

“See and Learn about 8 of the Planet’s Leading **Success Experts.**

The Splash Page Professional and the Click Thru Master Reveal their **Master Mind Notes that were taken from the **Focus4TheFuture Seminar in Seattle 2006!**”**

“View These Master Mind Notes and **Discover For Yourself Why these Experts are Experts!”**

By Dan Moses (ClickThruMarketing.com)
And Brett Phillips (SplashBuilders.com)

About the authors



Dan and Brett

Dan Moses is widely considered one of the **leading click thru marketing (traffic exchange) experts in his niche online.**

He is the owner of more than three click thru programs and two membership sites... one of which has more than **40,000 members** and is growing at over a 1,000 new members every month.

His online business **generated over \$140,000** in sales in 2005... all of which has had a **connection** to the traffic exchange industry in one way or the other. Throughout his journeys Dan has become quite the entrepreneur by owning and operating close to 10 sites online, the most popular being...

PageSwirl.com

Brett Phillips currently resides outside Atlanta, Georgia, where he lives with his lovely wife and mini-zoo of pets. When he is not working on the internet, Brett balances managing his father-in-law's dental practice, going to school, and spending time with his wife's family.

Brett is also a part of the FrogSearch programming & design team where he maintains the FrogSearch Master Builder and teaches classes on how to easily make outstanding splash pages.

Brett co-owns "SplashBuilders.com" where he Dramatically improves your marketing results with custom built splash pages!"

SplashBuilders.com

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Focus 4 The Future Seminar Seattle 06 - Friday Notes



Keith Wellman (LIST BUILDING)

Keith was on Mike's newsletter and got on the teleseminar. Keith posted on Mike's blog that said that he was sick and tired of all the net marketers teaching people how to make money, but they weren't actually making money themselves. Keith joined Shawn's program and was able to achieve a launch of an info product and make over \$100,000 in 7 days.

<Make sure you buy your own domain name (www.YOURNAME.com) >

Get to know the speakers. Hang out with them where they are hanging. Listen to them.

FM FX -

Keith is an Internet entrepreneur that achieves his dreams by helping others. He is primarily focused in the Internet marketing niche. He is 24 years old. Lives outside Atlanta (McDounough)

Sites...

www.keithwellman.com
<http://www.thelistfx.com>

Focus Marketing FX - Because when you have focus in marketing, his entire life changed. That is tip learned from Mike Filsame. Many struggle with word FOCUS. This is what keeps people from hitting their dreams and goals.

Focus Marketing - The effects that focus will have on marketing over time. If you focus on the wrong thing, your results will show it, same with focusing on the right thing. List Building is the number one most important part.

Before was making less than \$300 per month, and spending way more than that. Was not in profit. In only 1 year added 2 zeros to that number reaching over 30,000 per month. Could you use one added zero in your business (how about 2)?

As a result of focusing... from May 23 to May 29, he grossed over 103,000 from 1 product. You can easily duplicate it with what about to teach. You could even easily blow this out of the water.

I sent 1 e-mail for Liz Tomey's AdSense System and won her contest by far reaching over twice the sales. That single e-mail did 5,170 in sales. As a result still get about 1 sale per week from that 1 e-mail. The fortune is in YOUR LIST. Have to believe that.

Made the first product by having a 100% commission front end product, and then had a 27.00 back end product, which he kept 100% of the commissions.

This business takes dedication, work, and heart. This is different than a job because it pays off in the long term.

Building an opt-in List

- Simple proven method to increase monthly income is to simply increase targeted opt in list size. (A good average is \$1.00 a month per name on your list.)
- There are three powerful methods of building starting from scratch.

METHOD 1a - Create a product and give it away. Use the upsell to position yourself as the high-end premium. This keeps the value on you and is very important for long-term success. FREE -> One Time Offer -> Download/Affiliate

- Benefits - build a targeted list regardless of if they decide to purchase one time offer
- You can semi-easily find small JV partner to help promote your product. Look for smaller JV partner with 3 to 5,000 on their list and offer a JV. They will often team up.
- Included JV in the product - teleseminar, video (can use as your product). Don't need a script to do that. Just have a niche, bullet points, and questions to ask. Don't have the equipment - invest in your business. Some experts will do this for a small fee. Sometimes all you need to do is ask for an interview to get one.
- You can use snippets of your audio or video as the free part of your product and use the rest for the one time offer/upsell.
- MUST HAVE RESOURCES - on site. These resources make it easier for your affiliates to sell your product.
- Will this work forever? YES - but it will not be as effective as it is right now. This is a HOT method right now.

METHOD 1b - Paid front end with a one-time offer.

- PAID -> One Time Offer -> Members (low front end price point of \$27 or less) This will build your list. Keith did a 9.95 front end and a 97.00 one-time offer. He did it a little different than what everyone else is doing. (ListFX)
- Your signature product is the high-end upsell.
- How much will you spend to buy your list? Invest in graphics, invest in sales copy, invest in autoresponder run by third party, hosting, PPC and targeted traffic to your squeeze page - not to a sales letter.

Method 2 - Do a free teleseminar series

- Fore each teleseminar interview a guru and have that guru send their list to your teleseminar squeeze page. Promote their product for no commissions to entice them.
- This method requires a lot of work, scheduling and persistence... Don't give up. Get who you want on the line. Just don't be rude or irritating. Sometimes bribes are ethical!
- Stop chasing after the money and it will be a by-product of what you are doing.
- HOOK AND SQUEEZE Your squeeze page needs a GOOD hook. Give people a good reason to get the details of your teleseminar. "Learn the NEVER BEFORE REVEALED List Building Technique that Practically Forces People to Buy From You"
- Make the option to opt-in to your list irresistible.
- Test your squeeze page. Use A/B split testing or even more advanced taguchi based testing. Find out what is going to work the best.

Some Hints for your Sales Pages

- Use text on the left and opt in on the right.
- Use video, audio, pictures... but test all of them to see what pulls the best results.
- Make sure you test... test... test. Both squeeze pages and sales pages.

