



# INFO **M**ARKETERS **N**EWSPLETTER

August 2010

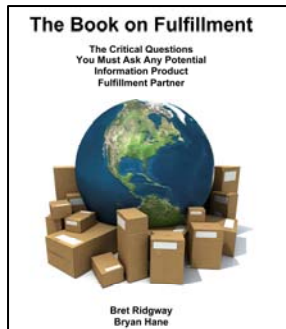




## From the Editor Bret Ridgway



### The Book on Fulfillment is Released



I'm tickled to announce the release of my new book, co-authored with my business partner Bryan Hane. Titled "The Book on Fulfillment: The Critical Questions You Must Ask Any Potential Fulfillment Partner," this handy guide was developed to help information marketers choose the best fulfillment partner for their situation.

Best of all, we've decided to make it available for FREE and we wanted you as a subscriber to be among the first to have access to this valuable tool. To pick up your copy of the new book just visit [TheBookOnFulfillment.com](http://TheBookOnFulfillment.com).

To Your Success,

*Bret Ridgway*



## Table of Contents

The 10:1 Rule of Information Marketing.....	4
Time Management Tips for Info Product Creators.....	6
If You Want More, Make Yourself More Valuable.....	9
Webinar Tools for Creating the Perfect Webinar!.....	12
Social Networking Landing Pages – How to Turn Your Social Networking Friends Into Customers.....	15
Are You Making these Mistakes with Your Website Video?.....	18

*Thank you to this month's contributors – Robert Plank, Dan Kennedy, Stephen Beck, Michele Pariza Wacek and Frank Deardurff*

Speaker Fulfillment Services, Inc.

2001 N. Hunt Street

Terre Haute, IN 47805

Phone: (812) 877-7100

Email about this newsletter: [bret@sfsmail.com](mailto:bret@sfsmail.com)



## 10:1

## The 10:1 Rule of Information Marketing

What's the 10 to 1 rule of information marketing?

Simply put, it means the price at which you're selling your information product (assuming it's a physical product vs. digital delivery) must be priced a minimum of ten times your production cost for that product to be a viable product long term.

The 10:1 rule is one of the major reasons why information marketing is such a popular business model. Info marketers routinely get a ten to twelve times markup or more (in many cases, much much more) over their cost to produce the product. The attractive markup is why new information marketers come into the market every day.

No more busting your butt for a measly 10%, 15% or 20% margin over costs. The 1000% markup allows you

to recoup developments costs quickly, pay affiliate partners a meaningful percentage, and build a business of real value.

So, what's it all mean in real numbers? If it costs you \$10 to produce your product then you should be selling it at around \$100 or more. If you follow the pricing rule of "7" then it might be a \$97 retail product.

If it's \$30 to produce then it needs to be a \$297 or higher product. If it's \$100 to produce then that's at least a \$997 product. And so on and so forth.

But let's look at it from another standpoint. What if you're producing an info product that costs you \$30, but the market you're selling into won't spend more than \$97 on that type of information product. What



What should you do?

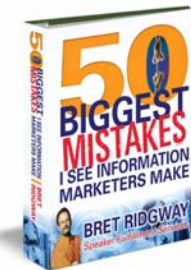
If \$97 seems to be the “number” in your market then you need to figure out what you can package for them that costs you no more than around \$10. You may have to eliminate some of the content you were wanting to include in your product to bring your numbers in line.

Maybe the additional material can be bonus downloadable information or be saved for a separate product. You decide what will work best for you. But the bottom line is you need to bring your production costs as close in line to the 10:1 rule as you can.

Now, if the product is simply a lead generation product for other higher ticket items that you sell then you can throw the 10:1 rule out altogether. Many marketers are even okay with losing money on that initial sale because they know their back end conversion numbers so well they know they don't have to make any money on that initial sale.

But if the product you're selling is one you want to be a highly profitable cash producer for you then make sure you follow the 10:1 rule.

