

Info **M**arketers **N**ewsletter

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From the Editor **Bret Ridgway**



How Can It Be 2012 Already?

How in the world can it be 2012 already? It's definitely true what they say – the older you get the faster time goes by. Seems like only yesterday we were worrying about the millenium bug and that's now twelve years in the rearview mirror.

So when you look in your rearview mirror at the end of 2012 what will you see? Will you see positive movement forward as you continue to build your information marketing business? Or will you see a bunch of excuses as to why you didn't accomplish what you wanted?

The choice is yours. Let's go for the positive together – it's a lot more satisfying!

To Your Success,

Bret Ridgway

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*Thank you to this month's contributors – Peter Fogel, Frank Deardurff,
Dan Kennedy, Bryan Hane, Connie Ragen Green and Robert Plank*

Infocollment by Speaker Fulfillment Services
2001 N. Hunt Street
Terre Haute, IN 47805
Phone: (812) 877-7100
Email about this newsletter: bret@sfsmail.com



5 Ways to Motivate People to Buy From Your Website

Peter Fogel

Want more leads for your consulting services... eager to boost product sales during an uncertain economy? The secret is to realize that it's the little things on your site that could be hindering your efforts. Looking at the big picture you should do everything to attract -- NOT detract your prospects from either contacting you (lead generation) or buying your wonderful widget. (Has anyone ever seen a widget?)

Below are some simple, yet effective strategies to ramp up your website, energize sales and collect the money you've been leaving on the proverbial table.

1) MAKE PEOPLE FEEL SAFE WHEN THEY ORDER.

Believe it or not, even though the Web has been around for a while, some people don't feel comfortable ordering online. With identity theft on the rise, many customers—especially new ones—are wary.

When prospects enter your site, remind them they can order through a secure server. If you want to build a loyal customer base, you also must provide a box to capture visitors' email addresses when they visit your blog or website. State that their contact information will be kept confidential along with a secure site disclaimer. This

might seem incidental to you, but tests show it boosts activity by prospects signing up to your newsletters.

2) CREATE URGENCY TO BUY.

People are so overwhelmed with work, play, and family obligations that they postpone buying your product and then eventually forget about it. “Woo” or “court” them to buy *now* with a freebie, a discount, a “quantities are limited” disclaimer, or a deadline, such as “Order by midnight tonight before the price increase.” *Note: If you state a deadline, you must stick to it or you will lose credibility.*

3) REMIND VISITORS TO COME BACK AND VISIT.

People usually don't buy the first time they visit a website, even if it's visually appealing with compelling copy. But the more times prospects visit, the greater the chance they'll buy. Think benefits in creating your on-line greeting and incorporate video on your website, so prospects can see your smiling face and connect with you. It's also an efficient way to show your offerings and lead prospects through the buying sequence.

4) DETERMINE WHAT'S BORING OR CONFUSING TO CUSTOMERS.

While Google Analytics reveals what links your visitors clicked from, *Crazy Egg* (www.crazyegg.com) reveals which *parts* of your pages your visitors click on. Knowing this will enable you to improve upon your site's conversion. (Is that cool, or what? It's marketing voyeurism at its best)

The best part is that *Crazy Egg* shows you clicks even if they weren't on links. For example, if your readers click on a product photo (or even your photo) you may want to magnify that graphic. Or you may want your prospects to read more information about the graphic that displays your product (or service). You don't want readers to waste their time by clicking on images that don't go anywhere, do you? Let your market tell you what's missing from your page with Google Talk chatback (www.google.com/talk/start).

5) PUMP UP YOUR SALES COPY.

Remember; little changes can produce big results by

20-30- even 40 percent. For instance, if your headline is too general, it will not attract your target audience. An inviting and attention-grabbing headline motivates potential customers to read more. In essence, your headline is the ad for your ad.

Research shows that improving your websites headline, you can boost sales by as much as 50 percent. For example: CSP Reveals “The Secret” to Getting Higher Speaking Fees in Less Than 90 Days! Guaranteed!

Again, make sure to list product benefits, not product features. Remember: Customers buy benefits, not features. For example, a car that goes from zero to 60 in eight seconds is a feature. The fact that it allows you to merge into traffic swiftly and safely is a benefit.

Try the above tactics and let me know how they work you. (compellingcopy2005@yahoo.com)

Peter J. Fogel is an author, seminar leader, direct response copywriter, and a past keynote speaker for National Speakers Association. A member of the *Florida Direct Marketers Association*, Peter pens killer copy for some of the biggest on-line marketers today, such as Early to Rise, Rich Schefren's Strategic Profits, and Dr. Sears. Sign up for his FREE Direct Response Ezine and receive his "Marketing Secrets of the Masters" e-Manual at [www. www. compellingcopynow.com](http://www.compellingcopynow.com) compellingcopy2005@yahoo.com



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The Renegade Millionaire Way: The Narrow Path

Dan S. Kennedy

Government does not work because it is more about royalty remaining royalty than it is about results, so the only time it gets anything of real importance accomplished is in moments of severe crisis, when all the royals are equally threatened.