Note: No one enjoys giving their list away for nothing. Ensure your JV partner will have several ways to earn money by sending traffic to your squeeze. If you just have a squeeze and thank you page they will create their own. Use a one time offer, backend, follow up sales, etc. Always make sure that you are going to create sales for them.

METHOD 3 - Co-Registration - A mutual relationship between 2 similar businesses to increase the subscriber rate of both. The creates a win-win situation.

- Both parties must be getting approximately the same amount of subscribers per day. If you get about 20/day find someone who also gets 20/day.
- Keep testing your squeeze page to ensure you are capturing as many of those visitors as possible.
- Exchange e-mail copy. Write your copy for his list and he writes his for yours.
- Buy list from a list broker - almost always a bad idea and usually the majority of this list is completely junk.
- If you can split the cost between several people and all promote squeeze pages to the purchase list you may end up with some very well invested money. Rotate 4 or 5 squeeze pages. This lets you pay less per subscriber.
- Be careful - if you don't have the extra money to waste testing this... don't do it.

Recap 3 methods -

- The FX System
- The Teleseminar Method
- The CoRegistration

All have in common - have to have own product. Gives you credibility, leverage, and helps build a long-term successful business.

- Buy a pre-existing business off eBay that already has a customer and/or subscriber list. (businesses in your niche)
- Sell your "freebie" product on eBay for 1 penny to build your list.
- Use PPC to buy traffic from major search engines - Put One time offer on squeeze page - make money by having google adwords campaign.
- Use offline newspaper ads to drive traffic to squeeze page. This can be VERY effective if niche marketing.

Pull Massive

- Build a relationship with your readers. Do this with interaction, posting to blogs, surveys, asking question
- Relate to them - tie in a personal experiences with a business lesson. Write your e-mails as if you are writing to one person.
- Give your readers content - how to use a software program you are recommending, a business life lesson. Does not have to have advanced marketing method. Simple is good.
- Send your readers recommendations not promotions.
- As long as you have something good to your readers, you can e-mail up to 3 times per week. The minimum I would e-mail is once a week.
- Do not send junk promotions. Promote only good products that are fairly new.

KEY POINTS

- Always more to learn.
- Invest in your business and in your future.

HOT SEAT - webarticlewizzard.com

- Who is your target audience
 - Who are your competitors
 - Where would your target audience hover around online?
 - Can you apply an affiliate program
-



Dr. Mike Woo-Ming

"You want to do WHAT!?" Deborah Woo- Ming (April 2004)

- The key is in diversified revenue.

- Giving your Traffic Away - you receive \$.10 a click from AdSense. The advertiser paid "more" No one knows the publisher split/revenue share.
- The advertiser captured the "lead" The lead is worth \$40.00.
- AdSense is great but the would have paid more than \$10.00

Lead Generation is NOT just grabbing an e-mail address and first name. Lead generation is capturing the full contact information and interests details from a prospect to receive the full value of your traffic.

What Is Lead Generation:

- Lead generation definition from wikipedia.com
- Lead generation is frequently used in financial world (credit cards, insurance). It works for any business/industry.
- You gain a commission on the leads you generate.
- Lead generation is very profitable. Gurus don't like to talk about their "gold".
- The Guru's often have their own ad-hoc system. There is no system / software that is ready for the market
- Everyone is too focused on AdSense.

Pay-Per-Lead

- You are paid for generating a "request for information"
- The user fills out a form providing their contact info.
- The user does NOT have to purchase anything or spend any money.
- The user receives something back for this information and the permission to contact them - a quote, a product brochure, a complimentary report, white paper, etc).
- www.Kunaki.com - HIGHLY IMPORTANT RESOURCE

IN PPC you are paid for generating a click. In PPLead you get paid a lot more.

- Email deliverability is getting WORSE. This is a huge problem for marketers today and is getting harder every year.
- Azoogleads.com affiliatefuel.com
- Partner with a lead network. Seamless integration with online lead networks/aggregators. They provide the forms and handle the billing / lead delivery and pay you monthly!
- Instantly start receiving full value for your traffic.

Sell Your Leads Directly.

- Since you capture the full information in your sites ad database, you can partner/market your leads directly to others businesses.
- You can work with local businesses. Local biz are dying for leads but they don't know how to advertise online.
- Real estate, cosmetic surgeons, legal, car dealers, insurance brokers, dentists, personal trainers, caterers, moving companies, and any business needs customers - NEEDS LEADS.

Rent your List

- Did you know that once you capture full postal contact information that you can start renting your lists?
- List brokers market your list and coordinates everything.

Increasing the value of your lists. The true value of your most important asset. Get full information.

Sell your Website / Business.

- Every business needs an exit strategy.

So how do I start learning and profiting today from Lead Generation?

- Lead Supreme - The only complete focus on lead generation system.
- Pre-Population
- Seamless integration with online lead offers

Pre-population - easiest way to double or triple your conversion rates. Takes the contact info that your user completed on the LCP and auto fills it on their form.

Dr Mike Woo-Ming

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Gary Ambrose (Viral Integration)

EmailAces.com

You can't build a massive list alone; you need to rely on other people (search engine or affiliates).

What going to learn:

- New rules of e-mail marketing. E-mail is not going away.
- Three most powerful list building and marketing strategies.
- My "Viral Integration" system
- Multiplication and replication techniques.

Being a Newbie is just an excuse for your own failure. Don't give yourself an excuse for your failure.

Rules of e-mail are changing.

- Estimated 42% of all e-mail campaigns are accredited - someone was vouching for e-mail. Two parts to accreditation. 1) Company that says legitimate, and 2) part on your server that

you can accept it. SenderID (Microsoft) and DomainKeys (YAHOO) are the two big accreditations services. Tell hosting companies that you need these two records.

