



# **I**NFO **M**ARKETERS **N**EWSLATTER

Premier Issue





## From the Editor Bret Ridgway



### Need to Jumpstart Your Information Marketing Business?

Welcome to the premier issue of the “Info Marketers Newsletter.” Each month we’ll share tips, techniques, resources and other cool things that can help you grow your information marketing business. From packaging to promotion to product creation, from copywriting to creating buzz to content you’ll find it here.

Each month we’ll feature contributions from some of the top people in the information marketing industry on their area of expertise – folks like Stephen Beck, Connie Ragen Green, Robert Skrob, Ray Edwards, Bryan Hane, Robert Plank, Greg Cesar, Michele Pariza Wacek, Frank Deardurff, Mike Stewart, Gareth Owen, Fred Gleeck, James Roche, Rick Frishman, Bob Bly, Heather Kirk and others.

We’ve designed it to be a quick read for you. No more than 5 or 6 articles each month that you can read in just a few minutes. So sit back, relax, and prepare to give your information marketing business a recharge each month with the Info Marketers Newsletter.

To Your Success,

**Bret Ridgway**



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**Thank you to this month's contributors – Mike Stewart,  
Connie Ragen Green, Robert Skrob, Heather Kirk 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)



## It's All About Product **Consumption**

Picture this. You've created a fantastic new information product in your niche. You've invested hundreds of hours of sweat into developing your "big box" package that consists of 12 CDs, 5 DVDs, and a 400-page manual in a three-ring binder.

You're very proud, and rightly so, of your product. It's one impressive course. Now, picture this. Your course arrives at the door of your customer in a clean white 14" x 14" x 10" box. Your customer eagerly tears into the box and begins unpacking the massive manual and all the CDs and DVDs that make up the course.

They're thinking, "Wow, this is great. But where do I begin?" There's so much great information in the product they simply don't know where to start. So they toss the items back in the box, thinking they'll figure it out later when they have a few more minutes.

But those few minutes never seem to arrive. Then they realize that they're coming up on the 30-day refund window, so they haul the box down to the post office and ship it back for a refund. This is a scenario that is all too familiar to those who have been in the information marketing business for awhile.

What can you do to help minimize the instances of this unpleasant scenario? The key is that you need to help your customers consume your information. You need to tell them step-by-step how to go through your course in a logical manner to get the maximum value from it. Don't leave it up to them to figure out.

You need to create some type of "Read This First" document or "Getting Started" guide that will quickly get them into your course to begin the "consumption" process.



I've seen this "Read This First" document done in both written format (a letter or booklet) and a PDF file burned onto a disc. My recommendation is a printed document that will be the first thing they see when they open your box.

Let's face it; if you can't get people started on your course, then they can't finish it. This means the likelihood of them purchasing additional information products from you is significantly reduced.

When you get them started quickly into your course, your refund rate will also be reduced. This means more money stays in YOUR pocket.

A "Read This First" or "Getting Started" document is an important part of a successful course. Be sure to include one with your next information product.

***"When you get people to consume your product, your refund rate will be reduced and they will be more likely to purchase from you again."***



## Do You Have a Website BRAND?

**Frank Deardurff**

One of the biggest mistakes I see with many websites is lack of identity, something that the visitor can recognize as your brand. Whether it's a definable logo, a tagline or a color theme; be sure to carry that identifier through the whole sales process.

Too many times I see an optin page that is either very basic or has one look and feel. Then, after the visitor opts in they go to a page that has a different look and feel, only to be followed up by the shopping cart or order page that has yet a third different look and feel.

I know in some cases it is hard to customize your shopping cart page to look exactly like your website, but in most cases you can upload or use a secure link for your logo. You can also customize some or all of the color settings to make those match your optin, sales and thank you pages.

Be sure to be consistent with your tag line or catch phrase, as well as the email address you send out for communications with your visitors. This too is all part of your branding.

While cleaning out my inbox recently, I sorted the email on the "from" field and I received so many emails from the same marketers that are not consistent with their "from" line or even their email address.

Please understand that I'm not pointing fingers at all marketers, just stating the fact that I think some forget this rule. It's hard enough to get emails delivered consistently, so why make it more difficult by changing the way your name is formatted or the email address you use to send it from?



