect. There is a great movement in the speaking business towards adding extra value. In addition, there is a great movement among top professional speakers to make sure

they get some change out of the people, behavior-wise. It is very difficult to do, no matter how good you are, in one keynote speech, or one day. It takes follow up.

Judy: Absolutely. Moreover, that's why the coaching after the program is so important. It might be one session. That would be up to the clients. It might be four sessions. It might be several months. It is something that you need to test in your target market to find out what's going to work. This telephone bridge technology allows us to test those things.

Tom: Very inexpensively, and we'll talk about that a little later. Could you use this as a test delivery *before* the full program?

Judy: That could be another way. You could deliver a pre-program seminar, to give them a taste of who you are.

Tom: That could really get them excited about the actual live seminar, couldn't it?

Judy: Tom, I've heard you talk many times about how you do your prep before your program and how successful that is for you. Well, just imagine what it would be like if you invited everybody to have a pre-seminar with you on the phone before the live seminar. When you walk in the day of the presentation, it's as if you are an old friend.

Tom: Right, right. You have friends in the audience and the more the merrier. Like I said, it's so inexpensive to arrange and they don't even have to leave the office to do it.

Judy: I would like to give a couple of other quick examples of seminars, both for fee and free. I have a friend who is involved in sales training and the whole seminar is done by telephone. He doesn't appear in person anymore because he's found he can fill every one of his telephone seminars up.

Tom: That saves a lot on dry cleaning, I'll tell you that.

Judy: That's something else we haven't mentioned :). So to get you to think out of the box, or the phone booth, think about family reunions.

Tom: That's should really be fun, and you don't even have to bring any bean salad.

Showcase Yourself

Judy: Right, but I have a friend who works particularly in the human resource area. That's where he worked a good number of years. So he does coaching and training and speaking in that field. What he does is host a monthly gathering for human resource directors from all over the country. He facilitates helping them with the challenges that they are having in their industry. It gives him exposure.

Tom: So in effect, he's doing a showcase in front of these people even though you could never get them together in a live setting. That's how he gets the live delivery speaking engagements, right?

Judy: That's right. So we have to think beyond the normal ways we have sought business in the past. I'm going to do a program like this, where people pay \$20.00, like tonight. In addition, it is a one-session program. That's only one of many ways to utilize this technology.

Practice Groups & Meetings

Tom: I'm always suggesting that professional speakers get together in small groups and practice material on each other. This would be another easy way to practice story telling, humor and other speaking skills. There are many ways you could use this. It's only limited by your imagination, because it is certainly not expensive to do.

Judy: Yes, and I have some other friends who are using the bridge for sales meetings. On Saturday morning, I am doing a call. There will be 30 people on this free call. It is a sales presentation for a new coaching practice tool. I've got 30 people to whom I'm going to be speaking, so I give the sales presentation once rather than thirty times.

Tom: That's right and you haven't put them out in any way so that they are in a more positive attitude to receive your message.

Judy: Right, and since I have those 30 people together, you know that as one person gets excited about what I'm saying, it effects how the other people feel about this.

Tom: Of course. It's very similar to a live seminar, people see each other getting excited, and it spreads. Judy, this has been an incredible new source of revenue for me. I already had good revenue from my speaking engagements and my product sales because of my electronic magazine and my web site. This is just like manna from heaven because I never dreamed it could be so useful. I have a completely new tape business area because of this. I am taping the TeleSeminars. I never dreamed that I would be selling in this fashion. Nevertheless, it is just so easy to do and so inexpensive to test different programs.

I'm going to tell you a little later, about how I actually do the taping and distribute the tapes and CDs. It is something that is just so inexpensive to test; you'd be crazy not to add this as part of your speaking portfolio.

Formats & Fees

Question: Judy, you were talking about the salesman who does the full seminar. Does that mean he gives a full day seminar on the phone?

Judy: Well, what he has done is split it into two-hour segments spread over six weeks.

Tom: Yes, I just talked to a guy today that called and couldn't get into this session. He stated that he is charging about three-fourths of his normal fee and splitting it up over different times so they can do it right from their office. He is doing the training on the telephone. He said the client couldn't jump fast enough at it because they knew that it was easier to schedule. There would be no travel expenses, and it only cost three-fourths of the normal fee. In addition, the training would be spread out over a longer period.

The client knows that if he/she invests in bringing in a speaker that they must utilize that speaker all day. We all know that you are going to get better change out of people if you spread training over a period of time. He said the client jumped on it so fast, his head spun.

By the way folks, Joan Stewart is here with us tonight. She has been instrumental in assisting with my media marketing effort. Joan tell us your website.

Joan: The name of my newsletter is *The Publicity Hound* and my web site is at <http://www.publicityhound.com> .

Humor on the Phone

Question: I just wanted to know about using the TeleSeminar in regard to humor. Does it come across on the phone?

Tom: Well, you may have noticed if you have been in any of my other seminars, I have cut down considerably on the amount of humor I use in these for a couple of reasons. One reason is that you don't get the body language and facial expressions. I am trying to pack these tapes heavily with content. In a live seminar, I get away with a lot more sight humor and gag humor and so forth, but I still want to have fun. So, yes, my attitude is to always have fun with what you are doing. However, it cuts out quite a few of your options because in the TeleSeminar format I can't use visuals or cartoons.

We talked about extra parts to your business and getting more speaking engagements. What do you think, Judy, about some of the ways to get started with this? What do they have to do?

Collect Email Addresses

Judy: Well, when we get into talking about why you have been so successful, Tom, it is important . . . in fact, it is critical if you have not been collecting people's email addresses, to start immediately.

Tom: Absolutely.

Judy: Today, an email address is much more important than a physical address.

Tom: That's right. Every one of these seminars has been a sell out with no marketing costs whatsoever because I have the email addresses and the e-zine to market to the people. In fact, I was talking to somebody today that lost money on a seminar. Had they marketed with electronic mail rather than printing, it would have

been a profitable deal, but they lost money because they did it the traditional way. So, yes, collect those email addresses.

Judy: And if you don't take anything else away from this evening, that's the one thing I would ask you to do.

Techniques/Equipment

1. I want to tell you a little bit about the mechanics of this seminar. First, I suggest that you use a ***noise-canceling headset***. It will cut out a lot of the background noise and it is much more comfortable. It also allows you to have your hands free to shuffle your papers, work the tape machine if you have to, and do whatever you need to do.
2. I record the seminars because that is a big source of the revenue from my particular angle. You might want to record them for other reasons like critiquing yourself, or there may be a record needed of it to pass on to other clients. The spoken word is the easiest thing to record so you don't need any massively fancy equipment to do it. In fact, some of that is a hindrance because you want to be able to copy these tapes and CDs. You can do it on a home-grade cassette deck or CD burner and make dubs if you want to. You don't have to go buy a fancy machine like the one I have. [Update: You can record directly on your computer as outlined above in the audio section.](#)
3. I went to ***Radio Shack*** on your behalf just to check out what it would really cost to make these recordings. The one thing you would want to get is a ***recording control***. A simple \$20.00 item allows you to plug your phone line into a tape recorder or to the sound card in the back of your computer. It has a switch on it to turn your recorder on and off. It makes the signal go directly onto the tape or hard drive of your computer rather than trying to tape through a microphone. It has wires that go into a little tape deck that you can buy at ***Radio Shack***. The cheapest one they had was about \$29.00. The most expensive one was \$69.00. Therefore, even if you went the most expensive \$69.00 recorder and \$25.00 recording control, you are talking only \$94.00 for the equipment needed. I get \$30.00 a tape or CD so it is a minimal cost. Most likely you will want to record to your computer provided you have enough hard disc space and memory.

Question: Can you use your Marantz tape recorder?

Tom: I started out using my Marantz because it has a jack that you plug the telephone line right into it. It is a professional grade tape deck, but you don't have to get a fancy one like this. An inexpensive tape recorder will do just fine. Now I simply record to my computer. I also have the telephone bridge line company do a recording so that if one messes up, I still get a good recording.



Tom's portable audiotape recorder. Phone line will plug directly into the side of this tape deck

4. Then, once I get the tape, I put a label on it. That's done with a simple program called *Avery Label Pro*. It's probably about \$50.00. Then I bought a box of 600 labels for \$50.00. Every place like Office Depot has the program. They will also sell you the exact labels for cassette tapes to go with the program. You may have to order them because they are not usually kept in stock in the store. If I'm recording CDs I use Sure Thing CD Labeler <http://www.surething.com> and Label Gear labels <http://www.labelgear.com>



Avery audiotape labels are very high quality

Packaging

I like to give a high perceived value in my products, so I use a clear plastic case that I buy for about a \$1.50 from the Poly Line company <http://www.polylinecorp.com> . Anybody out of the country is welcome to email me for a local number or a location for them, but you probably have this stuff in your country too. Any tape packaging and duplicating place will sell you these things. All I do is put the label on the tape, duplicate it, and I put it in the plastic case. It snaps right in. I love labels so I put a big fluorescent red label that promotes my video on the outside and that's my packaging. As I get more tapes I put them together in a set or in my case the *Kick Series*.



Single cassette case



Two cassette case



One album of the "Kick Series of TeleSeminar Tapes"

Participant: Do you have a duplicating machine?

Tom: I bought a duplicating machine because I sold many tapes the first day. I sold a thousand dollars worth the first seminar and that paid for the eight hundred dollar duplicating machine and five hundred blank tapes.

The duplicating machine duplicates three cassettes at a time and it is fast. It does an hour-long tape in two minutes and then it takes two minutes to rewind. Therefore, I get three tapes every four minutes.



Telex tape duplicating machine will make three copies of an hour long tape in four minutes

Participant: Where did you get your duplicating machine?

Tom: I ordered it from Long Electronics

<http://www.longselectronics.com>

. Here's their number and they're in Irondale, Alabama, 800-633-3410.

That's how I make a lot of money on these tapes. I have 12 new products and many of them except for the web site are evergreen products. That means they don't have to be redone very often.

Update: I'm not sure I would invest in a machine like this now because the demand for cassettes is declining. I'm happy I have it though because I still get orders for cassettes and this machine helps me make a few copies quickly. This saves me from ordering 50 or 100 from a duplication company.

Unknown: You said you sold a \$1000.00 worth of tapes for the first seminar. Did that include some of the people that were on-line wanted to buy the tape as well?

Tom: Yes, because there is no way if you sat through that seminar you could absorb everything. I mean I pounded you for two hours straight with all the details it takes to have a killer web site. Many of the people that were on the call bought it because they said, "My God, I've got to have this." The tape alone is going to save me thousands of dollars in development fees for my web site. I won't

have to do it twice.” So the cost of the tape was nothing compared to what I was going to save them.

Always let people know that your products are going to save them time, or make them money, or whatever the benefit is. You are not selling just tapes. You are selling information that will help people. I’m selling these recordings for twice the average cost of a tape or CD, but I put thousands of hours in learning and using the information so I can teach it to them in one hour. That’s worth something.

Update: After doing teleseminars for a while I learned something that has increased sales quite a bit. I used to sell the teleseminar and then try to sell the people on the call the recording of the teleseminar. This worked OK.

Now, I sell the teleseminar and I include the recording free. This has dramatically increased the number of people who sign up for the teleseminar because they don’t have to worry about whether they can make it to the live call or not.