***“Be sure to follow  
the 10:1 Rule of  
Information Marketing”***



**The 50 Biggest Mistakes I See  
Information Marketers Make**

For more information on the course visit  
<http://www.50BiggestMistakes.com>



## Time Management Tips for Info Product Creators

**Robert Plank**

I am not sure how hands-on you are with your information product business, and how much writing you do yourself - but I know many writers who go weeks, if not months, without getting anything accomplished. They have **Writer's Block**.

The reason for this is that they don't have a system and they don't have rules - they don't have a routine to keep themselves in check.

They have bad time management.

Fortunately, if you follow a few simple rules, you can minimize your **Writer's Block** - or even remove it entirely - and always be able to create new information products,

write new articles... and basically be able to write about whatever you want, whenever you want, and for however long you want.

Follow these 3 simple rules and you should see a boost in your productivity:

### Tip #1: Finish What You Start

If you are only working on one project at a time, it means you can put close to 100% of your effort into that one project.

A project might be: finishing a book, writing a series of articles, writing a sales letter, or writing an email sequence.



Try to split up different tasks - and you run into trouble! I have noticed that if I even try to accomplish 2 projects at the same time, I don't even put 30% of my effort into each one.

Even though you might THINK you are capable of working on one project in the morning - for example working on a report in the morning - and articles in the afternoon, you are mistaken!

Finish what you start - That way you can keep a clear head and not have to think about juggling different projects.

**Tip #2: Write in Bulk, and Write Ahead of Time**

If you are going to write one article, you can write three! Even though I no longer have Writer's Block, I do have moods when I really am excited about writing. And when I am in that kind of a mood, I want to write as much as possible.

If you set out to write three articles and you end up writing

ten - that's good! Because that means that in a week or in a month you won't have to write articles again. Here is something interesting to think about: If all you did was write 2 articles per day, but only posted 1 article per day, you would be creating Content twice as fast as you could promote it. You would never run out of Content ever again!

**Tip #3: Stay in Practice**

When I was in school and took time off for summer break, I didn't do any writing during those summer months. When I got back to School in the fall, it was very difficult to get back in that writing mood.

You need to stay sharp. And you need to write something at least once a week - preferably once a day - that does not involve Twitter, text messaging or emailing.

Have a blog - preferably a business blog - where you



can post quick updates. But you need to have some kind of outlet for your writing. Otherwise you will get out of practice - even if you stop for a week or even a month.

And those are 3 ways you can boost your writing productivity instantly: finish what you start, write in bulk and write ahead of time, and stay in practice by having a blog.

Get more accomplished with your writing - whether that is blog posting, articles, sales letters, or products... more than you ever thought possible, at [www.TimeManagementOnCrack.com](http://www.TimeManagementOnCrack.com)



**Red Oak Cart**

**Sick and Tired of Your Shopping Cart?**

Check out [RedOakCart.com](http://RedOakCart.com)



## If You Want More, Make Yourself More Valuable

**Dan Kennedy**

The mayor of a small town once wrote to Benjamin Franklin asking for a donation so the town could buy a bell for its town square. Franklin sent money with a note suggesting they forego the bell in favor of buying books for the town library.

It is at the library we might find an answer to why so few succeed and why most fail – at anything, at everything. Most people do not apply themselves to acquiring know-how nor apply the know-how they acquire. In short, they have the attention span of a gnat, the diligence of an idle, random breeze. They certainly don't *study*.

I have become quite rich and somewhat celebrated, reaching the pinnacle of success in not one but three

different fields. At each required skill-set, I once sucked. For me, there has always been a crawl to competence, then a fast rise to superiority. Part of the process is getting through of a lot of information in a hurry but also continuously.

For nearly 25 years, I read a book a day plus newspapers, trade journals, newsletters, visited the public library weekly; took on a needed skill and so thoroughly and intensely studied it as to become a world class expert. When I was teaching myself to be an advertising copywriter, for example,

I studied no less than an hour everyday, listened to recorded material on the subject constantly, sought out and



got to know the top people in the field, and when one told me to take great direct-response ads and write them out longhand 21 times each, to teach my subconscious the rhythm of such writing, I did that with 100 ads. I collected over 200 books on the subject and immersed myself in them. I built organized files of samples that fill a room. I traced one master back to his teachers, they to theirs, thus even knowing the genealogy of the field.