# INFO MARKETERS NEWSLETTER

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There needs to be a certain identity carried through the whole process from the website and back to the website for follow ups.

If you visit any of my websites you'll see some type of carry through to all of my sites. Most will have my "That One" logo somewhere on the page and will either be orange with blue accent or blue with orange accent.

And most, if not all, will have in the copyright section either "That One Corporation" or "That One Web Guy." Also, when sending out email, autoresponders, newsletters or promotions all of my email comes from Frank – That One Web Guy! unless it is from one of my joint venture partners.

Just take a look and you will see branding all around you. There are certain companies you immediately recognize because of the color, font or logo and you immediately are reassured that is the company that

you've learned to know, like and trust over your relationship with that company.

You should follow the lead of the corporate giants. Even on a small scale this can be done. Think about your brandability and stick with it.

Frank E. Deardurff III – ThatOneWebGuy.com  
CoFounder 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 firm located in  
Terre Haute, Indiana. For more information go  
to [www.FrankDeardurff.com](http://www.FrankDeardurff.com)



## Building a Relationship With Your List

**Connie Ragen Green**

Building a relationship with the people on your list will help you to grow your business quickly. I refer to this as list relationship marketing and find the process of connecting with my prospects and clients in this way to be a rewarding one.

The idea is to let them get to know you and what you have to offer them so that the know, like, and trust factor will build as soon as possible. Keep in mind why your prospects joined your list to begin with, what they need from you in order to achieve their goals, and what types of problems you will be able to solve for them as part of your online business.

There are many ways to nurture this type of relationship with your list. It all comes down to being

there for them. People usually join my list to learn more about getting started with an online business.

Typically they have been online for at least a year and are already on at least a dozen other lists. They are experiencing frustration with the idea that no one is there to answer their questions. I usually invite them to a free teleseminar within a couple of weeks of them signing up with me.

This gives them the opportunity to ask me their questions directly and to receive the answers they need, even if the answers are not exactly what they were hoping for.

During the teleseminar I teach them about a specific topic and offer some resources, both free and paid, to help them



further their education on Internet marketing. This sets the stage for our relationship in the future; they know that I am approachable and available to help them to achieve their goals. In my follow up emails to them

I encourage them to ask me questions when they are stuck. Many of my prospects become customers within those first two to three weeks because I have had such a powerful impact on them by being willing to share my experience and expertise.

You must also email your list several times each week. Some people will unsubscribe, but those who stay on your list will come to expect your messages.

Most of my emails are promotional in nature, letting people know about my own products and courses and those of people I am an affiliate for, but I am also including information on my free calls, relevant content in the form of short reports, and inquiries as to what they want and need from me. I am building a

***“You must email your list several times each week.”***

community where I am the facilitator and they are students with a voice. This sets up a system of mutual respect that is invaluable.

I also publish articles for them to give them a marketing boost. I let them know when something new is going on. I am the eyes and ears of our ever-changing industry and my people know they can turn to me when needed.

In return, they will ask me for my affiliate link when they want



to purchase someone else's product and will attend my calls because they know how important it is to participate in your own learning process.

Build this type of relationship with your list and they will be loyal and faithful to you for years to come. Do what other marketers aren't willing to do, by answering their emails and providing important info on a regular basis. Include them in your learning process and share both successes and failures. The result is a marketing community where all benefit in a variety of ways.

*Connie Ragen Green is a list relationship coach, teaching others how to make huge profits with their lists. Find out more and download your FREE REPORT on 21 Tips To Making Huge Profits With A Tiny List by visiting <http://BigMoneyTinyList.com>.*

"Your custom disc mailer is perfect for the Free + Shipping CD Offers I use in my Micro-Continuity business model. What a great idea!"  
Russell Brunson, DotComSecrets.com

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## Getting Started Recording Audio Products

**Mike Stewart**

What's the difference between consumer audio and pro audio? It's very simple. Below are pictures of a consumer microphone and a pro microphone.



There are some differences and some similarities that we're going to talk about. The reality is inexpensive consumer microphones are sold in office supply places. There are all kinds of brands. They work, but they're not going to give broadcast or professional quality results. It's because they weren't designed to do that.