In the old way someone would be wrestling in their own minds wondering if they were going to be able to be on the call or not. Since they weren’t sure, they usually did not sign up right away which is usually the “kiss of death” because then they would promptly forget about the entire deal.

In the new way since they are going to get the recording whether they are on the call or not there was no reason not to sign up immediately.

Disclaimer

The next thing I want to mention is that I usually send a little note along with the tapes I sell. If any of you have bought some of my tapes, you've seen it. It says, "Dear audio-learner, WARNING! These are not easy listening tapes."

I remind them that it took me several thousand hours to think up this stuff. I remind them that I'm boiling it down so they can have it quick. All sales people know that it is best to address objections before you get them. Therefore, I say a word on sound quality and packaging. I say, "Don't expect this to sound like Quincy Jones produced it. It's a live seminar. You might hear dogs barking. You might hear people burping at you and so on." I address all those negatives upfront and I have not had one complaint or one tape or CD returned.

Update: Since I have upgraded to a "mutable" bridge line and recording digitally, the sound quality has dramatically improved and the need for the written disclaimer has declined.

I did have one complaint about the first set of tapes. One of the things I did wrong on the first taping was to not use a good, high-quality tape. So, don't use the 8 for a dollar tapes. Use a good quality tape and test your system before you roll it out, which I didn't do the first time.

Bridge Lines

Tom: Judy, tell us a little bit about the guidelines that you helped to develop and what people really have to do step-by-step to get started.

Judy: Well, when we started talking, Tom, as I remember it, I told you that I had a bridge line. That's the bridge we're on right now.

Tom: Yes and I was scared to death, remember? I don't get frightened of anything, but I was afraid to do this.

Judy: I know. That was really the biggest thing we discussed. I lease this bridge by the year. I rent it to other people and the cost is \$20.00 an hour.

Tom: I crack up every time I think of that. I can put on a world wide public seminar for twenty bucks.

Judy: One of the most important things is to schedule time on a bridge.

Tom: And they can call you for that, right?

Judy: That's correct.

Tom: There are other places you can get these things, but Judy has been wonderful. In addition, a good thing if you get it from Judy, is that she held my hand through this whole thing. You know, it costs money to get her to coach you, but if you use her bridge line she is kind enough to give you enough coaching to get started. So, give out your number, Judy.

Judy: My phone number is 303-777-1765, FAX 303-733-8288 and my email address, which is even a better way to reach me, is <mailto:judy@judysabah.com> <http://www.JudySabah.com>

Tom: Just so everybody is clear. You can rent an hour of telephone bridge time to do this for \$20.00. Judy's bridge is located in Las Vegas so you will pay long distance to Las Vegas, as will the people that are in your seminars. If you have any kind of decent calling plan, you're going to pay maybe about \$6.00 for the hour. Therefore, you are throwing a seminar for \$26.00.

Judy: One other thing I wanted to mention, Tom, so that people will know. Bridge lines are not available all over the country. Don't call your phone company tomorrow and tell them you want a bridge line because they are going to tell you that there is no such thing.

Tom: Yes, they want the big money for you to do a conference call with an operator which would cost . . . Oh my God, I wouldn't even want to think about it.

Judy: Conference calling, for any of you that have checked into it, is anywhere from \$.32 to \$.68 per person per minute.

Tom: Per person / Per minute.

Judy: Per person / Per minute, right. Bridge lines are located in four areas of the country, San Francisco, Las Vegas, Texas and Florida. There are not a lot of them.

Question: Can people call internationally? Is there a problem with that?

Judy: Oh yes. I have been on calls with people all around the world.

Tom: I have been talking everybody out of it. I have people literally all over the world on my electronic magazine and it would cost them more to call in long distance than it would to buy the CD. I talk them all into buying the CD and it leaves spaces open on the bridge line. I talk them out of it and then they buy the CDs. It is cheaper for them. I'm doing them a favor and keeping spots open

on my bridge line. By the way, the bridge line we're using holds 30 people tonight. There are bigger ones. Judy, what if someone wanted to do a bigger seminar? Just tell us a little bit about what that involves.

Update: I have a mutable bridge line now that holds 600 people. I lease it and it's mine all the time so I don't have to worry about scheduling time or running overtime. Judy has a much better selection of bridge lines now too.

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Here's information on what she now has available:

One 30 and one 60 person bridge. These have mute features and a separate moderator pin which allows for the entire group to be muted by the moderator. Either of these lines rent for \$20 per hour.

Also a 50 person bridge that has security and recording features. This allows for the moderator to know exactly who is on the call. The call can be recorded. It can then be played back, or the recording can be made available on CD, audio or as an FTP file for a website.

The cost for the bridge rental is \$30 per hour. Costs for playback, CD, audio or FTP file are additional.

She can also help with larger bridge lines. Please call for quotes. [Click here](#) to see contact info below for Judy and also for Dan Janal, one of my mentees who has a teleseminar company.

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I don't accept questions during the main part of the seminar. This knocks out all background noises and makes editing the recording really easy. I open the line up for questions after the recording is completed. If the noise is too loud on the line, I take the question and then mute the line while I give the answer. I also ask for

questions via email which I can monitor on my computer as they come in.

Most of my calls have hundreds of people on them now so I devised a method for questions. I say, “Anyone with the last name beginning in A-D please ask a question.” This narrows down the hundreds of people into a manageable few. I take their questions and then say “OK. Now E-H” etc.

Judy: Well, there are 150 and 500 person capacity bridges and I don't have the information right off hand on what the cost is. The 150 is not that much more than the 30 person bridge and if you are interested in doing something large like that, I would be happy to help you get to the people who could rent the 150 person bridge. I suggested to Tom when we were having this initial conversation to start with doing a maximum of 30 people. You have more intimacy, more room for interaction and you have less chance for background noise. Unless you mute everyone out, the calls with 150 or 500 person bridges have many opportunities for background noise and all kinds of other noise. Larger bridges have their appropriateness, but I would encourage you to start with the 30-person bridge first.

Tom: I double that for several reasons. First, I sold out every one of my early teleseminars. When that word gets around, people start signing up earlier and if it is unlimited, people will wait forever and then they might forget about it or never sign up. When I put out an email that says “Hey Tom's throwing a TeleSeminar,” people start registering immediately because they know they better get in quick if they want to get in at all.

Then, the other side of it is that it sells more CDs because when the seminar is sold out, the people that can't get in still want the information, so they buy the tape. Even though I'm charging more for them, it is almost a wash because they didn't have to call the long distance number. The advantage of the tapes/CDs is that they can listen to them repeatedly.

Guidelines

Judy, I don't want to get away without talking more about the guidelines. Many of you know that I can walk in front of 3000 people and not even blink an eye, but this TeleSeminar thing scared me. I was afraid that I couldn't keep control of these people without being able to smack them on the head with a microphone. That is where the guidelines and setting things up ahead of time were important.

You all have the guidelines right? (see below)

I suggest that you use these if you plan to do TeleSeminars. Part of your success will be due to laying out the rules at the beginning. For example, I asked you to limit your questions and to use your mute button. I asked you to shut up the dog that's barking . . . things of that nature. Judy said, "Calm down, Tom. Calm down." In addition, I'm thinking, "Wow." It was scary at the beginning for a guy that doesn't get scared. Other than a few minor incidents that all worked out, it has been easy. Judy said that it has to do with the type of people that we attract, too.

Judy: Many people on these TeleSeminars have never been in this medium. They don't know what to do. They are scared. They will do better with more direction. You say, "Here's the way you raise your hand, here's the way you applaud." These are the guidelines; these are the standards for using this type of medium.

Tom: Do anything you can to make it feel like a live seminar and make your attendees feel more comfortable. It is not much different.

Here's an example copy of the type of guidelines I send out before a TeleSeminar. You can simply copy them and adjust them for yourself. Also if you don't like typing, a plain text file with these guidelines is included on the Butt Camp CD

<http://www.antion.com/buttcampcd.htm>

For an entire day of advanced training on Electronic Marketing check out our schedule at <http://www.antion.com/buttcamp.htm>

Can't make it? We have the entire thing on Video CD <http://www.antion.com/buttcampcd.htm>

=====
TeleSeminar INSTRUCTIONS for this week
=====

Attention
Phone Number for [date] 8:00 PM Eastern
xxx) xxx-xxxx

Kick Series #12
"Drop Kick Your Self-Publishing Fears: How to Create and Distribute E-Books"

=====
Hello <\$firstname\$>:

These guidelines are designed to make the best possible seminar for you. If everyone follows them, I guarantee you a wonderfully informative seminar that will increase your skill level and further your career.

Please be flexible. I invite your comments about the operation of the seminar and suggestions for improvement via Email to tomantion@aol.com

How to do it:
Call into the telephone bridge approximately 2 minutes before the start time. The number you will call for this seminar is xxx-xxx-xxxx. It is a Texas number, so use your cheapest long distance company.

You may hear other people chatting when you arrive. Just join right in and introduce yourself.

Seminar times will be Eastern Time in the USA however you might want to note the time differences for your location:

Example: If seminar is 8:00 PM Eastern Time, it would be 7:00 PM Central Time 6:00 PM Mountain Time or 5:00 PM Pacific Time . . . 3:00 PM in Hawaii.

=> If your have call waiting, please disable it.
In most phone systems you can do this by typing in *70 on

your touchtone keypad before you dial the bridge number.

=> If you have music on hold.

Should you put the phone on hold to take care of something at your location, your music on hold will be broadcast to all of us and will ruin the seminar for everyone. We will have no way to turn it off.

=> If you have a mute button on your telephone please use it unless you wish to speak.

If you do not have a mute button on your phone you must not allow background noise to disrupt the rest of the group.

I suggest you wear a headset if you have one available. You will be better able to take notes and you will be much more comfortable.

When you comment, please say your first name and location before you begin since no one can see each other.

Example: "This is George from Houston How do you?"

In caring for all involved, you MUST keep your comments or questions very brief. If, in my opinion, the answer to your question would be valuable to the entire group, then I will answer it. If I feel it is either too specialized, or only of interest to you, I will invite you to email the question or comment to me for later follow up. I am sure you understand that if you had to listen for five minutes to something totally irrelevant to you, that you would not be happy about it.

If a question comes to mind that you feel would benefit the entire group, press any key on your telephone keypad to alert me. This is the electronic way to "raise your hand." I will prompt you when to proceed with your question.

I really look forward to spending time with you in this exciting learning environment.

Sincerely,

Tom Antion

PS This seminar will be taped.

I've done many teleseminars and you can get the recordings of those right away.