- SPAM filtering is NOT GOOD yet.
- Sending to email to bounced e-mail addresses is clogging email systems. This is worst thing you can do. Way these companies deal with this is to 'black list' your domain.
- Content Filtering is becoming more advanced and is nearing the point of being able to detect spam ... post-delivery. Most spam is filtered using this method. Must pay more attention to what you are sending. Larger ISP's are starting to see patterns. It is not about using funny words... it is about sending content to your users that matches what they are expecting to get (don't give them a reason to click the SPAM button).

Is Your E-mail Really getting there?

- An estimated 20-30% of all OPTIN email never makes it to the inbox. This is general number; our numbers will be higher because we have trigger words).
- Excite has the highest rate of undeliverables, and gmail is right behind it.
- Big lists are big trouble. You want a quality list. Smaller number that is super control. Tons of sub lists that are small and targeted.
- AOL addresses are a good thing on your list. You can learn more about Aol's Rules by visiting: Postmaster.info.aol.com

What does it Mean?

- The process of list building is changing, you need to be prepared. You don't want a massive list.
- Old strategies may work in the short term, but aren't the answer for long-term passive income. Gary builds large lists but immediately tries to filter them into a smaller targeted list.
- Generating huge lists of unqualified, or mildly qualified prospects isn't the answer... you need quality prospects!
- Those who build lists the wrong way are in trouble, while those who build them the right way, will have a major advantage.
- Send e-mails to MONITIZE your list.

Here are a few results...

- On December 4'th I launched a new website to my list, and generated over 1,000 sales (to me) in less than 24 hours... that's an average of a sale every minute and half for an entire day.
- In the month of January, I generated 255,743.14 in sales ... on just two promotions.
- On April 27, sent one email to less than $\frac{1}{4}$ of my list, and earned 4134.74 on a product that earned an average of \$13.12 per sales... that's 315 sales. (Over \$2.00 per name on list)
- Jump through many many many hoops or have made a purchase. Double opt-in is not enough.

Case Studies

- Nickel Mania - 10,000 subscribers and \$10,000 in 24 hours. Generated 2700+ sales in 24 hours and only 1000+ were his. A purchase is a purchase is a purchase. Earned \$11,127.14 in 24 hours. Over \$13,000 total. Added 10,000 new quality subscriptions in 24 hours.

- 12 Month Millionaire - Not a new product when launched. Sent 1 pre-teleseminar and 1 follow up email. Generated 87 sales @337.00
- Butterfly Marketing - Built a list specific for this launch, knew months in advance. Sent total 3 e-mails. Earned 216 sales @ 1099.00 avg sale @ 237, 432. \$450 Commissions / sale and 97,200.00 total.
- Work must generate me money. Don't give away for free and then make your list wait for the next free thing.

How do I build Lists?

- 100% commission front end product.
- Target wide audiences and filter out the quality prospects from the unqualified prospects immediately.
- Have a big plan in mind.
- List building is an on-going process. Generate prospects to your site to continue generating sales.
- Use the three most powerful marketing strategies possible.
 - Strategy 1 - Viral Marketing
 - Integration Marketing
 - Never Innovate, Always Improve

7 Keys to Explosive Viral Marketing Growth

- A successful viral marketing campaign must include at least one of the keys to have any chance at success. The more of these you can include, the more explosive your viral growth will be.
- 1) Offers products or services for free.
 - 2) Provides nearly effortless transfer to others
 - 3) Scales easily from small groups to the masses. Go from 100 -> 1000, 1000 to 10,000 without crashing.
 - 4) Exploits common motivators and behaviors (being cool, making money, etc). Give reason for people to send your message to others.
 - 5) Use existing communication networks (email, word-of-mouth, phone) based on your audience. Don't make people do something they aren't already doing.
 - 6) Take advantage of the resources of others (time, circles of influences, etc). Things people are willing to give to you, but you have to give them a way to do it. This is the most important one on this list.
 - 7) Provides way to share the message with others.

You can force viral growth.

- Don't make the mistake of thinking that viral growth is always involuntary! Just like a virus, sometimes transmission requires very deliberate action.
- Involuntary Action - Virus spread by cough or sneeze. Ex: hotmails growth.
- Deliberate Action - Blood transfusion. Conscious decision that takes effort. Ex: myspace initial growth. You had to tell you friends manually (no invitation method).
- Whether involuntary, or deliberate, both forms of viral marketing can provide explosive growth.

Integration Marketing

- Easiest Sale to close? The Upsell. They are already an interested prospect.
- One-time-offer is an integration marketing method.

The Six keys to Successful Integration

- A successful integration strategy must include at least one of these 6 keys to have any chance at success. The more of these keys you can include, the more likely your prospect will be to take the integrated action.
 - 1) The process is Easy - One Click or a "Yes" is best.
 - 2) Should be no risk or low-risk. (30 day guarantee, ship-now and pay later, low price product, risk-free trial, etc).
 - 3) Integration should happen as close to the original process as possible (co-registration, upsell on thank you, etc)
 - 4) Use actions similar to the first action. COMFORT. Same color scheme, same graphics, etc.
 - 5) Your product offer or service is target or complimentary to the original action. The more targeted the better.
 - 6) Must include incentive for the owner of the original process to integrate to your process. (even if they are both yours)

What Makes Viral Integration So Powerful?

- Targets pre-qualified prospects at the time of least resistance (one time offers, upsell, etc)
- Viral Integration reaches prospects who have already prove themselves to be responsive to offers similar to yours.
- Viral Integration enables you to tap into the existing resources, and client bases of others. Generate by having affiliates.
- Multiplies the effectiveness of the two most powerful marketing strategies available.

Cast Study -

- WeeklyDeal.com - Offers e-mail advertising in the form of solo mailings, to those targeting the business opportunity field.
- "Would you please recommend our service to the owner of the business opportunity that you advertise"
- Impact Pop-Up - Use Master Resale Products not to make money, but to build your list. How do I get my garbage in that garbage?
- List Machine and Your Lucky List are two of Gary's sites. Both sites take advantage of viral marketing, but Your Lucky List uses integration strategies. Target those looking to build a list and integrate our membership process into the list building process of those members.