They don't have the electronics. They don't have what's called a large diaphragm, like you would see in the studio microphone that's pictured on this page. There's a reason for pro audio and there's a reason for consumer audio.

Most consumer audio microphones were made for game playing, speech recognition, and recording simple notes, note taking. But they're never going to get the fidelity that a studio microphone's going to get.

It's not a whole lot more money to have a professional microphone. The types of microphones that were used in recording studios to record the spoken word were called large diaphragm condenser microphones. Those microphones have been around almost since the invention of the microphone.



Whether you're in a recording studio or a radio station or a television station, they're going to use pro quality microphones. And the best microphones for the recorded voice are the large diaphragm type.

There are all types of microphones and you don't really need to know the type. The type that you do want to know about really started out with the consumer microphones. They were headset microphones that would plug into the USB port of your computer. That has really opened up the doors for beginners because prior to that, it was very difficult to hook a microphone and make it work with a computer.

When I got started with digital audio, it was very, very expensive. I spent over \$25,000 getting a digital recording system. The hard drives were more expensive. The computers were more expensive. The software alone was \$5,000. But I loved the fact that they invented a way to do what was called non-destructive editing, meaning it was recorded to a computer and you had the ability to undo.

Back in the old days of recording and editing with a razor blade, there was no undo. The minute you took that razor blade through the tape and cut it in two, you could get it back, but you were destroying the tape. You were actually, physically cutting things. What computers brought to us as sound engineers in 1991 was called non-destructive computer recording.

None of that really matters. What matters is that it was simple, but it was also complicated to get it to work. It was a very expensive computer system. It was very complicated to get it to work, and it was not something that consumers would have any interest in spending money on or going through the learning curve to make it happen.

But because of the cost of computers now, the power of computers today, the cost of software that enables you to do all of these incredible editing and mixing production techniques that costs under \$100 for some powerful, powerful programs, there's just



no reason why it can't be done.

It was still a little bit difficult a few years ago, when I started teaching this to other entrepreneurs who wanted to make information products, because there were several pieces of equipment that needed to be in line with the computer, and it was little bit of a learning curve to hook it up and make it work. But it got simpler and simpler.

And then, when the consumer audio headset microphones that would plug into the USB port of your computer and instantly the computer would recognize that microphone and enable you to start recording immediately, that really opened up some doors to make it easy.

But then, the pro audio folks started realizing musicians, singers, songwriters, the people that they considered their only market for their microphones would want the

advantage of plugging a microphone into a USB port, the computer instantly recognizing that microphone, and then the software giving you the ability to record instantly, that really has made a huge change only in the last two or three years.

The first USB microphone that I saw was about three years ago. And, about a year ago my favorite brand, Audio-Technica, which is pictured on this page, created the 2020 USB microphone. It's a high-quality, studio, large condenser microphone.





What you do is you plug it into the USB port of any computer and the software is built into the chips on the microphone and installs itself. And then after a few seconds, the microphone is functional with any software on your computer and you have the ability to hit “Record” on the recording software.

I use Sony Audio Studio, which enables us to hit one button and start recording our information that can be our information product.

That’s what has made it the better microphone. The ease of installation allows you to get pro audio, which is what I highly recommend for Internet audio and info product creation.

One other thing I want to touch on is pro audio is not just the microphone. That is the first place where you’ve really got to pay attention. If you do everything else right and you have a poor electronics, a small diaphragm headset microphone, they’re okay. Some of

them are pretty amazing quality. But the reality is it's never going to compare to a studio microphone. So, you’ve got to pay attention to your environment.

If you expect to get pro audio results versus consumer results, you need to be in a quiet room. That’s paramount. If you have noise, if you have machines making noise, noise from outside, traffic, animals, crickets, babies crying, kids tromping upstairs, all of those things make low frequency rumbles; the air conditioner blowing, fans, your computer fan.

I’ve heard all kinds of poor quality background noises that had nothing to do with the equipment. It had everything to do with people who weren’t paying attention to their environment. So, if you expect to make pro quality, broadcast quality audio, pay attention to your environment.