Business works – when it works – because of an opposite operating system. Small business works better than big business, because its leaders have little fear of being deposed; they are the owners, a status actually higher than royals (which is why royals despise business owners), so they can act without political considerations.

For that reason, they are often proactive instead of only reactive. Because they deal in real rather than

fictitious numbers, have a limit on debt they can get their hands on, and eat profit, they often make intelligent and rational decisions. Many work at defusing problems at their tiniest, in their infancy, rather than postponing doing so as long as possible, until the monster has grown big enough to eat them.

If you stand back and observe all this, you can see what works and what doesn't work quite clearly, and make your personal behavioral and business practices choices accordingly. *If you will.*

Felix Dennis is a Renegade Millionaire – actually worth about \$500-million, which he manufactured for himself, entirely on his own, from scratch. He is one of Britain's richest citizens. In his newest book, *The*

Narrow Road, he tells more blunt truth about what works in the making of money, more succinctly than any other credible person I've ever read on the subject. I am more simpatico with his conclusions than I am with anyone else's.

Like me but more so, Dennis is offensive to many and frightening to many more. Truth is rarely pleasing or reassuring, except to the very tiny number of people who prefer it to being pleased or reassured. I suggest getting and reading this little book, but in a well-lit room, not in gloom inhabited by scary shadows.

Unlike most authors of most success genre content, he makes no attempt to deliver ideas that will be popular with a large audience. This mirrors my own approach as an author, spanning, now 32 years and more than 20 published books. (www.NoBSBooks.com),

My scariest is *No B.S. Ruthless Management of People and Profits*. One very big difference between the path most are on versus The Renegade Millionaire Way is mixed agendas vs. laser-focused dedication to what

works. The Renegade Millionaire Way is simple: find what works and use it. (That's what being part of a great mastermind group is all about. Why coaching is important.)

Others' way is far more complicated. It is cluttered with: what will people think of me? am I permitted to do this? but we've never done it this way. we should do get more consensus. my peers are all rushing off to do the new thing and I don't want to be left behind. will this make me popular? liked? or gossiped about? what if it sparks criticism about me on Google?

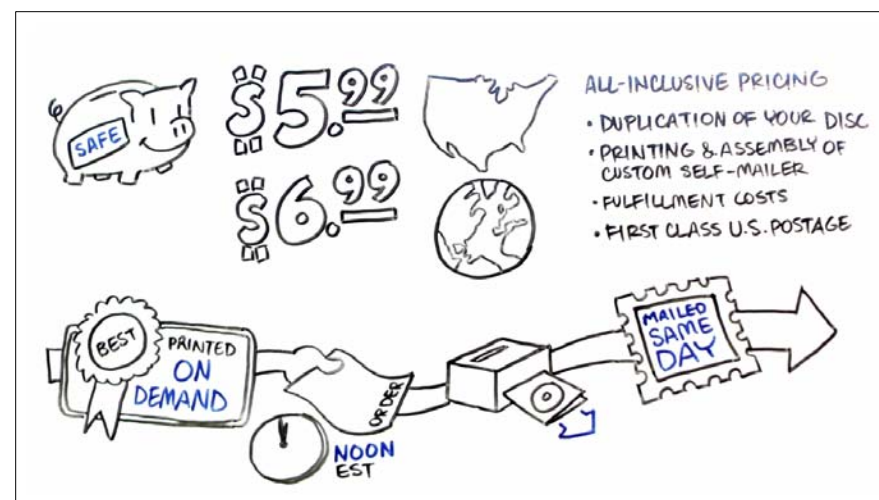
Ordinary business owners are trying to run fast through a dense forest of all these concerns, thus bumping into trees at every turn, spending a lot of time lost and confused. Renegade Millionaires have left that forest and are running on a clear, paved path.

DAN S. KENNEDY is a serial, multi-millionaire entrepreneur; highly paid and sought after marketing and business strategist; advisor to countless first-generation, from-scratch multi-millionaire and.....

Dan Kennedy Bio Continued.....