When I am asked by fledgling or journeymen copywriters how they, too, might have clients waiting in line to pay them \$100,000.00 fees when there are thousands of copywriters advertising their availability for 1/10th that or less, and I tell them this answer, they reject it. They seek rewards out of kilter with their value and are unwilling to do what is necessary to build up their value.

The same answer could be given by the top earners in insurance, real estate, retail store ownership, dentistry – name the business or profession. The answer is the same.

I am told by people all the time that they simply do not have time to read and listen to all the material they have purchased or subscribed to. But time is democratic and just. Everyone has the same amount.

When I choose to read with my mid-morning coffee break and you choose to blather about trivia with friends; when I choose to study for an hour sitting on my backyard deck at day's end but you choose to watch a TIVO'd American Idol episode, we reveal much.

When someone says he does not have the time to apply himself to acquiring the know-how required to create sufficient value for his stated desires, he is a farmer surrounded by ripe fruit and vegetables, whole grains and a herd of cattle on his own property who dies of starvation, unable to organize his time and discipline himself to eat.

Incidentally, success in every business, including yours,



# INFO MARKETERS NEWSLETTER

August 2010

depends on *mastery* of a handful of critical competencies (one of which is always marketing). The individual who sets out earnestly and diligently to acquire a wealth of know-how in each winds up with wealth in his bank account. All others watch with envy and cry in their soup, two activities they do seem to find time for.

The WHY PEOPLE FAIL articles are provided by Dan S. Kennedy, serial entrepreneur, from-scratch multi-millionaire, speaker, consultant, coach, author of 13 books including the No B.S. series ([www.NoBSBooks.com](http://www.NoBSBooks.com)), and editor of The No B.S. Marketing Letter.

WE HAVE ARRANGED A SPECIAL FREE GIFT FROM DAN FOR YOU including a 2-Month Free Membership in Glazer-Kennedy Insider's Circle, newsletters, audio CD's and more: for information and to register, visit:

<http://freegiftfrom.com/bridgway>

Articles © 2008/Glazer-Kennedy Insider's Circle LLC. All rights reserved.



PowerPay is one of the largest providers of e-commerce payment solutions in the nation. Over 50% of all of the merchants they set up to process conduct sales over the web. Their relationships with their payment gateway partners allow them to provide you with the best rates in the business.



[InfoMarketingMerchantAccount.com](http://InfoMarketingMerchantAccount.com)



## Webinar Tools for Creating The Perfect Webinar!

**Stephen Beck**

There are a few [webinar tools](#) you will need to run a professional and effective webinar. Spend some time at the front end, because the effectiveness of your webinar begins with the webinar set up.

The first [webinar tool](#) you need for creating your webinar is a [webinar set up](#) sheet. On this sheet you need to list: your webinar objective (sales, a phone appointment, education?)

Your webinar title (this should be benefit driven)

What you plan to cover on your webinar

“Your story” (Credentials or how you had the same problem and overcame it)

Case studies (Results of how you, or the people you have helped, have solved the "problem")

Education (Killer tips and tricks they need to know to help overcome the "problem")

Road blocks to success (Obstacles that will keep them from solving the problem)

Call to action (What do you want them to do? Visit your web



site and buy your product or service? Call your office for an appointment? Sign up for a paid webinar class?)

Another webinar tool is a powerpoint template for your [webinar ppt](#). [Creating webinar ppt](#) powerpoint templates is easy if you include these items:

### Background graphic

Have a graphic made that sets you apart and conveys the message of the webinar. Paste this graphic as the background image on your master slide.

### Your picture

Again on the master slide, insert your picture in the top left corner so that people can identify with you as a person. It also helps the audience to link a face with your voice.