Integration marketing when applied correctly creates synergy. The whole is greater than the sum of its parts.

Being sharp, not only in your marketing knowledge, but the your knowledge of your niche, gives you the greatest chance for success.

Be an expert in your niche... Internet Marketing!

- Being an expert gives you an advantage in selling to the prospects in most niches... so what is the measure in your niche?
 - As a list owner you have the "first movers" advantage on most affiliate promotions.
 - Having a list earns you "hidden" profits... and helps you become a better marketer.
 - When you have a list, people will line up to call you an "expert" which helps you build your brand, find qualified JV and affiliate partners, and sell more prospects.
 - Never underestimate the importance of synergy in your marketing. It can be the tiny little thing that makes the difference in your marketing.
 - This system was designed to help you build your first profitable option list, create momentum, and establish yourself as an expert in the Internet marketing field.
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Focus 4 the Future Seattle Saturday Notes

Michael Cheney & Sterling Valentine (Six Figure Launch)

12 Easy Steps to Unlock Your Hidden Product



- Its not about how many years of experience, it is about making a serious decision.
- Everyone is one inch away from success. You just have to give yourself permission. Your dream can come true.
- How to identify markets and monetize them.
- Turn your PC into an automatic cash machine.

- Learn the secrets of the master product launches.



Michael Cheney: - (AdSense Videos)

Sterling Valentine - (Joint Venture Formula)

Focus on just ONE THING. You got to use what you got to get what you want.
If you don't see the example, then you be the example.

1 The Big Picture

- Your mind is like a search engine. If you don't tell it what you want, it won't give you what you want.
- You must be specific. Use a goal board and get pictures. When accomplish, put on a goals achieved board behind you.
- You will see it when you believe it. Must have FAITH.
- Give yourself permission

2 Market Selection

- Choose a market that you love and have passion for. Make sure it has money.
- Always find the market first, and then create the products second. The word market is in the middle of the word marketing.

3 Product Creation & Development.

- Always ask the marketing genius for the answers - the marketing genius is YOUR CUSTOMER.
- You cannot have a success product unless you launch it.
- If you can be a waiter, then you could be an Internet marketer. What you do as an Internet marketers is ask what your customer would like, and go to the kitchen and place the order.
- UNIGNORABLE - this is the goal of all of Sterling's launches. Get people to have to stop and see.
- Launching is not an option, it is a necessity.

4 JV & Affiliate Marketing

- Give JV partners and affiliates what they want and make it as easy as possible. Give them all the tools they need. Create a series of steps for them to follow. Create a video for them to see what they need to do. Banners. Pre-Written copy. Make it "Muppet-proof"
- Send your affiliates and Joint Venture partners into battle with the right weapons and keep constant relevant communication. Don't just give them a lot of stuff. Make sure that you are training them through communication on how to use those tools.
- You can't achieve success alone. You must give and receive. Treat your JV's and Affiliates as they are co-owners of the project.

5 Buzz Building & Storytelling

- The Key to creating extreme excitement and magical momentum is to have a story. Story telling is what sells.
- Make your story personal, un-ignorable, and appealing. Willie Crawford had to pay for his daughter's wedding and did a fire sale. He posted a picture.
- Don't be afraid to be real. Don't over posture. People can relate to being real and real people.

6 Project Management / Automation

- Your success is a direct reflection of how well you can project manage.
- Effective project management doesn't have to be complex, but it does have to be consistent.

7 Website & Technology

- Just because you know something doesn't mean that you should do it.

- Don't ever be afraid to ask for help. It is not a high return on investment for you to be learning how to do the stuff that you can outsource. You need to - <http://outsourcesecrets.com>
- Use scriplance.com, elance.com, ecoder.com, rentacoder.com
- ONLY DO WHAT ONLY YOU CAN DO - if someone else can do it, it is not a high return on investment

8 Payment & Delivery

- If you want to get paid on time you need to make sure that you devote enough time to that process. This should be one of the first things that you look at.
- Make it as easy and quick as possible for your customers. Refunds kick in when they have to jump through hoops. Get a good shopping cart, merchant account, and paypal.
- Give customers multiple payment option
- Kiosk.ws is the server that they recommend.

9 Rollout Planning & Timeline

- Real launch killers include launch clash, holidays, and seasonalities.
- Your timeline is like the recipe and everything else is just ingredients. They are essential, but you must have a timeline/launch calendar.

10 Pre-Launch

- Don't step out of the lab without having your pre-launch completely planned.
- Once you're in a pre-launch phase - it's too late.

11 Launch

- The most important component in this entire thing is YOU! Don't sacrifice your health for this launch. You nothing without your health.
- Whatever happens to leave room for Murphy. Murphy's law will happen. Have a backup option in your plan and an alternate system in place.
- Hope for the best and expect the worse.

12 Post Launch Follow Up

- You can easily double your launch in half the time with half the work by maintaining momentum.
 - You can make a ton of money on the Internet like we did or you can stay inside your comfort zone.
 - We change when the pain of change becomes less than the pain of staying the same.
-



Willie Crawford

Introduction -

- Online since late 1996.
- It is not hard to make money on the Internet, but people struggle with it. Every speaker has given a nugget that can make you hundreds of thousands of dollars.
- Willie was a tobacco farm kid that. Had a career in the military and then went to the Internet.
- His first site was williecrawford.com
- Second site was a niche site. Chitterlings.com (Soul Food Website). You have to distinguish your site in the market place.
- Don't be afraid of competition and don't over-analyze things.
- Willie build the LIST as instructed.
- Built a community around the website - and that community will tell you what they want.
- Pre-sold product to confirm want
- Cookbook continues to make six figured many years later.
- Site continues teaching me important lessons also taught to me by mentors.
- You can sell almost anything on the net, as long as you can't buy it cheaper at Wal-Mart.
- When you do a book, make sure that you always put it as Volume 1; this will set you up for the future sales.
- Hardest part is getting started is deciding on a niche.
- Willie is largely an information marketer because it is the easiest product to produce, package, and deliver.
- Marketing a Service - Trading time for money. Information can be packaged in countless forms - more for later.