7-figure income entrepreneurs and professionals; and, in his personal practice, one of the very highest paid direct-response copywriters in America. As a speaker, he has delivered over 2,000 compensated presentations, appearing repeatedly on programs with the likes of Donald Trump, Gene Simmons (KISS), Debbi Fields (Mrs. Fields Cookies), and many other celebrity-entrepreneurs, for former U.S. Presidents and other world leaders, and other leading business speakers like Zig Ziglar, Brian Tracy and Tom Hopkins, often addressing audiences of 1,000 to 10,000 and up. His popular books have been favorably recognized by Forbes, Business Week, Inc. and Entrepreneur Magazine. His NO B.S. MARKETING LETTER, one of the business newsletters published for Members of Glazer-Kennedy Insider's Circle, is the largest paid subscription newsletter in its genre in the world. .

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Build It and They'll Come **Frank Deardurff**

That saying is not only a quote from the movie "Field of Dreams", but also the thought process for many website owners. And unfortunately website owners are "dreaming" if they think that is true.

Many times web business owners feel they have a great product, service or information and build a great website and wonder why they don't have visitors. Well the fact is just because you know about it doesn't mean the search engines know about it. And of course, if the search engines don't know about your website, neither will your potential customers.

Of course the old saying for offline business, is true about online businesses, and that is it's all about location, location, location!

Offline businesses buy or rent space at prime locations to have a fair amount of clients drive by their store with a chance they will stop in and make a purchase. This is the same strategy we use online as well, except the space that we rent or buy is located in the search engines. What I'm talking about is buying Google AdWords, Banner ads, Ezine Ads and other digital locations we can purchase ad space. By putting yourself in front of the traffic your clients can't help but "drive" buy and check out your "offerings" for sale or consumption.

Buying traffic is just want way to get visitors to your website. There is the old fasion way such as submitting your website to the search engines many of them such as google still have the web submit form to have your site reviewed by that search engine.

One such place is: <http://www.google.com/addurl/> that will get Google to come out and "spider" or search your site for relevant keywords. Another way to improve traffic is via search engine optimization, as well is Article submission, blog posts and comment posting.

By applying these simple techniques you can have more traffic coming to your site in no time at all.



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

Pick up Frank and Bret's new book

50BiggestWebsiteMistakes.com



A Revolutionary Approach to Managing Your Affiliates

Bryan Hane

Whether you are an experienced affiliate manager or just starting your affiliate program, the affiliate program software on the market has been stagnant for the last several years. The traditional approach to affiliate management is to give your affiliates their own unique html link. This approach has worked well for a long time. In fact, I believe it will still work in narrow segments (e.g., Internet marketers selling to Internet marketers).

If your end customers receive some type of email or a web page that can easily contain the link, this approach will still work for the foreseeable future (with a big caveat). Traditional affiliate links work by storing some type of information on the users computer (there are several technical techniques to

accomplish this). With the increase in the awareness of privacy concerns with online activity, newer browsers are enabling users to control what information is saved on their computers and how they can be tracked.

In fact, the newest browsers are providing "anonymous" modes. With these new modes of browsing, you can not save any identifiable information on a users computer. That means affiliate tracking codes will not work. Right now, these browsers represent a small number of users; but real soon (summer of 2010 right now), these browsers will be present on just about everyone's computer.

Additionally, affiliate links are confined to some type of electronic medium. Have you looked at most of the links out there? Even the ones that claim to be friendly are very

large and ugly to use - I can't imagine typing one into a browser.

If you want to have your affiliates promote you in offline segments, your stuck. You need a new solution that supports offline. In the traditional model, your affiliates would create an online web page that their user would go to so that the affiliate link could be clicked. Very cumbersome.

So what is the solution? I believe an integrated eCommerce Shopping Cart and Affiliate Management solution is what you want. Why? Deep integration of the two allow for revolutionary solutions. One idea that high end solutions implement is a coupon code.

With the right implementation of coupon codes your affiliate can give out their easy to remember code (e.g., THEIR_LAST_NAME) give your website address (which is easy to remember right) when the user comes to your website, they enter the code and receive the benefit.

The customer is encouraged to enter the coupon code so they receive the "special" benefit. It could be a discount, a special bonus available only if the coupon code is used or a special bonus unique to that affiliate (there's an idea - you manage the bonuses for your affiliates). The key is to encourage the user to enter the coupon code.

Once the coupon code is entered, the magic of integration happens. The coupon is linked to the affiliate so they now get credit with the sale and eventually get paid commissions. That is the end result your affiliates want right.

Now think about all the ways your affiliates can give out their coupon code. In a special report they create and give to their users. In an eBook - what about a printed book? What about a radio show they are on? What about a stage presentation where they do a shout out about your product with their coupon code?

If your affiliate sells products, they could include an actually printed coupon in the box they ship. How about a special postcard campaign.

The name of the game is to get your message offline and by having your affiliates promote you in their offline activities, you will get increased exposure to a wider audience. So what are you waiting for, you need to join the revolution and choose affiliate program software that can manage your affiliates utilizing the latest in online and offline techniques.