### Bullet points that show when you mouse click

Use the "custom animations" feature in Powerpoint and make each line appear upon mouse click in the master slide.

### Call to action url

In the master view, add a url at the top so that the "call to action" is available on each slide. The call to action should lead to a web site where your audience can take an action (buy button, phone number to call, email optin form, etc.)

To [set up a webinar](#), you need the following tools:  
webinar hosting

A webinar hosting account lets you present your audio and video to hundreds of people at the same time. A few webinar hosting companies include: GoToWebinar, Manexa, Omnovia, Web Ex and Adobe Connect

### Registration web page

You can use the registration page given to you by the



webinar hosting company or you can create your own (recommended). Remember to use benefit-driven language to entice them to register for your webinar. "What's in it for them?"

#### Autoresponder

You want to remind them of the upcoming webinar (even after they register). And you definitely want to follow up with them AFTER the webinar with your call to action.

So there you have it! A few webinar tools for [creating your webinar](#). Set up your webinar right and there is no telling how successful your webinar will be!

Stephen Beck is an expert on showing individuals and small businesses how to explode their sales using webinars! He invites you to an amazing FREE weekly webinar to discover webinar tips and tricks to use in your online and offline business. Hurry, these fill up fast! Lock in your spot here:

<http://www.WildlyWealthyWebinars.com>

**For a free webinar with Bret Ridgway & Stephen Beck on How to Put on Wildly Wealthy Webinars go to:**



**[WildlyWealthyWebinars.com/bret-replay](http://www.WildlyWealthyWebinars.com/bret-replay)**



## Social Networking Landing Pages – How to Turn Your Social Networking Friends Into Customers

**Michele Pariza Wacek**

Clearly social networking can take an awful lot of time. The question is, is it worth it? Will spending all that time doing social networking lead to an increase in sales? And the answer is, yes it can. But you need to be strategic about it -- just like you need to be strategic with all your marketing. And one way you can do that is to have a social networking landing page.

**Keywords:** Social networking, social network marketing, marketing copywriting, online marketing strategies, strategic internet marketing, small business marketing strategy

Isn't social networking fun? You get to meet all these people and connect with them and spend hours looking at their profiles and videos and photos and...

Okay, so clearly social networking can take an awful lot of time. The question is, is it worth it? Will spending all that time doing social networking lead to an increase in sales?

And the answer is, yes it can. But you need to be strategic about it -- just like you need to be strategic with all your marketing. And one way you can do that is to have a social networking landing page.



So what the heck is a social networking landing page? Well, it's a special page on your web site or blog designed specifically for your social networking folks. This special page continues the conversation you started on other social networking sites. (This is very important, you should always design landing pages as continuing the conversation started elsewhere, whether it's your prospects clicking on a Google ad or followers intrigued by something you tweeted about on Twitter.)

You see, many people send their social networking friends to the home page of their web site or their blog. And while that's not a terrible thing to do, you could definitely do better. You see, the home page of your web site or the first page of your blog is more general. It has to be. You don't know how people are finding your site.

They could be on it because they just heard you on a teleclass or read an article by you or someone referred you. You don't know so you have to keep it pretty generic about the problems

you solve and the solutions you provide (and of course, push them to give you their email address).

So by creating a landing page specifically for your social network buddies that continues the conversation already started in the social networking scene, you'll be that much closer to transforming them into eventual customers.

Okay, so what do you put on this social networking landing page? Do you try and sell them there?

In a word -- NO! Remember, social networking is all about building relationships and making connections. And, through those relationships people will naturally want to support you and become your customer. The last thing you want to do is send your social networking buds to a page and try to sell them.

(Now, that doesn't mean your page can't include a couple of links to some products so they can read more and buy, but



no hard core selling.)

Instead, share more about yourself, your family, your interests and your business. Then invite them to give you their email address in exchange for a free gift from you.