Niche Marketing

- Develop a Set of Core Skills and You Can be Successful in any niche
- Understanding Human Psychology - Recommend Caldini book - Influence the Psychology of Persuasion
- Spend your time learning copy-writing. That is the most valuable skill you can have.
- Experience in sales is a plush. Also a basic understand of HTML, hosting, etc.
- Leverage the experience of others.
- No Real Need to Invent anything new.

Choices in Niche Marketing

- First Identifying profitable niches.
- Follow your passion or follow the money.
- Developing your own products is much more products or you can sell affiliate products until you develop your own - and as back end products.
- Another gold mine is contact ebay sellers that are selling products that are similar to what you are selling.

Purpose and focus

- I approach things slightly different
- Saw many of my contemporaries give up their dreams in frustration.
- Devoted myself to discovering what really worked and teaching.
- Published newsletters since 1998. Very integral part of his online marketing.
- Writing articles is a KEY to get great traffic.

Choices in Niche Marketing

- Willie is in dozens of different niches. One Niche - One Project at a Time.
- Sets up sites largely on Autopilot - Automated Digital Download.
- Can also have your eBook ghost written.
- Centralized Customer Support and Control

More on Purpose and Passion

- You will one day have more opportunities than you could ever pursue
- Then how do you decide what to focus on?
- Do something that is satisfying and meaningful
- Promote Something that you can Really Believe In
- Basic marketing skills and techniques can be adapted to many

Techniques Used:

- List Building
- Scarcity with limited time bonus
- Community Building / Discussion Board
- Incredible copywriting.
- Web Audio to allow them to connect

Niche Marketing

- To be successful in any niche adopt ideas from other niches. Example... "Wedding FireSale"
- First Day (@28,000) Second day (21,00) => 85,000 in 7 days and 23,000 in back end sales.
- Just applied lessons learned from others.
- Had a reason why having the sale.

Applying to Any Niche

- Music Industry
- Martial Arts
- Cooking
- Pets
- Health
- Building a Homeless Shelter In Baton Rouge

Ideas Adapted from Seminar

- Portal where advertisers are listed free and then offered upgraded listing.
- Borrowed from Yanik Silver's underground I will work largely because of the time in with the TV Show
- Semi-automatically renewed annual income
- Twist on Fire Sale = Kick Start Mega Sale
- Items that appeal to a variety of audiences
- Offered instant split commissions script to affiliates to incentivize them.

Kick Start Mega Sales

- JV Partners / Affiliates paid 50% commission
- Commission paid instantly into your PayPal account
- Package initially priced at \$57.00 and increasing \$10.00 per day
- Sale Through June 30'th, 2006

Technologies Work in Any Niche

- Look for ways to adapt techniques.
- Go for the low hanging fruit
- Portal sites and contact all web owners for that niche and ask them to be listed
- Go with Passion but make sure you understand its profit potential.
- Pick the wrong product and you WILL fail.
- Sell something that people want.
- Sell something that people are willing to Pay For.
- Sell to people who can and will pay for it.
- Sell a Range of Products at different price points.
- Don't be afraid to sell expensive products.
- Your customers are going to buy expensive products and if not from you, they will get them from some one else.

Identify Profitable Niches

- Watch the news. Identify what people are willing to spend money on.
- Watch the magazine racks.
- Listen to your spouse, kids, or their friends - what are they buying or talking about.
- Listen to what people complain about in restaurants, doctors office, post office, etc.
- Listen to what people are saying on discussion lists.
- Notice what features are missing from products that you buy and use. Buy software and add a feature.
- Look for ways to improve practically any existing product - or produce a complimentary product. "HOW TO USE A PIECE OF SOFTWARE" video
- Willie is a part of SendOutcards.com and worked on the launch. Puts digital photos in them from events.
- Produce exciting products in different formats. (Take a book and create an audio book)
- Identify profitable niches by watching trends. Example: changing weather patterns and hurricanes & blogs.
- What health problems scare or perplex a lot of people (bird flu, migraine headaches, increasing violence, weight loss)
- Tie adsence into your blog.

Develop Your Own Products

- Why? A bigger slice of the pie. For a longer time, possibly leveraging others efforts.
- **IMPORTANT RULE:** Always, Always, ALWAYS build backend into your product line.
- Lower end products sell the next producing the line.

Product Formats

- Ebooks
 - Software
 - Physical book (not as profitable but builds credibility)
 - Interview an expert and record it - easiest product in the world. Lawyer, doctor, etc. You are going to publicize them and get them business.
 - Have that recording transcribed and then sell both the transcription and in the audio in various formats (ebook or print version).
 - Combine eBook and audio in a binder and call it a course.
 - Put audio in on a CD
 - Put your report in a 3 ring binder and print it so that 1/3 of page left on side for notes.
 - Camtasia Videos as Online Downloads Can also be put on cd. People perceive a CD worth more than a downloaded product.
 - Shoot live video and then put on Cd cassette tapes, video tapes, DVD. Offer combination packages.
 - Conduct live free or fee teleseminars. - Always record because product to put into another package.
 - Conduct live conference and workshops.
 - Conduct group and one-on-one coaching in any area that you are an expert in.
 - Expand into offline media
-
- Buy the source code for a piece of software and then improve on it.



Stu McLaren (Affiliate Inferno)

Discover how to leverage other people's money, websites and traffic to consistently generate as much as \$100,000 / month in Affiliate Sales... with YOUR products.

Stu is a professional affiliate manager. One of ways get paid, he gets a % of gross affiliate sales. More sales affiliate generates, more income Stu makes.

What is an affiliate program?

- YOU ----> Internet Marketing Strategies ----> Generate Sales.
- Use things like squeeze pages, PPC, advertise to your lists, bonuses, articles, JV's.