Buy Several at once at get a big discount: 3 for \$75.00,

4 for 85.00 & 5 for 95.00 (add \$10.00 for each additional tape) plus s&h
Entire set of Kick series TeleSeminars (12 tapes /13 hours of training) for \$165.00 plus s&h SAVE \$204.40

Other TeleSeminar tapes available:
Full Descriptions of these tapes available at
<http://www.antion.com/telesemtapes.htm>
Also visit our speaker shop at
<http://www.antion.com/speakershop.htm>

1. "How to Create a Speaker Website that Kicks" (2 hour tape)
2. "How to Create and Distribute a KickButt Electronic Magazine
(Above two make a real moneymaking combination)
3. "Product Development and Cool, Kickin Speaker Marketing Techniques"
4. "Kick Start Your Media Marketing: How to Get Speaking Clients to Call You"
5. "Kick Up Your Pre-Program Research: How to Guarantee a Home Run Presentation Every Time"
6. "Kick Back and Make Money From Home: How to Deliver TeleSeminars" with Guest Judy Sabah
7. "Kick Up a Media Storm: How to Get FREE or REALLY CHEAP Publicity" with "The Publicity Hound" Joan Stewart
8. "Kick the Ears off Your Audience: How to Be GREAT on the Radio" With Radio Genius Joel Roberts
9. "Kick Through Your Database to Sells Tons of Products & Services on the Radio" Super Salesman Joe Sabah
10. "Electronic Marketing for Speakers: How to Use Your Computer to Kick in the Bucks"
11. "Website Update: New Kickin Ways to Make Your Website Sell"
12. "Drop Kick Your Self-Publishing Fears: How to Create and Distribute E-Books With Guest Angela Adair-Hoy
Three for \$75.00. Four for \$85.00 Five for \$95.00
add \$10.00 for each additional purchased at the same time, plus s&h.
Email tom@antion.com or call (301) 459-0738 with Credit

card number, expiration date and mailing address.

Upcoming Electronic Marketing Butt Camps

August 25, Chicago

September 9, Atlanta

September 16, San Antonio

September 23, Los Angeles

September 30, Seattle

<http://www.anton.com/buttcamp.htm>

Two Bonus Marketing Tips:

1. **Take advantage of any chance you get to promote to your target group.** In the above TeleSeminar Guidelines sample it was “necessary” for me to send the guidelines. That was a perfect excuse to piggy back promotional material at both the top and the bottom of the guidelines. No one is ever going to complain about this. The people receiving this already believe in you enough to have bought the TeleSeminar so there is very little chance of a problem with this.
2. **The most likely person to spend money with you is the person who is already spending money with you.** Notice in the above sample that not only did I take advantage of the promotional opportunity, I gave these people a chance to buy more of exactly what they were buying . . . other TeleSeminars that they missed, upcoming Butt Camps and Butt Camp CDs

Judy: Tom, those are great tips. I want to make sure we answer all of the questions that we possibly can, but before we do that I would like to go back to the email list that you have because that is such a critical part of this.

Tom: OK, sure.

Judy: I have a couple of things that I know about you that I would like to make sure we mention. Then I would like to do a wrap up. I would like everyone to share their ideas about what was the most important thing that they got out of this evening. What are they are going to put into practice immediately?

Hecklers

Participant: You mentioned that there is a possibility of somebody not adhering to the standards. Is there a way to disconnect them? Let's say you do have a heckler, or a problem caller on the line.

Judy: No. Moreover, you are not going to have one. There is no way to disconnect them. (Newer bridge lines with operators can)

Tom: Like I said, I was worried about it and I've done six of these (fifty now). It's exactly as Judy said, the type of people that we're dealing with are professionals and nobody is out to get you. The peer pressure is going to be enormous on them. Therefore, it is not even a factor.

Judy: And if you hang around me very long, you will know that I'm very focused on what I want, not what I don't want. You want people to participate in an adult manner and that's what you'll get, really.

Firing off the Bridge

Participant: How early do you go on the line as the instructor?

Tom: Well, I used to wait until the two-minute warning, but Judy said to get on about five minutes before the hour. There is one important thing to tell you. **Two people have to call at one time to fire up the bridge.** That is an important point. If you call in and nothing happens, you just wait a minute until somebody else is calling into the bridge. When you both hit at the same time, the bridge activates.

Judy: Say that again.

Tom: Two people have to call the bridge number for it to be activated. You will hear the phone ringing. If you just let it ring and then somebody else calls in, bam, it will fire.

Judy: Don't try to test the bridge by yourself to see if it is working because you are not going to get anything. Five minutes before time to start the seminar, you and someone else need to call the bridge.

Tom: Yes, I waited too late and then I wasn't there to greet people and I didn't actually know who was on the bridge and what was happening.

Judy: Actually, about three minutes before the session this evening we knew there was nobody else on the bridge. If you call in and there is a program before you, and the bridge is full, you're not going to be able to get on the bridge. Therefore, we encourage people to get off by two minutes before the next hour (or their limit) to allow the next group to access the bridge.

Tom: Right and we know that there is nobody on after us tonight.

Participant: If you are calling in and there is another session going on before you, do I get a busy signal?

Judy: If the bridge is full, it will ring busy. If you get in it means that the other session is still in progress and you are interrupting them.

Participant: Oh, so if I get a busy signal it means probably the previous session is not finished.

Participant: Did you have a backup bridge line?

Tom: Yes, I have a backup number in case something goes wrong.

Best Time of Day

Participant: I've done a couple TeleSeminars and have a couple quick questions. First, I'm trying to do one during the day and one in the evening and I've used 1 p.m. Eastern and 9 A.m. Eastern. Do you find that those are good times?

Tom: Judy, I've only done mine in the evening so I don't know. Go ahead Judy.

Judy: What were your results? Did you do better in the evening, or better in the daytime.

Participant: I plan to do both. I'm just wondering for daytime...

Judy: So that's what you've scheduled.

Participant: Right. Are those good times for day and evening?

Judy: Well, those are good times. I can tell you; people do them all times of the day and evening and what you are going to find out is what works for you with your particular audience.

Tom: It's going to be a testing process, right?

Judy: That's right.

Tom: I didn't know in advance how long to promote them. I promoted them a week in advance and nobody signed up until the last two days anyway. Now I just advertise (the lower priced ones) two days in advance.

Participant: I just wanted to contribute to the man who is going to be testing his market. One thing I did find out is that my target market of corporate America does not do evenings.

Tom: They don't do evenings, right. Yes, that makes sense. However, if it were a corporate person, who was trying to get out

of the rat race, he/she would probably do an evening session on “starting your own business.” Alternatively, that same person might do an evening session on some non-work related topic like a hobby or something. You must always test “your” market!

Judy: Tom I want to go back to your email for a moment. You were telling me about the number of email addresses you started with at the beginning of this year. I would just like you to mention that.

Tom: Yes, I started with about 1500 that I had been saving just by going around and speaking at NSA chapters. My particular thing is helping speakers so I collected about 1500. Then I got the web site and the electronic magazine going, I’m up to over 8000 since January ([update 2004 around 90,000](#)). That’s one of the critical keys. How will you get people to sign up if you are doing public TeleSeminars? You have to have a method and email is by far the cheapest.

Judy: One of the things I would like to ask everyone to do is stay on the line until we finish. One of the guidelines of courtesy is to stay with us until we finish. With the bridge, you can tell when somebody leaves and when somebody comes on the line. It is just a slightly different beat when they leave.

Participant: Do you know of anyone who is doing the business learning in conjunction with simultaneous Internet presentations?

Judy: I don’t know anybody. I’m sure there is.

Visuals

Tom: Yes, I do. A photographer was talking to me today. He teaches photography and he uses the telephone bridge. He is going to use the telephone bridge and then have people sit in front of their computers to show them the photographs he's discussing. The bridge line and Internet are not actually connected, but they're being used simultaneously. Yes, you can certainly do that.

(Still at the time of this writing in 2004 I'm NOT doing "Webinars" "Webcasts" etc. There is plenty of money in the teleseminars and much less hassle.)

Payment

Participant: I know that you do credit card acceptance. Is there any other payment method, or Judy could you tell us if there is any other way people could pay for the teleclass?

Judy: Credit cards are the most convenient, but you can also do check by phone and check by fax and check by email. I don't do any of those other methods.

Tom: Mine is 99.9 percent credit card and very rarely do I get anything else for all of my products. The credit card is very important for increasing your sales. So, find some way to get a decent deal on that, but check it out thoroughly. Here are some ways to take credit cards without having a merchant account.

<http://www.paypal.com> This works, but my opinion is that this wouldn't be good for your professional reputation. People have a tendency to associate you with the auction sites like ebay where many of the sellers aren't substantial enough to have their own merchant accounts. You are much better off using a real merchant account and a good shopping cart system like <http://www.KickStartCart.com>

Participant Recap

OK, we're getting a little bit close to the end here. We want to do a wrap up, get some ideas of what you all have taken from this TeleSeminar, and I want to tell you a little bit about Judy. Then I always have a special deal available for everyone that has attended. Do you think this would be a good time to do a wrap up, Judy?

Judy: Maybe we could get comments from about five people.

Tom: Anybody that thinks they have gotten something they can use would you please chime in.

Participant: 1 Two things I thought were very, very important and it just never occurred to me. When you started at the beginning and asked that we "think about doing more than just doing seminars on the phone." That hadn't occurred to me. This really hit me at the right time. I'm in a situation where I coach comedians for stand-up comedy. Comedy is two skills. One skill is writing material and the second is the delivery. I realize I am going to put together a program where I am going to coach people on the phone on the material and then I will make one trip to a club to evaluate their presentation skills because that is different from the material. I would not have thought about that if it had not been for the seminar. This is just absolutely wonderful.

Participant: 2 When meeting planners say, "Why should I hire you?" I can offer this as a value added.

Tom: There you go, wonderful. Who's next? Yes.

Participant: 3 I would have to ditto that because as competitive as this speaking business is, if you have an extra added value that you can give to association members or corporate people for their employees, you'll beat the competition. In addition, it's just a great selling point.

Tom: Absolutely.

Participant: 4 This is fabulous. I mean I shared my feeling with a gentleman before you and Judy started the seminar. The family reunion idea is fabulous.

Tom: It's a great world out there. Many bright minds come to these seminars. As much as Judy and I talk, there are many good ideas that come from gathering together in groups.

Participant: 5 I really like the idea about the pre-program seminars before doing a live seminar. I'd never thought about that before either.

Tom: Get them excited. I'm always for anything possible to get them excited about my appearance. Yes, great. Anybody else?

Okay, I'd like to tell you a little bit about Judy. Judy does not make her living by renting \$20.00 an hour bridge lines. Judy is a business and personal coach, she really helps people take their lives forward, and you may have noticed this about her. I noticed it right off the bat that she is a great listener. So she is really wonderful at coaching and helping you see the directions you want to go, so if you need any help along those lines, please contact Judy.

Please contact her when you are ready to do these TeleSeminars. She will hold your hand and she is literally responsible for about twelve thousand dollars in my pocket in the past five weeks or so. I can't thank her enough for that and for visiting with us tonight. Judy, thank you very much for helping me and we will see you again. Yes, that's right, a round of applause for Judy. Thank you very much and I will be here for a little while if anybody needs to talk to me. Thank you. Bye.

Resources from Dialog

Telephone Bridge Companies

Judy Sabah

<mailto:judy@judysabah.com> 303-777-1765

FAX 303-733-8288 <http://www.JudySabah.com>

Full Service TeleSeminar Company

Dan Janal at Great TeleSeminars – This company will handle all the details for you or you can pick from a menu of services so that they only handle the parts that you don't want to.