Bryan Hane is co-founder of Speaker Fulfillment Services and Red Oak Cart, a dependable online shopping cart and email delivery system. For more information go to RedOakCart.com

Have You Caught Our Radio Show Yet?



**A Break with Bret and Bryan:
Information Marketing Insights
Every Tuesday at 10:30 AM EST
BlogTalkRadio.com/BretandBryan**

Article Writing and Marketing Tips – 21 Days to the Writing Habit to Build Your Online Business

Connie Ragen Green



Article writing and marketing was the method I used to get started online. I was unsure of my niche and had very little experience as an entrepreneur, so learning how to write articles that could be published on the Internet was a huge breakthrough for me. You can do the exact same thing if you are willing to commit to writing every day and making this a habit.

It is believed that it takes 21 days in a row to turn an activity into a habit. Think about other things you have done in your life, such as going on a diet, quitting smoking, going to the gym, or eating a certain number of fresh fruits and vegetables every day. If you were able to keep up the new habit for at least twenty-one

days, more than likely it is a habit that is still with you to this day. Writing articles is the same; write every day and soon it will feel like second nature to you.

You will also want to find the best time of day to write. I have more creative energy first thing in the morning, so that has become my time for writing articles. If I have not written something by noon there is very little chance it will get done until the following morning. I do this writing ritual four or five times each week so that I can stay productive and have lots of writing to use for other projects.

Repurpose every article you write into another format

as quickly as possible. I typically turn the article into a blog post right away. Then I will combine several articles into a short report to give away or sell online. They can also be turned into a variety of digital and physical products for you to sell online. I have even turned my articles into books several times now.

It is still amazing to me how easy it is to start with a four hundred word article and end up with a published book. The idea is to use the process and habit of article writing to springboard your ideas into something much bigger. Let today be the first day of your 21 day journey as you begin writing and marketing articles to become a writer on the Internet.

You will find that your writing will give you an unlimited amount of unique, original content that will help you to create a profitable online business.

Remember that the reason to start an Internet business is to give you the time and financial freedom to live the life you choose. Access your FREE mini-course on building your online business by visiting [Get Started](#)

[Online](#) to learn how to write articles, blog, become involved in social networking and learn the technology needed to build a profitable online business.

Connie Ragen Green is a list relationship coach who will teach you how to make huge profits with a tiny list. Download your free report on the 21 Tips For Making Money With Your Small List by visiting her site at: <http://BigMoneyTinyList.com> and get started today.



RedOakCart.com



The Most Effective Social Networking Strategy Ever Invented

Robert Plank

The Internet is headed in the direction of social networking and social marketing with sites like Twitter, Facebook, MySpace and YouTube - but no-one has really figured out yet how to monetize it as well as traditional marketing methods like list-building, Pay per Click, or article marketing.

And those people who DO claim to have all the answers either show you a way of providing value without getting you any traffic or money; and on the other end of the spectrum, someone is demonstrating you a "flash-in-the-pan" strategy such as Twitter Auto Follow which worked today but not tomorrow!

How do you really monetize your social marketing in a way

that is going to work for ever? The answer: Blog comments. Blog comments are in keeping with the idea of providing value using social networking: somebody has something to say - and you add to the conversation.

And the thing that most people forget about leaving blog comments with is that you can specify YOUR own URL on someone else's blog. That means that if somebody looks at somebody else's blog, sees your comment and decides they want to know more about you, you have provided an easy way for them to find you.

When I talk about leaving a blog comment, I am telling you to actually add real value. Don't leave a "Me too" post or a

"This is great!" post where you agree with the person and haven't really read their original post. Read the post; deliver a real response - and don't call any attention to YOUR URL. Leave it up to the readers to decide if they want to know you or not. The point of social networking is to have a real conversation.

And this even keeps sites like Google happy, because Google wants you to make it easy for their users to find information. Therefore, if you are commenting on someone's blog post on a specific subject, such as membership sites, and on your blog you have a specific post about membership sites, when you type in that URL in the Comment box, instead of making it a URL towards a squeeze page or even a front page of your blog, send them towards a specific blog post.

If you have placed an opt-in form on your blog then it shouldn't matter where somebody ends up. But if you link to a specific blog post on the same subject, that person is likely to stay on your blog for longer.

And that is my favorite form of social networking, that you might not yet consider to be social networking - but it is a

great way to demonstrate authority, get backlinks and traffic; and even have your name show up in the search engines more and more when somebody searches your niche. Leave blog comments. Add real value and have real conversation. And in the URL box, link back to a SPECIFIC blog post.

Robert Plank gets 100 comments every time he makes a blog post. Do you? If not, find out how to duplicate his success at <http://www.clonerobertsblog.com>



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