- When you incorporate an affiliate program, you not only increase your number of sales, but you are also creating a VIRTUAL SALESFORCE.
- Affiliate programs create HUGE LEVERAGE

Why is this so important now?

- There is a shift in the marketplace. The rich are getting richer. Everyone who is slow to take action is being left behind strategically and financially.
- Many Internet marketers are now hiring affiliate managers. There has never been a pool of trained, qualified, reliable affiliate managers.
- NUMBER ONE WAY to generate traffic - hiring an affiliate manager. The AM can find one super affiliate.
- AM's have access to EVERYTHING!
- Everyone who is slow to take action is being left behind strategically and financially.

Not taking on Anymore Clients

- There is a huge need for this service.

Today will learn:

- How to build a successful affiliate program the smart way for long-term profitability.
- How to build a highly responsive affiliate team.
- Find a tidal way of high performing affiliate for any product. In affiliate marketing it is 95/5 rule, not 80/20
- How to recruit top affiliates who are drooling over the opportunity to sell YOUR products
- PROVEN tools and techniques for training affiliates
- How to motivate your affiliates to sell your products every sing month vs. a one-time promotion.

Word of Mouth Marketing Works

- Got referral by Dice and landed Glazer-Kennedy deal.

Russell Brunson

- Affiliate Marketing Master
- 30,000 Affiliates
- Generating over \$100,000/month.

Trained affiliates to:

- Generate massive amounts of traffic
- Build his op-in lists
- Pre-Sell his leads
- Increase his conventions.

How to build a successful affiliate program the Smart Way for LONG-TERM profitability.

- There is a different between having an affiliate program and having one that is managed.
- Managed is to direct the control of, or use.
- An affiliate manager will take the momentum built in product launch and carry it up again, and then carry it up again.

<u>Regular Affiliate program</u>	<u>KickButt Affiliate Program</u>
• Affiliate program is a secondary thought.	• Affiliate Program is primary thought
• Created One time	• Recreating all the time
• One set of tools	• Wide variety of tools
• One set of promotions	• New promotions every month
• Hoping top affiliates find their products	• Proactively go after top affiliates
• Hope affiliates sell their products	• Show affiliates and train them how to sell their products
• Regularly communicate with affiliates	• ALWAYS communicating with affiliates.

TAS = PP * AA * AMS

- Total Affiliates Sales = Product Price * Active Affiliates * Average Monthly Sales
- Success lies in focusing on Active Affiliates and Average Monthly Sales
- Active Affiliate is someone that is promoting your product on a regular basis.
- What if you increase the number of active affiliates by 5 and show how to increase monthly sales by 5. This will increase revenue by \$232,800
- A small increase can make a HUGE difference.

How to Build a Highly Responsive Affiliate Team

- Communication - Regular teleseminars, weekly newsletters, Voice Broadcasts - www.voiceshot.com, Does not pay through PayPal - sends them a check. This gets a physical reward. Can send physical promotions along with the check.
- Training - You have to train your affiliates. Must do this on regular business

How to find a tidal way of High Performing affiliates for any products:

- Three activities must do on regular basis:
 - 1) Research to find high performing affiliates on a REGULAR basis
 - 2) Recruit high performing affiliate on REGULAR basis. Don't hope high performing affiliate going to find them. They are proactive.
 - 3) Train them on regular basis.
- Find the best sales people
 - Look to see if they have targeted traffic
 - Look for website owners that have a targeted e-mail list
- How find - go to Google and look for affiliates that promote based on your keyword. This is the old method. Look for page rank of four or higher. Scroll down info and look for contact and paste Name, contact, website, Google rank, Alexa ranking, and paste all into an excel spreadsheet.
- Google research tricks - LINK: <http://www.YOURCOMPETITOR.com> this will give you all of your competitors affiliates in a flash. If they are promoting your competitor, they will more than likely be willing to help you.

- Allinurl: keyword - Brings up all the website that have that keyword in its domain name. This shows high probability that they are a targeted prospect
- Related:keyword - all websites related to that keyword.
- Related:keyword + e-Book - this give info on eBooks related to your product.
- Related: keyword + -> tips, resources, affiliates
- There is a resource that will do all this from one application - www.SEOElitePro.com
- Google Page Rank
- Alexa Ranking
- www.ClickBank.com

How to Recruit Top Affiliates Who Are Drooling Over the Opportunity to Sell YOUR PRODUCTS

- Dived your research into "A" affiliates and "B" affiliates
- "A" affiliates are short-fast and quick. They are very busy people. They are promoting a lot of different products, have a promotional calendar, they probably get approached to do affiliate arrangements/JV all the time.
- Prepare ahead of time
 - Know who they are
 - What their business/website is all about
 - Know how your product benefits their list/web visitors
 - Make saying "YES" as easy as possible.
- Purchase a domain name for your super-affiliates. Now they have a URL they can promote that does not look like an affiliate link. We are in control of entire site, so they don't have to do any work.
- Pick up the phone. We are in a digital market place. All of your affiliates are people. This is a relationship business. The better your bond with your affiliates, the more likely they will be willing to promote you and your products.
- Ask if they have two or three minutes that way they know that you respect their time.

Tools and Techniques:

- Email templates - the more you can customize for your super affiliates the better
- Banner Ads
- eBooks - create eBooks (Business Manifesto)
- eCourses - Write an eCourse that super affiliates can add on to the end of their autoresponder sequence. Where can we slide our promotions in to their sequence
- Email/Forum Signatures.
- Audio downloads -
- Affiliate Videos - Affiliates can copy the code and play on their website and it streams from OUR server, does not clog resources. At end of video, redirects through their affiliate link to our sales letter. This is content rich, multi-media, and gets much higher viewer-ship than anything else. This benefits the affiliate due to no bandwidth, and their affiliate link.
- Teleseminars - Drive people to a free registration (give affiliate links) they have a cookie. This gives you ability to give the people promote for your affiliates.
- Thank you page bonuses. Affiliates can utilize on their thank you pages.
- Articles - give affiliates content that they can distribute
- Product Reviews - text, video, audio, etc.