<http://www.kickstartcart.com/app/aftrack.asp?afid=157849>

TeleSeminar Audio Training

<http://www.antion.com/teleseminarkit.htm>

Conference Call Companies

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

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

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

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

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

<http://www.event-telemarketing.com/>

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

<http://www.conferencecallusa.com>

TeleClass Companies

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

<http://www.teleclass4u.com>

<http://www.teleclassinternational.com/main2/training.html?aid=41>

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

Web Casting Companies

<http://www.vialog.com/>
<http://communicast.com>
<http://www.webcasting.com>
<http://www.playstream.com/>
<http://www.presentplus.com/>
<http://www.you-niversity.com/>

Web Conferencing Companies

<http://www.astound.com>
<http://www.mshow.com>
<http://www.placeware.com>
<http://www.webex.com>
<http://www.web-conferencing-central.com/>

Video Conferencing Companies & Software

<http://www.webex.com>
<http://www.inview.net/>
<http://www.mivnet.com/>
<http://www.proximity.com>
<http://www.cuseeme.com>
<http://www.microsoft.com/windows/netmeeting/>

Chapter 6: International Web Site

NOTE: This chapter is by no means a comprehensive treatise of International Website operations. It's no more than a "here's where to stick your toe in the water" chapter. I haven't done much of any of the things in this chapter because I can barely get the work done to reach all the potential business in my own back yard. I will be doing more and more international optimization in the future, and will be sure to report on it in the updates page for this book.

Websites by definition are international. If you have a website, then anyone, anywhere in the world can view it. This doesn't mean, however, that they can use it. That's what this chapter is about.

I'm going to give you a resource right up front *How to Build a Successful International Website* by Mark Bishop. Even though the book is a few years old, I highly recommend it because it brings up issues that you probably wouldn't think of when it comes to usability in a non-English speaking country. To be honest, I didn't understand half of the contents in this book, but giving it to your webmaster will probably save you quite a bit of money because the webmaster won't have to do as much research to make your international site happen.

For instance, do you know what graphic depictions and colors might be offensive to people in Uzbekistan? Did you know that *Katakana* is the Japanese script used to spell out foreign words. Believe me, I never even thought about this stuff. The book I recommended above doesn't give you these answers either, but it sure makes you think about them so you don't alienate the people you are trying to attract.

You might correctly assume that many people around the world who are serious about doing business globally, learn to speak English. That is true, but many people don't. Many people that

could buy your products and services can't speak English. You might say, "Tom, if I'm a management consultant and produce products in English, people that can't speak English couldn't use them anyway." I answer, "Not so!" English based products are in demand around the world. We in the USA tend to think that we are the center of the Universe and we don't go out of our way to buy information products from other cultures because we feel we know it all. People from other cultures are a little more open minded and willing to learn, so don't think you can't sell in other lands. They can get the information translated and/or use it to help their own study of English.

Sometimes it doesn't take a lot of work to make a site more user friendly for those from other cultures. It's a little easier if you concentrate on one culture and go through the method. Then adding additional cultures will be a little easier.

Don't think you have to create an entire website for your international visitors. In many cases all you have to do is put a link on your main page with their country name on it. If you want to get fancy, you can add their flag. From that link you can have as little as one page that describes what you do and invites them to look at your products. They can then email you to help them order. If you have many countries, you are better off using a drop-down box because you don't want to take up your entire home page listing all the countries.



International websites sometimes use clickable flags to help foreign visitors navigate the site

The page you create for each country (or language) is pretty important. You can't simply use an online automated language translator to create this page. You need a real, live person to do it, and preferably one who is native to the country in question. This person will do the translation for you. You can also recruit them to be available via email to translate email orders and inquiries that are too complicated for a web based translator.

If you give people from other lands a chance to read something about your company in their own language and an email link and you'll be tapping an entire segment of the world population that your competitors are most likely ignoring.

Right now the bulk of web usage (about 75 percent) is in the USA but other countries are continuing to increase their usage of the Internet and it will obviously continue to grow. Making an internationally friendly website wouldn't necessarily be my first priority but more and more potential business will be available from non-English speaking countries. You can easily get your website ready to grab your fair share.

Pay Extra Attention to Bandwidth

In my travels I have used Internet Café and hotel computers in several foreign countries. High speed Internet access has extremely limited accessibility and when it was available it was expensive. Computers were not the latest and greatest and the browsers installed were usually two or three versions behind.

When constructing the international portion of your site pay particular attention to the fact that things around the world still aren't cheap and easy. Many people still pay for Internet access by the minute or quarter hour. They generally don't have the latest and greatest of anything when it comes to hardware and software. Sure, some do, but it's a fact . . . most don't.

You must keep graphics very small and don't do anything that would keep your pages from loading quickly on a slow connection . . . 14.4 and 28.8 modems are still commonly in use in many places around the world.

Language and Culture Differences

Avoid obscure references that would confuse a foreign visitor. Get your translator to help you with this. Their job is to figure out what you mean and transform the idea into something that would make sense to someone from the other culture.

You probably want to convert any measurements to the metric system and when in doubt list both. If you want them to fill out forms, then use their language and conventions. For example in the USA we have Zip Codes in our address. This might be a postal code or some other name in another country. Again, get a native to review even small points like this.

How about time zones? Don't say customer service will be open from 8:30 AM to 5:00 PM. Tell them what time zone that is.

Look in any major search engine for translation services or get started with the links below:

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

<http://webideas.com/translations/> Russian Translation

<http://www.webtranslation.com/cecindex.htm> Chinese language conversion

Here are a few things to think about when constructing a global user friendly site:

✓ Do you make it impossible for someone outside your country to order through your shopping cart by making certain fields in the shopping cart mandatory? **Example:** I think the USA is the only country that has a Zip Code. If the shopper's country calls it something else or they don't fill in that blank, will your system refuse the order? **What if their postal code has letters in it and your form only accepts numbers?**

✓ Do you make your visitors read a long sales letter and then tell them at the end the offer is only good in the USA?

✓ Is it extremely clear where non-English speaking visitors should click for assistance or information in their language?

Promoting Your International Website

You will use the same techniques you learned earlier in this book to promote your website to non English speaking countries. You'll design your pages for high rankings and you'll submit them to search engines and directories. You could certainly do all the off line methods described in this book too, but it will be significantly more difficult if you don't live in the country or countries you are targeting.

Each country specific web page should have it's own title bar/tags, META Tags, keyword density, heading tags and body text that are customized for the particular country you are targeting on that page. It's really no different than customizing a page for an English speaking visitor. You are just using the language of the targeted country rather than English.

<http://www.gltreach.com> Company that specializes in search engine optimization for different languages

<http://webdoctor.oregon.com/searchengines.htm> Large listing of international search engines and directories

Some of the top regional or country-specific foreign-language search engines and directories are. Notice how Google seems to be just about everywhere:

ASIAN SEARCH FACILITIES:

China

<http://chinese.yahoo.com>

<http://www.beijixing.com.cn/bjx01/start.shtm> (business search engine)

Japan

<http://www.goo.ne.jp>

<http://www.google.co.jp/>

EUROPEON SEARCH FACILITIES:

Germany

<http://web.de>

<http://www.altavista.de>

<http://www.google.com/intl/de/>

France

<http://www.ecila.fr>

<http://www.voila.fr>

<http://www.google.fr/>

Italy

<http://www.virgilio.it>

<http://www.arianna.it>

<http://www.google.it/>

Russia

<http://www.rambler.ru>

<http://www.yandex.ru>

<http://www.google.ru/>

Spain

<http://www.ole.com>

<http://www.google.es/intl/ca/>

UK

<http://www.searchuk.com>

<http://www.ukplus.co.uk>

<http://www.google.co.uk/>

LATIN AMERICAN SEARCH FACILITIES:

Argentina

<http://www.grippo.com>

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

Brazil

<http://www.cade.com.br>

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

Colombia

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

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

Mexico

<http://www.iguana.com.mx>

<http://www.mexicoweb.com.mx/>

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

Peru

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

<http://www.astrolabio.net/>

For more foreign search engines and directories check these links:

<http://www.allsearchengines.com/foreign.html>

<http://www.searchenginecolossus.com>

Additional International Resources:

<http://www.exim.gov/> Export insurance

<http://globaledge.msu.edu/ibrd/ibrd.asp> International Business Resources

<http://www.irwa.org/> International Webmasters Association -- Tips and resources for making a multilingual website.

<http://www.odci.gov/cia/publications/factbook/index.html> Handy and current information on any country in the world.

<http://www.languagemasters.com/> Contact Denise Russell
<mailto:drussell@languagemasters.com>

<http://www.globallanguages.com/> Contact Myriam Telles

Ranking Manager. <http://www.websitemanagementtools.com>
Great for International reporting of how your website is doing in
search engines around the world. At the time of this writing it
support 448 search engines listed at the webpage below:
<http://www.websitemanagementtools.com/ranking-manager/engines.php>

Chapter 7: Cool Internet Stuff

Don't go crazy with this chapter. You could easily negate all the sales process and sales psychology you learned throughout this book by cluttering up your website with lots of crazy stuff. Use these items sparingly or in a novelty/specialty area of your site. Some of the items are simply tools to help you be more productive and save money and some of them can really be great for sales. Pick wisely what is best for your situation.

You can just about make your website do anything you want. . . I'm trying to get mine to do my dishes . . . but again, keep in mind, none of it matters unless you sell something. **DON'T GO OVERBOARD ON WILD STUFF!**

CGI Scripts

I don't have a clue as to how to define this term that anybody reading this would care about. All you need to know is that CGI scripts can make your site do cool things (like the “recommend” script you saw in the E-zine Section) Go to the sites below to find tons of examples.

<http://www.willmaster.com/> I use these people. I really like them.

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

<http://cgidir.com/Scripts/>

<http://www.freecenter.com/cgi.html>

<http://dreamcatchersweb.com/scripts/>

<http://www.cgi-world.com/> Custom scripts for your website

<http://www.cgi-works.net/> Custom scripts for your website

Productivity Stuff

<http://www.speed411.com> Find high-speed Internet access in your area so you can work faster.

<http://www.gator.com/ads.html> Tired of filling out forms? Tired of forgetting passwords? Gator is free software that does the typing for you. Gator eliminates frustrating Web chores like filling out forms and remembering passwords and it's free.

<http://www.bookmarktracker.com> Keeps track of all your bookmarks

<http://www.stamps.com/> No more waiting at the post office. Buy your stamps online.