If you have what’s called ambient echoes, that means there are a lot of flat surfaces in your room. For



instance, if your home has all wooden floors with no carpet on it, you might get ambient reflections of your voice, which could put a tonality or a sound to your voice that doesn't sound as good as you would like.

It's not devastating to the information product, but there are things called Audix and Sonex that are really just pieces of foam. You can use padding foam or curtains. Any kind of material that is porous will absorb sound reflections to cut down on ambient echoes. So, just be aware.

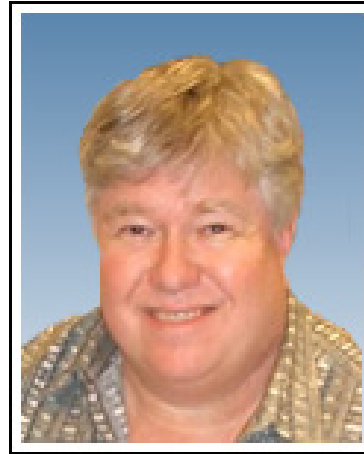
The best teachers are your ears. Listen. Listen to a professional info product that you consider sounding good and listen to yours. Put them side by side.

Being close to the microphone in a quiet room with no extraneous noises is what's going to make the difference.

And then, when you start learning the editing process and you start learning how to do production processes, such as adding music, adding sound effects, building tracks, that's going to make you more of a professional producer and be perceived as higher value and more pro audio.

If you use cheap equipment and you don't pay attention to your environment, you're going to get poor results and have a perceived value as not as professional.

Mike Stewart is known as the Internet Audio and Video Guy. For more information on Mike's products and services visit [InternetAudioGuy.com](http://InternetAudioGuy.com) or [InternetVideoGuy.com](http://InternetVideoGuy.com)



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## Getting Your Customers to Take Action So You Can Keep Them for Life

**Robert Skrob, CAE, CPA**



How many ways are you trying to spur your customers into action so they became “engagers” instead of just subscribers? But, engagement is in your customers’ interest, too. Engagement helps your customers get better results from their investments in your products and programs because it moves them from studiers to doers. The first actions can be extremely simple. (it’s even better if they are). The key is to create movement, to break your customers’ inertia and to get them involved.

### Contests

One of the best people at conducting contests right now is Bill Glazer. He’ll frequently include “Identify the Mistake” contests within the *No B.S. Marketing Letter*, often generating more than 900 responses. Every

response represents a member who got involved in the contest, considered the question, composed a response and submitted it. There are countless others who partially engaged, but didn’t complete all of the steps. That is still positive.

Contests take your materials from learning to knowing because they force your members to apply the information they’ve learned. One challenge: You can wear these out. After a while, customers will become bored if you use contests too frequently.

### Voting

Voting is a powerful addition to any info-marketing business. You can invite your members to vote on the topics for the next newsletter, the city for your next



event and/or the next product you are going to offer at a huge discount for a special sale.

Frequently you'll need to make a change to your programs. Perhaps you've been sending a free newsletter and now it's time to transition to a paid subscription. Or perhaps you've been having your coaching members call or meet on the weekends, and now you want to switch to weekdays for your own convenience.

Either way, position the change as a vote. Let's take the newsletter example: Create a ballot explaining that several members are requesting an expanded newsletter with a lot more content and examples and they're begging you to produce it. They've even gone so far as to tell you that they are willing to pay for the expanded publication.

But before you make the change, you want to put the question to a vote. The ballot carefully explains both

sides and makes a strong case for each. After the vote, you announce the good news that the expanded, paid newsletter is the overwhelming winner. Even the individuals who voted for the losing option will be less frustrated by the change because they apparently had input into the decision.

### Diagnostics

Diagnostics are similar to surveys, but different. While surveys are for you, diagnostics are for the members to complete and analyze.

For instance, one of the primary features of Michael Janz of Insurance Profits Systems membership site is a diagnostic exam for new members to complete. New members receive a message to complete a questionnaire when they first log onto the site. This questionnaire prompts members to answer a series of questions.

The results provide members with a diagram of the



educational resources they need most from the site.

This allows members to focus first on the educational resources that will cure their biggest weaknesses.