Training:

- Teleseminars
- Newsletters
- Videos
- Screen capture videos
- E-mail updates
- When you train your affiliates, they get excited because you are helping them make money and that makes it more likely for them to sell for you.

How to Motivate Your Affiliates to Sell Your Products every single month vs. One Time Promotion

- Stay in contact with your affiliates. Too many owners and affiliate managers do not do this.
- Run different contests or incentives. Money is the primary incentive for affiliates, however unexpected gifts go a LONG WAY with your affiliates. (Birthday, anniversary, good luck, etc). Cards, gift certs, food, etc. UNEXPECTED
- Do the thinking for them. - The more work you can do for them, the higher the probability of them to promote your product.
- *****Give them a reason to promote your product EVERY single month *****
- Get a calendar and create something to create a promotion around. Create a promotion around big events, even sports events. Don't pick the obvious ones (Christmas, Valentines, etc).
- **STU b'day is Groundhog Day!!!!**

Does not take long for affiliate program to take off because of LEVERAGE!

Focus for the Future - Seattle Sunday



Mike Filsame -

www.mikeflive.com/focus ←(his powerpointnotes)

<http://prelaunchsecrets.com>

Three Qualities of a True Leader

- 1) Have they done it before
- 2) Can they teach it?
- 3) Do they have the heart to make sure that your students actually get it?

We are all pretty good starters, but it is the finishers that you remember.

- Residual income is where you do something once and it pays you over and over again
- Passive income is where you put in a process, and the process continues to pay you over and over again.

Before Get Started

- 1) Begin with the End in Mind (Steven Covey)
- 2) Know what it is you want. What do you want to have in 30 days, 90 days, etc. What is it that you really want and really want out of your business? Be very clear with what you want. If you don't know what you want, how you going to get there.
- 3) Declare What It is You Want. (View the Secret - www.theseecret.tv) Buy this dvd. It is a documentary and talks about what can change your life. (Bob Proctor). This is all about the law of attraction. Anything that you want, you declare it and it is yours to have. You are in tune with your success; you just have to focus on it.
 - a. I need to attract wealth.
 - b. I need to attract more money.
 - c. I need to attract more partners.
- 4) Do not be a perfectionist - just get it out
- 5) Always think automations, leverage and scalability. Any process you want you want it to be lazy as hell. You want to put in processes and let the processes make us money. Book - "The Goal" talks about whatever is holding your back. Leverage is getting other people and affiliates. Find a way to leverage other successful people. Make sure that your business is prepared for growth.
- 6) Know when to outsource and out-task and do what you do best. Mike Morgan @ outsourcecopy.com
- 7) Build a business that can run without you. Always have an exit strategy too.

Operation Overload?

- What happens in Theory when you work too many projects at 1 time.
- Multi-tasking causes you to lose focus and momentum.

Proper Focus Action Plan

- Work on ONE project at a time.
- Go only after the gold bars (the project that is going to produce you the most income) and follow a calendar.
- Completing the first project gives momentum to the next project
- Your "Big Ideas" Go into your idea book. When you have an ah-ha moment, open to clean paper and write down the project, brainstorm domain name, map, etc. Rate the project on complexity, ROI, Today Money Project or Tomorrow Money Project.
- Working on one project at a time gives a proper pre-launch to each project.

Only Three Ways to Increase Profits

- 1) Increase Traffic - get more visitors to your ad/site/squeeze
- 2) Increase Conversion - make more profit per visitor
- 3) Increase Frequency - "Sell them a second glass" Make more sales to the customers. When people are in buying mode, they are that way for a very short period of time. But when they are in that mode, they will buy buy buy

Traffic - 3 ways

- 1) Buy - Google Ads, etc.
- 2) Borrow - Getting Affiliates

- 3) Create - Planting seeds on the Internet. Not going to get immediate results but grows huge. Blogs, articles, signature files.
 - Drive traffic to sales process.
 - Make the sales and include a bump (a no-brainer up sell)
 - Up Sell (super-size) and Cross-Sells (hot apple pie). Bump (Apple pie is \$0.89, would you like 2 for \$1.00) (Increase your profits per buyer)
 - Frequency - Incorporate recurring billing or renewing income stream

EBook for \$47.00. Do an up sell on the thank you page.

Conversion

- Make more profit on each sale.
- Always begins with testing. Start with the big rocks (the offer is MORE important than the font).

Marketing Funnel:

- The top of the funnel doesn't start with a sale. It starts with a squeeze page to capture their name and e-mail.
- Price set by quality of product, look and feel of product, and how much of an expert you are

- 1) Opt In Prospect with Free or Better
- 2) Sell eBook either 19 or 47
- 3) Sell MP3 or CD 97.00
- 4) DVD Course - 197- 297
- 5) Home Study Multimedia Course - 497 - 997
- 6) Public Speaking / Seminars - 497 - 5000+
- 7) Group coaching/ Inner Circle/ Boot Camps - 2500 - 20,000

- Start planning your funnel. Each back end goes up another level.

Proper Focus Procedure

- Stop Selling Upfront.
- Opt in Prospects with Free or Better
- Convert Prospect to Customers
- Drive prospect and customers through your marketing funnel

Know your Metrics

- You can only improve that which you measure.
- You can dominate your market place when you know your lifetime customer value.
- You can pay affiliates a commission more than the price of your product (double your dating pays 110% of commission)
- You can lose money on your front end product and still make huge profits.
- You can lose money on your advertising and still make huge profits.

Example: www.Productlaunchforumla.com

Recipe for Success:

- Thank You Page Concept
 - Passive List Builder
 - Passive Money maker
 - Passive Backend Sales
 - Can be Used in Any niche
 - www.niche-secrets.com or www.niche-secrets-revealed.com (GoDaddy smart search)
 - Want SECRETS in your domain
 - Interview an expert his/her back end product.
- Example: firesalesecrets.com/thankyou.php

Tim Knox (Hot To Create Your Own Information Product Empire)



You Might Be an Internet Marketer if:

- If you worry more about your conversion rate than your cholesterol level.
- If you ask your mate to make love by saying "Honey I haven an amazing one time offer for you"
- If you intend to name your next child Mike Filsame even if it s a girl...