Clean up Text

<http://www.customsolutions.us/cleanup/index.htm>

<http://www.westcodesoft.com/ungarbleit/index.html> (for Mac)

Fax from Your Computer

<http://www.efax.com>

<http://www.symantec.com/winfax/>

Interactive Maps

<http://www.mapquest.com>

<http://www.mapblast.com>

<http://www.MapsOnUs.com>

Online Phone Books

<http://www.switchboard.com>

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

<http://www.411.com/>

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

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

<http://www.fedworld.gov/> Government stuff

Meta Search Engines

(They search many other regular search engines at once)

<http://www.askjeeves.com>

<http://www.metacrawler.com>

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

<http://cyber411.com/>

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

<http://www.copernic.com> (You must install their free software)

<http://www.debriefing.com>

Sound File Search Engine

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

Graphic Search Engine

<http://www.ditto.com>

Legal Search Engine

<http://www.findlaw.com>

Money Savings Stuff

Telephone

<http://www.mediaring.com>

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

<http://www.dialpad.com> US Only

<http://www.net2phone.com/> Not free but really cheap

Internet call waiting. (Saves you from getting two phone lines)

<http://www.buzme.com/default.asp>

<http://www.pagoo.com>

<http://www.faxcube.com/> Web Faxing

<http://www.hotvoice.com> Free phone

<http://www.j2.com> Get fax and phone sent to your email inbox

<http://www.trac.org> non profit organization with lots of
moneysaving phone tips

Email Stuff

Check your pop3 email from any computer attached to the Internet

<http://www.pandamail.net/>

<http://www.mailstart.com>

<http://www.mail2web.com/>

<http://www.mail-inspector.de/> Germany

<http://www.pop3now.com>

<http://www.twigger.com>

http://www.bluetreesoft.com/mail_features.html

Conversion & Calculator Stuff

Currency Converters

<http://www.xe.net/ucc/>

<http://www.accu-rate.ca/converter/acconv.htm>

<http://www.moneyextra.com/rates/currency/converter>

<http://www.x-rates.com/calculator.html>

<http://www.bloomberg.com/analysis/calculators/currency.html>

Time Converters

<http://www.timezoneconverter.com/cgi-bin/tzc.tzc>

<http://www.worldtimeserver.com/?locationid=MX2-1>

<http://www.timeanddate.com/worldclock/>

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

Metric Converters

<http://www.metricconversion.ws/>

<http://www.worldwidemetric.com/metcal.htm>

<http://www.onlinedconversion.com>

<http://www.chinaimporters.com/metrical.htm>

<http://www.convert-me.com/en/>

All Kinds of Calculators

<http://www.webwinder.com/wwhtm-bin/javacalc.html>

<http://www.aba.com/aba/cgi-bin/autoNT.pl> Calculator for buying a vehicle

<http://www.autosite.com/new/loanlse/calc.asp> Calculator for leasing a vehicle.

<http://www.hsh.com/calculators.html> Financial

http://www.bankrate.com/brm/calc_home.asp Mortgage and Cost of Living

<http://www.btimes.co.za/calc/calc.htm> Tax Return and Expense

Language Translators

<http://babelfish.altavista.com> Online Language translator. Just pop in text from an email or an entire website and get an instant translation.

<http://translation.langenberg.com/> Webpage Translator

<http://www.tranexp.com/> Software

<http://www.translation-experts.com/> Software

<http://www.alis.com/en/indexfl.html>

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

<http://www.shortbus.net/dialect.html> Funny dialect translator (Jive, Buckwheat)

<http://www.rinkworks.com/dialect/> Another funny translator (Redneck, Elmer Fudd, Moron, etc.)

Printing Stuff

<http://www.mimeo.com/> Will print and deliver really high quality handouts

<http://www.kinkos.com>

<http://www3.notesonline.net/> Custom Post It Notes

<http://www.Decals.com> Custom decals. Why not make one for your website?

Miscellaneous Stuff

Books

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

Clocks

<http://www.panaga.com/clocks/clocks.htm#sun> Massive number of cool clocks and countdown meters you can put on your website.

<http://javascript.internet.com/clocks/>

<http://www.dynamicdrive.com/dynamicindex6/>

http://simplythebest.net/scripts/perl_scripts/clock_scripts.html

<http://www.arachnoid.com/lutusp/worldclock.html>

Copyright, Trademark & Legal

<http://www.tmexpress.com> Trademark Site

http://www.nolo.com/category/tc_home.html Trademark and Copyrights

<http://www.benedict.com/> The copyright website

<http://www.ilrg.com/> The Internet Legal Resource Guide

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

Free Software for Websites

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

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

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

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

Home Business

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

<http://www.aahbb.org/> American Association of Home Based Businesses

<http://www.hoaa.com/> Home Office Association of America

<http://www.nase.org/> National Association for the Self-Employed

<http://www.soho.org/> Small Office / Home Office

<http://www.NetAim.Info> Internet Association of Information Marketers

Reminder Services

(Be reminded by email of important dates like birthdays and anniversaries)

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

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

<http://www.candor.com/reminder/default.asp>

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

Other Miscellaneous Stuff

<http://www.babylon.com/> Build your own glossary of information and show your expertise off to the world.

<http://www.cyberangels.com/> Internet safety and security info

<http://www.ipl.org/ref/> The Internet Public Library (lots of resource info)

<http://www.webtrends.net/> Lots of helpful stuff for people working on websites.

<http://www.m-w.com/> Lots of dictionaries

<http://www.submitcorner.com/> More helpful web stuff

<http://www.KickStartDomains.com> Cool tool to check out if your domain name is available and it also gives you suggestions of other possibilities.

HTML and Other Tutorials

<http://www.htmltutorials.ca/>

http://www.newbieclub.com/?newbie_heaven

To stay motivated by reading about what other Internet businesspeople are doing I highly recommend Corey Rudl's site "Secrets to Their Success"

<http://dynamic.secretstotheirsuccess.com/t.cgi/12273>

Glossary

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A.

Active X: Controls created by Microsoft that will make your web browser “active.” For instance it will allow it to show animation.

Administrative Contact: In essence the owner of a website. Make sure it's you whenever you buy a domain name.

Adobe Acrobat: Program used to convert files to “pdf” format for use in E-books. Can be read by both Macs and PCs.

Adobe Reader: Free program used to view “pdf” files.

ADSL (asynchronous DSL): is a cheaper version of [DSL](#) Internet access where your download speed is faster than your upload speed.

Ad Swap: The act of trading classified ads with another E-zine publisher.

Affiliate Program (also associate program): Software that allows other people to sell your products on their website for a commission. The software tracks what you owe them.

Algorithm: A mathematical ranking method used by individual search engines. These are secretive and changed frequently by the search engines to prevent webmasters from “beating the system”.

Alias: A different name for the same email account. You could have orders@antion.com, customerservice@antion.com and tom@antion.com all going to the same email destination. You

could then use the email filters of your email program to organize the different addresses into folders for you.

Alternative Description AKA alt text: An HTML area related to a graphic that in days past was used to describe the graphic to those surfing the web with their graphics turned off. Now used by savvy web marketers as an area to put keywords related to the page.

Animated GIF: A graphic that simulates the effect of motion by using two or more different images that display in sequence.

Anchor Text: The clickable text in a hyperlink. This is now very important when it comes to link popularity.

Announcement Lists: Lists of people that want to hear about new E-zines coming out. You submit to the list and they tell everyone about your new E-zine.

Antialiasing: A technique for smoothing out jagged edges on text and graphics.

Anti Virus Software: Updateable software designed to recognize and protect you from damage due to computer viruses.

AOL (America Online): The largest online services provider. Generally considered a place which makes it easy for an Internet beginner to get email, visit the web and to take advantage of their many forums and services. Not recommended for commercial ventures and large scale emailing, but still a handy subscription to have especially if you travel a lot. They have local toll free numbers in many cities and countries.

Applet: A small Java program that adds special effects to a web page.

ASCII (American Standard Code for Information Interchange): I know that's more than you want to know. More

commonly known as “Plain Text” that can be read by just about any computer.

ASP (Application Service Provider): A company that provides software for your use. You do not need to have the software run on your computer. It runs on theirs. A common example of an ASP would be your web host. You simply rent the computer and software needed to host your website.

Ask The Expert: An area of a website designed to solicit questions from visitors to be answered by an authority on the subject.

Associate Program (see affiliate program)

Audio Business Card: Promotional cassette tape given out instead of a traditional business card.

Autoresponder AKA Infobot or Email on Demand: Software that automatically responds via email to someone requesting information.

Avatar: A 3D representation of you in a chat room. It normally doesn't look like you unless you look like count Dracula or a cute little puppy.

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Backbone: The central network that ties lots of other networks together. Used frequently when evaluating how good of a connection your web host or ISP has to the Internet.

Back Button: An left-pointing arrow button usually at or near the top left of a browser that takes you back to the last page you looked at. To view the page you viewed before hitting the back button, click on the “Forward” button which is a right-pointing arrow.

Back End Sales: Subsequent sales made to the same person. They are generally considered easier to make and much cheaper than the cost to acquire a new customer.

Backup: A copy of your computer files and/or programs usually kept on computer discs, CD-ROM or magnetic tape. Website based backup facilities are also available.

Bandwidth: The amount of data that can be transmitted in a fixed amount of time, i.e., the size of the cyber pipe that sends information over the net

Banner: A graphic, usually rectangular and usually displaying an advertisement. Viewers can click on it to go to another webpage.

Barter: Trading of goods and services without exchanging money.

Baud: Bits per second. The measurement of the speed of a modem. A 56K modem has speeds up to 56 Kilo bits per second.

BBS (Bulletin Board System): A computer and other hardware that can serve files and other types of messages. Some are

connected to the Internet and some are only accessible via modem over a telephone line.

BCC (blind carbon copy): The area of your email program to paste your email address list when doing a multiple recipient mailing so that no one sees anyone else's email address.

Beta Testing: Before a software program is released to the public it is tested for bugs and crashes. In many cases volunteers test the software in real world environments.

Big Butt Camp: Advanced content [Butt Camps](#) by Tom Antion

Big Target Theory: Tom's Internet theory of having as many good webpages as possible to give you a better chance of being found on the Internet.

Blacklist: A list maintained by ISPs and spam organizations that identifies suspected or known spammers.

Blog, Blogging AKA Weblog: Chronological online posting of personal, business or web related information and links. This term has caught on faster than “Weblog” because it avoids confusion with “web server logs” which is unrelated.

Bluetooth: A short-range (about 30 feet) communications technology that allows Bluetooth compatible devices to communicate with each other without wires. Example – a Bluetooth printer would not have to be wired to your Bluetooth computer to operate.

Body Text: The text on a webpage that is readable by the public.

Bookmark: A quick retrieval method for web pages, or a place holder on a webpage or word processing document that you can jump to immediately via a hyperlink from elsewhere on the page.

Bot: Short for robot. An automated piece of software sometimes called a spider or crawler that searches the Internet and helps develop the catalogs for search engines. Also, just about any automated piece of software.

Bounce: When an email is returned. A “hard” bounce generally occurs if the email address is no good. A “soft” bounce generally occurs if the recipient’s inbox is full. In either case you may not get notice that the bounce occurred.

Broadband: High-speed data transmission on a single cable like cable modems and DSL.

Browser: The software that allows you to see World Wide Web Pages. This software reads HTML scripting language and interprets it for you so that you can see web pages. Common browsers are Internet Explorer and Netscape.

Brick and Mortar: Term used to describe a store or business that has a physical location.

Butt Camp: Title, coined by your friendly author, for my Electronic Marketing seminars. Idea came as a spin-off to the much overused term “Boot Camp” because I sit at home on my rear end and make money.

Byte: One character of information

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Cable Modem: The device that allows you to access a high speed Internet connection through your local cable TV company. Speeds are really fast for both upload and download, but slow down when lots of people are on at one time.

Cache: Information storage on your computer so you can access it very quickly. When you visit a webpage, the page and associated graphics are stored on your hard drive of your computer so that the next time you visit that page it loads quickly instead of waiting for the page to travel across the Internet again. Disk cache allows things to be stored in your superfast RAM instead of on your hard drive for the same reason . . . fast access.

Can Spam Act: Legislation passed in 2003 and taking effect in January 2004 to regulate commercial email in the USA.

CD Burner: Device used to record on CDs

CD-R: (compact disc, recordable): A computer disc that can hold up to 650 mega bytes of data which you can write to by means of a CD-R drive.

CD-ROM (compact disc, read only memory): A computer disc that will store and playback up to 650 mega bytes of data.

CD-ROM Drive: The device used to play back information from a CD-ROM. The drive can be installed in your computer or as a plug in device that stands alone outside your computer.