Diagnostic exercises provide an easy first step for new customers. They learn a lot about themselves as well as get a glimpse of what they'll be learning as members of your program.

Some info-marketers have turned diagnostic exercises into a business. For instance, Kolbe ([www.Kolbe.com](http://www.Kolbe.com)) is a common exam for managers and their employees to determine their strengths and weaknesses. The core product is the Kolbe profile, which is a self-administered and self-scored examination. Once you get your score, you look up the profile for that score, which tells you the types of work you should do yourself and what is best for you to delegate. Kolbe also provides resources for interpreting the results.

Diagnostic exercises are valuable additions to

products and continuity programs. They get your members engaged in your program, illustrate their opportunities for improvement and show them how you will be able to help them grow

### Recognition

A simple way to reward engagement is through recognition. When members engage, mention it in your publications or emails. It gives your customers a chance to read their own names in your publications and it tells all the other members that your program is about engagement.

Make a point of publicly recognizing as many of your engaged members as possible. In fact, every program you create should have recognition as one of the important steps.

You'll never get all of your members to engage. The research indicates that many members are "mail-boxers," that is, they want to receive their



membership information without worrying about any benefits that require their active participation.

However, you have to give the members who do want to engage every opportunity to become engagers. How do you get customers engaged with you? Did this article stir up any ideas? You can let the editor know at [Bret@sfsmail.com](mailto:Bret@sfsmail.com).

*As President of the Information Marketing Association, Robert Skrob publishes the Info-Marketing Success library. For a comprehensive article on encouraging engagement and additional articles on building a successful info-marketing business visit [www.Info-Marketing.org](http://www.Info-Marketing.org).*



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## The Most Important Graphics To Invest In **Heather Kirk**

The key word in the title to this article is ‘invest.’ That’s because design does affect the way people perceive you and most people are visually stimulated.

Every time you pay to have a product professionally designed, you are making an investment — that’s the way you’ve got to look at it. A great thing about design, even the design of your brand, is that you pay for it once, but you get a return on your investment over and over and over again.

Let’s say that you have a large information product series that you pay \$1,000 to get all of the different pieces designed. Once you sell a few of those, you are into profit and from then on, it’s always profit.

When you apply that logic to your brand, you realize that no matter how much you spend on developing your brand, if it creates repeat buyers, a monetary investment will quickly pay for itself.

It’s all in how you look at it. You are not going to have to pay any royalties on any design you have done for your brand or your products. It is a one-time investment that provides long-term profits.

So which graphics are most important to invest in? It’s got to be your branding elements.

The reason is because you want people to continue to buy your products over and over again and to become



raving fans for you, where they will go out and tell other people to buy from you. In order to build that, you've got to give them a way to get to know, like and trust you.

How do you build that kind of relationship with people? It starts by selling them a good, quality product. You want that first impression to capture their attention in design and content. Both are important. Always give them more than they are expecting. That way they are going to remember you.

The key is to get them to remember that that great product came from you. If there is nothing more on your product other than a name, it's not going to be enough for them to remember you. They won't know to associate that great product with you.

That is where branding comes in. If you build a brand prior to creating your first product, you have a real advantage because you will be able to give them a

graphic representation to remember you by. It creates a picture in their minds that sticks. That way, when your next product comes out, they can be reminded of you and the quality of your products at a single glance. It is so important for them to recognize you at a glance because you only get a moment to catch people's attention.

If a buyer remembers you, they will already know you and like you from their first product because it was a quality product, so they will be much more likely to purchase from you again. When they buy that second product from you, you are starting to build that trust because it's another quality product, and they realize that it is worth the money they are investing.

So, how valuable is that, for people to buy from you over and over again? How valuable is it for people to go out and tell others to buy from you? It's priceless. Is building that trust something worth investing in? Sure, it is. It is an investment.



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A lot of people don't look at design and branding as an investment. They look at it as money leaving their pockets, but when you really look at the importance of branding and creating your image, you come to understand that it is the number one investment that can be made in your business.

Heather Kirk is known as a branding expert for small businesses and entrepreneurs and has been a graphic designer for almost 20 years. Her website is [www.BrandedForSuccess.com](http://www.BrandedForSuccess.com).

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