What is an Info Product?

- An eBook
- A website
- A white paper or report
- Compilation of articles
- An audio
- A video
- A teleseminar
- A live seminar
- Even recording
- An interview
- A "How To" Manual
- Quote book
- Software Program

Why Info Products

- Easy to create
- Quick concept to market
- Low risk, high reward
- Low creation cost
- High profit margins
- Low fulfillment costs

- Easy to Automate.

The Process

- Identify a hungry market first.
- Find out what they're hungry for
- Identify & Analyze the competition
- Conceptualize the product
- Create the collaterals; Products graphics, sales page, autoresponder
- Marketing Plan
- Product Launch

Market Research Tools

- Word Tracker
- Overture Search Tool
- Flycatcher Pages
- Google, Search Engine
- Forums & Newsgroups
- What's in the news?
- Watch for trends
- Magazines & Best Sellers

Conceptualize the Product

- What kind of product will you create?
- EBook, audio, video, website, interview
- What is the topic, what is the point
- Create an outline of the important points
- Blueprint the product

Who's Going to Create the Product?

- You
- A partner
- An employee
- A contractor
- An intern
- A JV Partner
- Elance
- Rentacoder.com
- Scriptlance.com
- Writer's forum
- Techno geeks forums
- Guru.com

The Total Package

- The product

- Product Imagery
- Sales Page
- Payment System
- Automated Delivery System
- Autoresponder Follow Up System

Sales Page Content

- Prospect reads the headline
- Then scans the page for high points
- Then scrolls down to the price
- You must pique their interest in those 3 spots or you lose them
- The message is more important than the presentation, insult their senses.

Sales Page Design

- Long copy works best
- White background behind dark text
- Red for headlines
- Black for text
- Highlight with bold, different text, color, and sizes
- Minimal graphics
- Big buy buttons

Use a Strong Headline

- Make a bold claim:
 - My friends all laughed when I
 - Everyone said I was Nuts because
 - Who Else Feels Like
- Build your credentials, relate to the reader, use a story or anecdote to instill trust or entice them to learn more:
 - I'm the worlds foremost authority on..."
 - I was just like you...
 - I've written the book on..."
 - I made a million dollars in my sleep...

Define The Problem

- Define the problem you are going to solve for them.
- Make the problem sound larger than life
- Make it "been there, done that"
- Tell them "What it's not"
- Tell them what it is
- My eBook teaches you how to...
- My software will let you...
- It's downloadable, get immediate access
- It's step-by-step so you can learn quickly

Testimonials

- People give more credence to testimonials over straight sales copy
- Testimonials from well-known people are best, but a quote from a non-famous person with credentials works well too
- Give away copies of the product to get testimonials

Long Copy Works Best

- Use short paragraphs
- Keep sentences short and to the point
- Keep it friendly, conversational
- Don't be offensive
- Bold, highlight, use color, bullet points
- Don't overwhelm them with your extensive vocabulary
- The point is to sell the product

Sum It All Up

- Review the high points
- Reiterate their need for the product
- Reiterate the features and benefits
- Reiterate your products uniqueness
- Reiterate the results

The World Loves a Bargain

- Mention a higher price, then give them a deal
 - I will have to raise the price soon
 - Order today and save "\$25
- Toss in bonuses
 - Free eBooks
 - Free updates
 - Support

Use A Strong Close

- Demand the sale
- Don't wimp out after the big pitch
- Don't ask them to buy, TELL them to
 - Hit the order button now
 - Buy now before the price goes up
 - Your life will be better if you buy now

USE a PPPS

- After your signature, use a sentence or two to reiterate what your product will do from them and instill urgency

- Strong close again

Build It on the Back End

- Recruit Opt Ins
- Recruit Affiliates
- Set up Joint Ventures
- Write and Distribute Articles
- Start Your Own Newsletter
- Become the authority
- Build a product line and list
- Repeat process

Why Info Products / Case Studies

- Ebay Motors Mastery - 15,000 in 1 month
- EBook "Secrets Revealed" \$17,000 in 3 months
- 30 Day Blueprint \$45,000 in last year
- CD Money Machine -> 36,000 in 1st year.
- Prosperity & Profits \$145,000 in 1 year"
- Power sellers Tool Kit
- Ultimate Power Poker
- Amazing Little Website
- Teleseminars
- Live Event Sales
- Dave's Cool Little Website - 525 sales in 12 weeks

-----END OF SEMINAR NOTES-----

Wow that was more than enough tips, tricks, and effective marketing techniques to keep you busy for months implementing them all. Well, it's time to conclude our "Focus 4 The Future - Master Mind Notes from the... [Seattle Seminar 06](#) – Free Report", but before we go we wanted to let you know about a tool **so powerful**, you could have **hundreds of affiliate sales** within hours, days, or weeks!

Do you know that this **Free Report** can be branded (For FREE) by you and given away as a bonus or gift to your subscribers, members, downlines and email contacts?

Yes it's true! It works like this... you download a copy of this **Free Report** (by [Clicking Here](#)) and **after changing all the links within it** to point to **your affiliate links**, you give away as many as you want.

Brand This **Free Report** Today... Just Click the link Now!
<http://clickthrumarketing.com/seattlenotes06.zip>

When those people purchase the products or join the programs within this report **YOU'LL** get commissions for any products sold from your links. And **if they also give this away**, you'll get more people in your downline.

Does that make sense?

*The more copies you can give away the **larger and quicker** your **Commissions will grow** and so will... your income!*

It's time to go to work... are you ready to put what you're learned here into action?

Here is your homework: ...if you haven't already ...**START NOW!**

..."And Make Straight A's"

God Bless,

Dan Moses & Brett Phillips

P.S. Don't be apart of the 90% that learn something but NEVER take action!