CGI (common gateway interface): The rules for running an external program on a web server.

CGI-Bin (CGI Binary): When you see this in a url that means you are accessing an external program. Also a common name for a directory on a web server where CGI scripts are kept.

Chargeback: A debit to a merchant account because of a bad charge card or dispute.

Chat Room: Specialized software that lets people communicate in groups in real time. More advanced software allows avatars or graphical representation of each person and really advanced software allows actual voice conversations.

Clickstream: The path a visitor takes through a website.

Click Through: The number or percentage of visitors who click on a link or banner advertisement.

Common Misspelling: A misspelled word purposely put in the keyword META Tag to attract traffic who have misspelled a search term.

Conference Call: A telephone call where three or more persons in different locations participate.

Confirmed Opt In AKA Double Opt In: Someone has to reply to an email before their email address is added to your list.

Conversion Rate: The number of responses you get as compared to the number of total visits. **Example:** 100 visits to your sales page that result in 3 sales is a 3% conversion rate.

Cookie: A small file placed on your hard drive when you visit some websites. This file is used to track things like the last time you visited, your password, what pages you visited, etc.

Copywriting: The term used to describe the art of writing advertising text for a website, print, or broadcast medium.

Co-registration: A method of getting other websites to offer your ezine to their visitors. You pay that website owner for each subscriber who signs up at his site.

Cutaways: Shots of the audience or other shots inserted into the main production when recording video.

Cyberspace: Term from the 1984 novel *Neuromancer* by William Gibson. The term was used to describe a world of interconnected computers and the society that used them.

Cybersquatter: A person who registers an internet domain name with the intent of selling it to someone who would be very likely to want it.

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Database: Customer or prospect information stored for retrieval. It is most often organized into “fields” of information that can be “merged” into your email correspondence by means of a “mail merge” email program.

Dedicated Server: A computer that has only one website on it, or only the sites owned by one person, i.e., it's dedicated to serving that website as opposed to having hundreds of websites using up it's resources. Since you control it you can have many of your own websites on the server as will fit or you can rent out space to others if you want to.

Defrag: A computer maintenance operation that should be done regularly to improve the performance.

Designer: (see [web designer](#))

DHTML AKA Dynamic HTML: A fancy HTML language that allows unblockable pop up boxes and other advanced elements on a webpage.

Dial-Up Connection: A temporary connection between two computers over a phone line. This is the most common method of accessing the Internet.

Digital Camera: Camera requiring no film that creates images immediately usable by your computer.

Digital Cash: A method of paying for something by transferring numbers between computers.

Digital Certificate: A way to send digital messages securely and used to verify the sender is who he/she says they are.

Digital Studio: Where audio or video is recorded and edited on computer instead of on tape.

Digital Wallet: Encryption technology for e-commerce transactions that holds things like a real wallet and more, like digital cash, digital identification and shipping preferences.

Direct to Desktop: A technology that permits publishers to send messages directly to the desktop of those that have opted in. This technology does not use email and therefore does not have the associated delivery and spam filter problems.

Directory: With regard to Internet searches, this is a search facility where websites are put into categories by real people, not automated robot spiders.

Discussion Board: An area where people can post questions, answers and comments, usually about a particular subject.

Distance Education: Catch all phrase for learning that is not done face to face. It may be done face-to-face over video conferencing, telephone conferencing, via email, snail mail or any other medium that is not face-to-face.

DNS (Domain Name Server): Special servers located around the Internet to route email and Internet connections.

Domain Name: Strings of letters and/or numbers used to name organizations on the Internet. Antion.com is a domain name. Speak4Money.com is a domain name.

Doorway Page AKA side door, splash page, gateway: A page optimized to get a high ranking in a search engine. Modern Day side door pages must be readable by a visitor, i.e., they can't be simply random text like they were in the old days.

Double Opt In: Requiring a confirmation from someone requesting to be put on a mailing list to be sure the person really wants on the list.

Download: Copying a file or files *from the Internet* to your computer as opposed to upload which is copying a file or files *from your computer* and sending it to the Internet.

Downloadable Product: An information or software product that travels in the form of a computer file, not a physical product like an audiocassette tape or printed book.

DPI (dots per inch): In printers and scanners it is the measure of the number of pixels that can fit into an inch of space. A 600 dpi printer will produce sharper images than a 300 dpi printer.

Driver: a small file that helps the computer communicate with hardware devices like printers and your mouse.

DSL (digital subscriber line): A high speed Internet connection that allows you to have both voice and data on the same line which allows you to talk on the same line you are using for your Internet connection. ADSL (asynchronous DSL) is a cheaper version where your download speed is faster than your upload speed.

Dubs: Copies of tapes. **Example:** I'm going to get 50 dubs of my tape.

Dupes: Short for duplicates and similar to dubs.

DVD AKA Digital Video Disc: is the next generation CD ROM. A DVD disk holds 20 times the information that a CD ROM can. You can use this to watch movies on your computer. Don't confuse this with DivX, a brand new and already obsolete DVD impostor.

Dynamic HTML (DHTML): A powerful scripting language giving more control of positioning on web pages.

Dynamic IP Address: The IP address of your computer will change each time you access the Internet.

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E-book: A book that is contained in a computer file.

E-booklet: A short E-book, normally under 100 pages.

E-Commerce: Conducting business over the Internet.

EDI (Electronic Data Interchange): Data transfer between different companies using networks like the Internet.

Educational Materials: Another name for your “product” so that it more easily aligns with terminology used in budgets which makes the sale of such material easier.

Electronic Clipart: Clipart that's delivered as a computer file as opposed to being printed on paper.

E-mag: Abbreviation for Electronic Magazine

Email: Electronic mail. Mail sent computer to computer.

Email Client: The program you use to get and send email. Common ones are Outlook, Eudora, Yahoo!

Email on Demand (see Autoresponder)

Emoticon (emotional icon): Used to convey extra meaning when sending an online communication. To interpret them tilt your head sideways to the left and look at them. Compare what you see to a facial expression.

Encryption: Changing data so it is unreadable to anyone that doesn't have the decrypting key so the information can travel safely over the Internet.

Entry Page: A page, not necessarily the home page, where a visitor enters a website.

Ethernet: A connection standard for Local Area Networks (see [LAN](#))

Exit Page: The page where a visitor leaves a website.

Extranet: Outside access network so specified groups can gain access to information on an intranet.

Ezine: Modern abbreviation for Electronic Magazine

Ezine Directory: Directory comprised only of E-zines arranged by topic along with descriptions and subscription information. Usually providing a free listing to the E-zine publisher.

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FAQ: Abbreviation for Frequently Asked Question page.

Fee Credibility: A consistent and believable speaking fee as opposed to “I’ll take whatever I can get.”

Field: A space in a web form where a visitor to your site is required to put in information, like their name and email address.

Filters: In email programs these are helpful parts of the program that cut down on junk email and organize other emails automatically.

Firewall: A device or software that limits Internet access to your computer to protect you from unauthorized intrusion by hackers or mischievous computer users.

Firewire: a very high-speed connection that allows quick transfer of files. Commonly used for putting video files on your computer from a digital video camera and for transferring lots of data to portable hard drives etc.

Flame: A nasty email directed at one person.

Flash: a web animation technology that uses very small file sizes

Floppy Disc: A storage disc that can be inserted in and removed from your computer and carried with you (no current discs are actually “flexible”)

Font: A typestyle

Frames: A website design technique that splits a web page into independent sections. The navigation buttons may be in their own

frame and the heading may be another frame and the content area of the page may be in yet another frame. This technique is extremely detrimental to good search engine positioning and is never recommended by marketing experts. The only exception is if you do an intensive doorway page strategy.

Freeware: Software that's available for free

Front Page Extensions: Special software the web host must have installed on their server to be able to take advantage of all the features of the web authoring program Microsoft Front Page.

FTP (file transfer protocol): An older method (still used quite frequently) to transfer files between computers or archive sites.

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Gateway AKA doorway page, side door, splash page (see [doorway page](#))

Ghostwriter: Person who writes for hire and gives the credit for the work to someone else.

GIF (Graphics Interchange Format): A compression format for graphics.

Gigabyte (GB): 1,073,741,824 bytes, Slang--I've got a 12 Gig hard drive

Graphic: A picture or non-text item on a web page.

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Hacker: Someone skilled in “hacking” their way into computers that don’t belong to them.

Hallway Page AKA site map: A page that links to all your doorway pages so that search engine spiders can find the doorway pages easily.

Hard Bounce: An email that will never be deliverable i.e., a bad email address.

Heading Tag: An HTML code that is given a higher relevancy than regular body text when a search engine spider looks at the words within the tag.

Headset: A headphone with a microphone attached.

Hidden Page: A page that resides on your website server, but isn’t linked “from” your main site but may have a link or links “to” your main site. These are typically used as side door pages and for pages you do not want the general public to see.

History List: A drop-down menu on a web browser that lets you go quickly to a page you have already visited without having to click your back button repeatedly. The list keeps track of all the places you visited.

Hit: A file downloaded from the Internet. **Example:** When a page that has five graphics on it is requested from your server that counts as six hits. One for the page and five for the graphics.

Home Page AKA Index or Default: The main page of your website.

Host: The place where your website is stored so it can be viewed on the Internet.

HTML (Hypertext Markup Language): The formatting language of the World Wide Web. Web browsers read this hidden-from-view language and show it to you as a web page.

HTML Editor: A program like Microsoft Front Page or Dreamweaver that allows you to create and edit web pages. With these programs you need virtually no knowledge of HTML.

HTTP (Hypertext Transfer Protocol): The main method used on the web to allow linking to other web pages. Web address begin with <http://>

Hub: a piece of hardware used to connect multiple computers.

Hybrid CD: A compact disc that will play on more than one different computer systems.

Hyperlink: Underlined words or phrases on a web page that take you to another web page when you click on them. They usually change color for a while to remind you that you have already clicked on them.

Hypertext: Text that is linked to other web pages. You activate the link by clicking on it with your mouse.

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Icon: A small picture or image that represents something else. You can double-click on icons to start programs, or open folders or windows.

Identity Theft: A criminal activity where the perpetrator uses your personal information to make purchases and do other criminal acts.

Index: A search engine's collection of webpages.

Infobot (see autoresponder)

Information Product: A product that is instructional in nature.

Image Map: A web page graphic that is linked to another location. Sometimes a large graphic is linked to several other webpages. Each link is called a hotspot.

Impression: The number of times a specific web page, banner or ad has been downloaded from the Internet. This is used as a measure in advertising, but it doesn't necessarily reflect how many times a person has actually seen the page or ad.

Inbox: Where your email is received.

internet: (Lower case) connecting two or more networks together.

Internet: (Upper case) the totality of enormous numbers of networks in the world. The largest "Wide Area Network"

Internet Café: A business that rents computers and Internet connections. These businesses are found in many countries that do not have widespread home computer use like we have in the USA.

Internet Explorer: Most popular [browser](#) software.

Internet Time: Term used to describe how fast things move on the Internet. **Example:** 5 traditional years equal five months on the Internet.

Intranet: A network that is within a single organization and not available to the Internet.

IP Address: A unique number assigned to every individual computer linked to the Internet.

IRC (Internet Relay Chat): A method that allows users to converse in real time.

ISDN: A fast Internet connection that uses phone lines.