By getting on your email list, you are now in a position to deepen the relationship. Along with getting your regular newsletter (you HAVE one, don't you?) which contains great information and content, you can also invite them to your free teleclasses, which also contain fantastic content but also includes an invitation for them to become a customer, or you send emails to them also inviting them to become a customer.

See how this works?

So take a few moments to put together a social networking landing page and see how it can start transforming your social networking activities.

Considered one of the hottest marketing strategists around, Michele PW has a reputation for crafting promotional materials and creating marketing campaigns that get results. She is a national speaker and author, plus her client list reads like the "who who's" list of Internet marketing. [For more info go to MichelePW.com.](http://MichelePW.com)

## Give Your Plain Jane Mailer An **Extraordinary** Makeover

Discover how to cut through mail clutter and get noticed at

[LeadGenDiscs.com](http://LeadGenDiscs.com)



Go from ordinary to Extraordinary

Get the look you want at a price you can afford!

**ONLY  
\$5.99!**



## Do You Make These Mistakes With Your Website Videos?

**Frank Deardurff**

With more people using video on their website I see this next mistake over and over again.

First, let me state that I think use of video on your website is a good idea, as long as it is done correctly. Many times we see video that has been put on the page below the fold of the website (hidden below the bottom edge of the screen), This is okay except when the video is set to autoplay!

The BIGGEST mistake I see people make with putting video on their website is that they are using a service like YouTube™ which is okay in itself. But they put the video code on the page as is. What happens when you do this is

when the video finishes it shows related videos that the visitor can click on.

This is bad for multiple reasons most importantly is the fact that the user now has a choice to watch a related video or continue through your sales process... hmm what choice do you think happens here?

Second issue is that the related video shown could very well be your competitor's video selling a similar product! Now your visitor has yet another option, not only to watch another video but possibly get interested in someone else's product.



Okay, before you go out and rip down all your YouTube type videos from your web pages read on because this is an easy correction. When getting the “embed” code for your video click the small gear icon next to that URL. That is the “customize” button. This will allow you to check the check box that says “Include related videos”, you can select some other options there as well like whether to show a border or to pick a different size to play.

Once you have these settings the way you want them, grab the URL and post that on your page. And of course upload the new page to your site and watch the video all the way through to make sure you see the expected results.

Finally, don’t assume your web visitor knows how video players work, you want to make it simple so any level of web visitor can see the video. You can do this by adding a line of text (in a smaller font) that says “click the play button with the triangle to watch this video” I’d even suggest adding an icon of the button, or an arrow pointing to the button.

I know that seems simple but the visual command will actually get you more plays of the video.

Frank E. Deardurff III – ThatOneWebGuy.com is co-founder of AskDatabase.com and MasterMindInABox.com and CEO of Access Cafe Networks, Inc. & President of That One Corporation, which are a network consulting and web applications design firms located in Terre Haute, Indiana. For more information go to [www.FrankDeardurff.com](http://www.FrankDeardurff.com)



[50BiggestWebsiteMistakes.com](http://50BiggestWebsiteMistakes.com)



**Reading a pass-along copy of the Info Marketers Newsletter? To be notified of new editions as they're published get your own FREE subscription by opting in at <http://InfoMarketersNewsletter.com>**

**Info Marketers Newsletter is published monthly by Speaker Fulfillment Services. For more information on our products and services please visit some of our websites listed below.**

- [SpeakerFulfillmentServices.com](http://SpeakerFulfillmentServices.com)
- [SFSRecommends.com](http://SFSRecommends.com)
- [RedOakCart.com](http://RedOakCart.com)
- [NewsletterFormula.com](http://NewsletterFormula.com)
- [Client.Infofillment.com](http://Client.Infofillment.com)
- [101TipsForEventPromoters.com](http://101TipsForEventPromoters.com)
- [LeadGenDiscs.com](http://LeadGenDiscs.com)
- [50BiggestMistakes.com](http://50BiggestMistakes.com)
- [MarketingClassics.com](http://MarketingClassics.com)
- [50BiggestWebsiteMistakes.com](http://50BiggestWebsiteMistakes.com)