ISP (Internet service provider): Company that provides a connection to the Internet.

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Java: A programming language.

JavaScript: Another language developed by Netscape that has nothing much to do with Java.

Jewel Case: A hard plastic case for a CD ROM.

JPEG (Joint Photographic Experts Group): A compression format that works well with color graphics and can usually allow graphics to be read by both Mac and pc. You can control the amount of compression which is important because the more you compress, the more color that is lost.

Junk Email AKA Spam: Just like junk mail you receive in your regular “snail mail” box, except it is delivered via email.

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Keystroke Analyzer: A software device designed to either overtly or covertly record all the keystrokes of a computer.

Keyword: A word that someone would type into a search engine or directory when looking for information on the topic of the keyword.

Keyword Phrase: Several words typed together into a search engine or directory when someone is looking for information on the topic of the keyword phrase.

Keyword Density AKA keyword weight: The ratio of the number of keywords on a page to the total number of words on a page.

Keyword Prominence: The closeness of a keyword or keyword phrase to the beginning of a section of a web page. **Example:** If a word is at the top of the page it has a relevance of 100 percent, at the bottom of the page 0 percent and 50 percent if it is found in the middle of the page. If a word is at the beginning of a link or the title bar of the page it would have a relevance of 100 percent in that particular area, and so on for other areas of the web page.

Keyword Stacking/Stuffing: Adding gibberish or too many keywords to a page to try to trick the search engines into giving you a high ranking.

Kilobyte (KB): A measure of the size of a file; One thousand bytes. **Example:** Keeping your ezine below 20 KB will keep it from turning into an attachment on AOL.

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LAN (local area network): Two or more connected computers that are in close proximity to one another.

Landing Page: The page where a person ends up after clicking on a link. Usually associated with pay-per-click or other ads that drive people to your website.

Link: (see Hyperlink)

Link Farm AKA Link Exchange Program: A webpage consisting of nothing but links. This is a very negative thing when the links go to unrelated websites.

Link Popularity: A measure of the number AND quality of links coming INTO a site from other websites.

Link Reputation: What inbound links to your webpage say about the page. Your inbound links are generally more valuable if the page they are coming from has keywords in the actual clickable part of the link. This clickable text is known as “anchor text”.

Link Text: (see “anchor text”)

Link Trading (also reciprocal links): Linking to another website in exchange for a link back to yours.

Linux: A type of operating system

List Management Company: A company that handles your email list and takes care of subscribes and unsubscribes. They usually have varying amounts of additional features to save you work and time.

Listserve: A trademark of L-Soft International. A very common maillist.

Login: Verb – Connecting to a computer or website using your user name and pass word. Noun – The account name used to access a computer or website (usually not a big secret)

Lurking: Listening in on a public discussion without contributing. This is a good idea so that you get a feel for the nature of the group before you jump in and make a fool of yourself.

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Mail Bomb: An extremely large file maliciously sent to try to crash someone's email server.

Mail Lists: A group email discussion on a particular topic. Everyone on the list gets a copy of each message.

Mail Merge: Email that is personalized for each recipient.

Mail Server: A computer and software that sends, receives and stores email.

Mall: A collection of Internet stores linked together and supposedly sharing traffic. Not recommended in this course.

Megabyte (MB): 1,048,576 bytes

Megahertz (MHZ): This is a unit of measurement that tells how fast your computer can do things. A 700 MHz computer is a little less than twice as fast as a 366 MHz. There are many other variables that affect the overall system speed.

Mega Links: Normally used between several domains controlled by the same organization to increase traffic and link popularity.

Menu Program: Software that allows you to put a professional looking navigation system on an informational product.

Merchant Account: Normally refers to the merchants ability to accept VISA, MasterCard and various other credit cards as a form of payment.

Meta Search: A search of multiple search engines all at once.

Meta Search Engine: A search engine that does meta searches i.e., that searches multiple other search engines when you type in a search query.

META Tag: Special HTML tags that are not seen by people viewing a web page, but that give information about the page. Two primary META Tags of concern to web marketers are the KEYWORD META Tag and the DESCRIPTION META Tag. Many search engines use the information in the META Tags of a page to help them decide how to index the page and when to bring the page up when someone is searching for a particular topic.

MIDI AKA Musical Instrument Digital Interface: the mechanism to connect a musical instrument to a computer

MIME: Common usage is that one computer communicates with another computer to see the requirements to “talk” to one another. An example would be a multipart MIME email that finds out if the receiver can read plain text and HTML emails or just plain text.

Mini Disc: A recordable disc made by Sony that is smaller than a CD ROM

Mirror site: An exact copy of a website usually needed when the traffic to the site is too much for one or multiple servers to handle.

Modem: This is the device that allows your computer to connect to the internet through phone lines.

Moderator: Person who controls what messages are allowed to be distributed to a mail list.

MP3: A compression format for audio that allows near perfect quality, but a very small file size.

MPEG: A compression format for video and audio files which allows them to be transmitted quickly over the Internet.

Multiple Domains: More than one website owned or controlled by the same person or organization.

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Navigation: the means by which a visitor travels or “navigates” to the different pages on your website

Netiquette: Etiquette on the Internet

Netizen: A term derived from “citizen” or citizen of the Internet. Implies a responsible use of Internet resources.

Netscape: Former very popular [browser](#) software. Does not have much market share now.

Network: When you connect two or more computers together.

Network Card: This piece of hardware for your computer allows you to connect several computers together so they can all share data. Commonly known as an Ethernet card.

Newbie: Slang term for someone new to the Internet.

New Window: A second or subsequent browser window that is opened on your computer.

Newsgroup: Discussion groups on USENET

Noise Canceling: An electronic method to reduce background noise and enhance the main signal. Usually used with regard to microphones.

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OCR (optical character recognition): Software that allows you to scan text into your computer so that it is actually text in nature instead of graphical. This allows you to edit the text.

Online Press Kit: A web based or email based [press kit](#).

Onsite Search Engine: A search engine that only searches the pages in one website.

Operating System AKA OS: the software that communicates with hardware on your computer. Examples: Windows XP, MAC OS, Linux

Opt In: Someone specifically asks to be included in a mailing list

Optimize: Prepare a webpage so that it has the best chance of getting high rankings in search engines.

Outbox: Where your email resides until it is actually sent

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Page Rank: A measure of the overall importance of a page on the Internet as reported by Google's ranking system.

Page View: A complete page (including graphics) retrieved from your server.

Paid Inclusion: A search engine deal where you must pay to be included in their index. This gives no guarantee that you will get a good ranking on your keywords.

PAL: A television broadcast standard in Europe. If you create a video by US standards (NTSC), you will have to convert it before you sell it to someone in Europe however, many people in Europe have VCRs that play both.

Password: A secret word or combination of letters and numbers used to gain entrance to a protected area. Passwords are usually case sensitive.

Pay Per Click: An advertising or search engine method, where you pay each time someone clicks on your ad, link or search engine listing.

PC: Personal Computer, but usually used to refer to IBM compatible computers as opposed to Apple Macintosh

PCMCIA AKA PC Card: A credit card sized device that plugs into a laptop to give the laptop extra functionality. You can add RAM, modems, network adapters, hard drives, pagers and even global positioning to your laptop with the appropriate PC Card.

PDA AKA Personal Digital Assistant: handheld electronic device to keep phone numbers, take notes, etc.

PDF: A document format by Adobe that requires a reader software on the computer reading the document. Both PCs and Macs can read this format.

Perl: A popular programming language.

Permission based: As in Email marketing, when someone gives you permission to email them.

Ping: to check if a server is running. Comes from the sound sonar makes in the movies when searching for a submarine.

Pixel: One dot on a computer monitor.

Plain Text: A simple format where no formatting is allowed. This format is readable just about everywhere.

Plug-in: An add-on to a larger program to give it special capability. Example *Real Player* is a plug-in to a browser to allow the browser to play *Real Audio* and *Real Video*.

PNG: A graphic format for the web

Pointing: Having more than one domain name access the exact same files on a server. This is usually an inexpensive way to use more than one domain name, but from a marketing standpoint a less effective use multiple domains.

POP3 (Post Office Protocol): Current access standard for Internet email. You will need to know the POP3 setting (given to you by your email provider) to set up your email program to retrieve your email. While you're at it, you'll also need your SMTP setting for outgoing email. (Doesn't apply to AOL, CompuServe, Prodigy email)

Pop Up Box AKA Pop Up Window: A smaller browser window that “pops up automatically” on a web page. They are usually promotional in nature and some surfers find them annoying.

Port: typically the place where information goes in and out of a computer. **Example** -- parallel port or serial port.

Portal: term to describe a website that is intended to be the first stop when entering the web or their “point of entry”. They typically have a search engine and some have free email to keep you coming back. Yahoo! is a portal.

Pre-Loaded Graphic: An advanced website trick used when you MUST show a large slow-loading graphic.

Pre-publication Sale: Selling an informational product before it is actually finished.

Press Kit: A promotional packet containing information about a person, product or service. May contain testimonial letters, photos, program descriptions, product specification sheets, business card, press clippings, articles, etc.

Privacy Policy: A statement of what you will and will not do with someone’s personal information.

Prominence, Keyword: (see Keyword Prominence)

Publication Rights: Permission given to another party for use of intellectual property. **Example:** I'm selling the print publication rights to a major publisher, but I'm retaining the electronic publishing rights.

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Queue: A line of waiting people as in, “Your hold time in the queue will be approximately six minutes,” or data stored to be processed in sequence.

QuickTime: Originally developed by Apple Computers as a method of storing sound, graphic and movie files. *QuickTime* player software is now available for both Mac and pc. *QuickTime* movies have a .mov extension.

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RAID AKA Redundant Array of Independent Disks: This is a back up and protection method that writes the same information to multiple disks to protect against failure of any one disk.

RAM (Random Access Memory): Usually expressed in megabytes (MB) it is the temporary memory needed to operate programs. The more RAM you have the more programs you can operate at one time. If you try to operate many programs and you don't have enough RAM your computer slows down tremendously and may even quit, (lockup or crash).

Real Audio: <http://www.real.com> A streaming audio format

Real Names: <http://www.realnames.com> A way to type a regular name like Sony into a search facility so you don't have to remember the actual URL. Real names cost \$100.00 per year. Not highly recommended unless you are a household name or have a household name product.

Real Player: <http://www.real.com> Browser plug-in to play real audio and/or video.

Real Video: <http://www.real.com> A streaming video format

Reciprocal Links (see [link trading](#))

Recording Control: Inexpensive device to adapt your phone line so you can plug it into a tape recorder.

Redirection: A web page script or program that sends the visitor to another page automatically. Definitely not recommended and becoming considered [spam](#) to many search engines.

Referrer logs: Website traffic logs that tell you from where traffic is coming into your site.

Relevancy: How well the information you provide matches the information a searcher was looking for. The more relevant, the better.

Remove Link: (see Unsubscribe Link)

Resolution (Monitor): The higher the resolution the more that can be displayed on the monitor. Small monitors are typically 800 pixels x 600 pixels Larger monitors are 1024 x 768 and you even have 1280 x 1024

Resolution (Printers and Scanners): Measured in DPI – Dots per inch. The higher the DPI the sharper the printer can print.

Return on Investment (ROI): The amount of return as compared to the amount of effort or money spent.

Robots.txt file: An instruction placed in the HTML code of your website that instructs search engine spiders to not index the page. <http://www.1stsearchranking.com/robots.htm> Good article discussing this advanced concept.

Router: a hardware device that only allows authorized computers to connect to each other.

RSS (Rich Site Summary): A format for syndicating web content. If a site wants others to be able to use some of its content, it creates an RSS document. The document is registered with an RSS publisher who makes the document available to others who can read and use RSS documents.

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Scanner: Hardware device used to digitize artwork or text and make it ready for use on a computer.

Screen Capture Program: Software that records information that is displayed on a computer monitor.

Search Engine: Robot spider that searches for web pages that meet the criteria of a keyword search done by a searcher.

Secure Server: A server that has the ability to use encryption software to protect information from being understandable if intercepted.

Self-Publishing: Publishing in a fashion whereby you are totally responsible for editorial and production guidelines for your own informational product. This includes the financing of the project.

SEO AKA Search Engine Optimization: Preparing a web page so that it has the best chance to get high rankings in a search engine.

Sequential Autoresponder: Software that automatically responds via email to someone requesting information and then follows up with additional emails at prescribed intervals that you set.

Server: A computer that “serves” your web pages to whoever logs on to the computer and asks for them.

Shareware: Software that you can have for free to try out and then pay for if you want to keep it. Many run on the honor system, but some quit working after the free trial period or “nag” you into paying by having pop up reminders.

Shopping Cart: Software that displays products, pricing and shipping charges designed to make the shopping experience easier for customers.

Side Doors AKA doorway page, splash page, gateway (see [doorway page](#))

Signature File: A contact information and promotional file appended onto an email message. Slang -- Sig File or Sig

Site Map (see [hallway page](#))

Site Popularity: The number of people visiting a site from a particular search engine coupled with the length of time they stayed on the site.

Small Butt Camp: Shorter version of a [Butt Camp](#) Seminar.

Smart Card: A credit card size device containing an electronic memory that could hold information like medical records, identification and digital cash.

SMTP (simple mail transfer protocol): A standard to keep email operations working smoothly. You'll need the SMTP setting (provided by your email provider) to send email and you'll need the POP3 setting to retrieve your email. (Doesn't apply to AOL, CompuServe, Prodigy email)

Snail Mail: Slang for mail that is sent through the Post Office.

Soft Bounce: An email that is not deliverable now, but may be deliverable in the future. This could be because the email server of the recipient is temporarily down or the email box is full.

Soft Goods: Products that can be downloaded from the Internet. Products that do not require shipping.

Source Code: The HTML code of a page which is read by a browser. If you are in the Internet Explorer browser, you can look at this code for most people's websites by clicking on "view" then "source".

SPAM: 1. Unwanted commercial email, 2. Cheating a search engine.

Spam filter: Software designed to recognize and intercept unwanted emails before they arrive at your inbox.

Spider: An electronic program used by search engines that searches for keywords and collects information about websites in the search engine's index.

SPIM: Unwanted commercial messages coming through your instant messaging system

Splash Page AKA doorway page, side door, gateway (see [doorway page](#))

Split Testing: Comparing the results of one ad against a different ad. This is critical to maximizing your sales.

Spider: A robot that searches the web to find web pages and searches the links on those pages.

Spyware: Software that surreptitiously gathers information from your computer and transmits it to a third party for advertising or other sinister purposes.

SSL (single socket layer): A security standard to allow secure online commercial transactions.

Statistics: Information about a website like number of visitors, time on the site, where they came from and much more.

Stickiness: A websites ability to keep a visitor in the site usually by having engaging content.

Streaming: Data moving quickly from one place to the other without the need for it to be completely at one place or the other before you can start using it. For instance, you can listen to a streaming audio file while it is being sent to your computer as opposed to waiting a long time for it to completely download before you can listen to it.

Submit: Entering your website/webpage information into the index of a search engine or directory

Submitters: Software designed to submit your website to many different search engines automatically. **DO NOT USE!** (A new submitter is being tested that may simulate submitting by hand. Watch update website for further reports on this)

Surfing: Slang term for looking around on the Internet.

Surge Suppressor: Protection device for computers and other electrical hardware.

Sysop: Systems operator. A person responsible for the operation of a physical computer.

Systray AKA System Tray: a collection of small icons usually on the right side of the Widows toolbar.

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T1, T3: EXTREMELY fast Internet connections.

Table: A web page design tool that assists in alignment of text and graphics.

Tape drive: a tape recorder for backing up data

Techie: Slang for person adept and fascinated with technology.

Technical Contact: Normally the webmaster, or technical advisor of record associated with a website domain.

Technogeek: Slang for a techie who is also nerdy.

Telephone Bridge Line: An inexpensive technology used for conference calling.

TeleSeminar: A seminar or training session conducted on the telephone.

Template: A self-contained layout for a website that makes it easy for you to have a professional looking website running quickly and at low cost. Also, a layout for a webpage or ezine.

Text Format: (see Plain Text)

Text Editor: a software program that handles only plain text. It will not handle graphics or fancy formatting of any kind

Theme: The graphical look and feel of all the elements of a website. Also, the topic of a collection of webpages.

Three Prong Attack: Tom Antion's marketing approach consisting of Web Site Development, Email List Building and Product Development.

Title Bar: Usually thin blue bar that runs horizontally at the top of a web page when viewed in a browser and contains the page's title.

Title Tag: The HTML tag that contains the contents of the page title.

Top Level Domain: This is the extension after the main domain name. Examples are .com, .org, .edu, .info

Traffic: Term describing how many people visit your website.

Traffic Analysis: Observing traffic patterns as visitors navigate through your site for the purpose of making changes that would increase conversion ratio or response rate.

Transparent GIF: A graphic that lets the background show through so it appears that the graphic is floating on the page.

Trojan Horse: A computer program that hides inside another computer program and tries to trick you into running it.

Truncated: To shorten by cutting off characters at the end.

Turnkey Store: An Internet shopping tool either on or connected to your website that is ready for business as soon as you plug in your products. In some cases you don't even need a website.

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UCE AKA Unsolicited Commercial Email: Spam

Undeliverable: With regard to email, an email that could not be delivered to its recipient. Reasons might be that the recipient's inbox is full. The email may be larger than the email provider allows or the email address may no longer be valid.

Unique Visitor: A person visiting a website in a certain time period.

Unsubscribe Link: A link in bulk email that allows someone to click on it to be removed from your list.

Update: Term to describe distributing more current information than what you previously distributed.

Upload: Sending information from your computer to another computer or to the Internet.

URL (uniform resource locator): The unique address of a web page.

UPS (Uninterruptible power supply): A battery that provides electricity when normal electric power fails.

USB (universal serial bus): An easy way to plug things into a pc

USENET: A world-wide system of discussion groups

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Vanity Publishing: Paying another company to take care of production details of your informational product that is usually a printed book.

Video Conference: A conference held where the participants are in different locations and connected via phone line. Each participant can see the others by means of a video monitor.

Viral Marketing: Getting your advertising message to spread “like a virus” from person to person.

Virtual PC: A program for Apple Macintosh computers to allow them to run Windows programs.

Virus: A piece of programming code designed to do mischievous or malicious things to a computer or network.

Visitor Session: Hits to a website by a single visitor within a certain timeframe. A single visitor is not counted again unless they have left a website for a minimum period of time.

Voice Recognition Software: Software that learns your voice and turns what you say into text on your computer.

Vortal AKA Vertical Portal: An entry point to the web that focuses on only one topic or group of people.

VPN AKA Virtual Private Network: A private network that you can connect to from the public Internet. The information transfer between the two networks is encrypted.

VRML (Virtual Reality Modeling Language): Programming language for 3-D application on the web.

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WAN AKA Wide Area Network: A network that spans more than one building or group of buildings that are in close proximity to one another.

Web: Short for “World Wide Web”

Web Casting: Broadcasting over the Internet

Web Conference: A meeting of three persons or more using the Internet.

Web Designer: A person who knows how to put a webpage on the Internet. Most don't have a clue how to do it properly from a marketing point of view.

Web Form: A part of your website that collects information and is usually connected to a program that sends the information to you and wherever else you want it to go.

Web Host: A company that keeps your website on a computer they control and makes the site available to be seen on the Internet.

Web Log: A collection of all the activity of your website. This is typically interpreted by a “Statistics” program to make the results more user friendly.

Web Log AKA Blog: ([see Blog](#))

Webmaster: Fancy name for a person who maintains a website.

Web Page: A document designed to be looked at in a web browser.

Web Ring: an interlinking of many websites that are on the same topic

Web Safe Colors: Colors that look OK in any web browser.

Web Site: A collection of web pages

Web Trends: A popular, advanced website statistics program.

White Paper: an article that explains something

WHOIS: An internet program that allows you to search out ownership of domain names.

Wi-Fi AKA Wireless Fidelity: A term for a popular form of wireless connectivity

Windows: Made by Microsoft this is the most popular operating system (OS)

Wizard: a program that leads you through certain steps in sequence to accomplish something like creating a certain type of document or installing a program.

Worm: Form of a virus

WWW (World Wide Web): Graphical part of the Internet that allows you to link to other areas in the web.

WYSIWYG (What you see is what you get): Abbreviation for software that shows onscreen what your finished page will look like.

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XML: Another more powerful successor to HTML

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Yahoo: What I say because I'm near the end of working on this glossary :) Yahoo is probably the most well known and successful search directory on the Internet.

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Zip: A very common compression format to make large files take up less space and travel faster when being sent to another computer.

Zip Drive: A storage device made by Iomega Corporation. Many are portable allowing you to back up or carry large amounts of information and use the information on another computer.

For ongoing help

If you've gotten this far, I'm sure you can see there are a tremendous number of details to learn to be highly successful selling your products and services on the Internet.

I can assure you that questions will come up as you begin to implement all the strategies you learned about in this ebook.

I've got several resources to assist you in getting help as you continue to improve your web operation.

For website work you can contact:

Jason at <http://www.Saeler.com> or

Harold at <http://www.HaroldHingle.com>

Internet Association of Information Marketers

<http://www.NetAim.Info>

This is an inexpensive way to learn on an ongoing basis and network with Internet marketers of all levels. NetAim.Info also has a discussion board where you can post questions and make comments any time day or night 365 days per year. Check out all the benefits of joining at the link above.

Immersion Training in the Lap of Luxury

You can visit me at the Great Internet Marketing Center in Virginia Beach, VA USA. This is the only facility of its kind in the world. You'll be picked up by limo at Norfolk International Airport. You'll spend a long weekend living at my home where you'll be immersed in real world Internet marketing.

<http://www.GreatInternetMarketing.com/retreatcenter.htm>

Mentor / Joint Venture Program

This is my most intense program where I am with you over the course of a year training you, answering your questions, giving you ideas and smoothing your way to riches on the Internet.

Oh, . . . and when I say you'll speak to me, I MEAN YOU'LL SPEAK TO ME. I get so sick of these "supposed big guru" mentor programs where you never actually talk to Mr/Ms big shot. I want you to think of the biggest name people you can that have mentor programs and compared to them I'll blow you away with the amount of attention and personal attention you get from me.

This is a very serious program and I understand that it is definitely not for everyone.

Check it out at:

<http://www.GreatInternetMarketing.com/mentorprogram.htm>

Good luck and I wish you the very best in your efforts to harness the power of the Internet for your business success.