

Earn Staggering Fees Creating Your Own Instant Cash-flow System

by Ambrose Paul

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web site visitors and customers.)**

Recommended Internet Marketing Resources - *from Ambrose Paul*

[Corey Rudl's "Insider Secrets" Course](http://www.marketingtips.com/t.cgi/787513) - With 1,000+ pages of up-to-the-minute research, test results, examples, case studies, and the newest and hottest strategies for marketing your business on the Internet! In 10 easy-to-follow steps, with 61 comprehensive lessons.
<http://www.marketingtips.com/t.cgi/787513>

[Terry's "Netbreakthroughs" Private Membership Site](http://www.netbreakthroughs.com/revshare/ccShare.cgi?cmnd=home&id=ambagape) - This is one of the absolute best private sites available on the Internet. Bar none. Through this monthly membership subscription service, you get exact stats on all of Terry's marketing tests every single week. You get instant updates when new marketing techniques are discovered. You get online coaching and consulting help to apply the techniques to your business. Check it out and join today!
<http://www.netbreakthroughs.com/revshare/ccShare.cgi?cmnd=home&id=ambagape>

[Mailloop Software](http://www.marketingtips.com/maillloop/t.x/787513/) - INSTANTLY AUTOMATE ALL OF YOUR E-MAIL CHORES... Spend your time marketing and promoting your business, not doing the daily chores! Get software that will do all of your "dirty work" for you. Put your e-mail chores... your promotions... your customer service... your newsletter... your database clean up... plus much more... on AUTOPILOT today!
<http://www.marketingtips.com/maillloop/t.x/787513/>

[Internet Marketing Coaching Course](http://MakeBuyingEasy.com/mbe.cgi?adminid=70&id=3917) - YOU Can Quickly and Easily Set-up Fully Automated Internet Businesses in 42 Days or Less...Each One Cranking Out \$3,000 or More Per Month for the Rest of Your Life... How many \$3,000+ per month income streams do you want?
<http://MakeBuyingEasy.com/mbe.cgi?adminid=70&id=3917>

[My Email Manager](http://dynamic.myemailmanager.com/t.cgi/787513) - This is a revolutionary email marketing and management solution that provides users with everything they need to set up, manage, and send their email promotions. The system also includes tools and features (like newsletter and promotional mailing templates) designed to help even newbies become overnight experts at email marketing.
<http://dynamic.myemailmanager.com/t.cgi/787513>

[Private Tours of Successful Web Sites Now Available!](http://dynamic.secretstotheirsuccess.com/t.cgi/787513) - Take a private tour of two "Mom & Pop" web sites every month that earn \$100,000+ a year... and discover the exact step-by-step strategies they have personally used to generate these massive profits.
<http://dynamic.secretstotheirsuccess.com/t.cgi/787513>

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Introduction

The Internet is the biggest opportunity in decades for small businesses.

Your business may have failed in direct marketing, print ads or retail sales. It doesn't change anything now!

I know of products that failed offline, but on the Internet have recorded tremendous success.

Check out how Corey Rudl turned a failing product into \$500,000 per year at <http://www.carsecrets.com> .

“One of my first products was a book called, Car secrets Revealed (<http://www.carsecrets.com>). When I advertised it in the usual magazines like Sports Compact Car and National Arts Traders – I barely broke even.

But on the Internet, sales took off and it became the No. 1 best-selling car book online. In the first 12 months alone, I sold 10,000 copies and made over \$140,000 in net profit (i.e. after expenses). Not to mention the tens of thousands of dollars I'm making from repeat sales to these customers.”

You could hear from Coney Rudl for yourself, how that his story of business failure took a new turn when he got online.

If you really want to make money -and I mean PROFITS- you're going to have to set up on the Internet fast. But not only do you have a world opportunity to market your products/services, you'll also be facing thousands (possibly hundreds of thousands) of competitors-who sell products that are similar to yours. That's the reason the unserious online entrepreneurs are finding difficult to break even. They thought they could just get a web space, put up a sales letter for their products and expect it to sell itself. No sir! That does not work on the Internet. More often than never, such folks give up and go about exclaiming “people don't but online anymore”.

Well, that's why I've created this e-book to help you get started online as quickly as possible and never waste time and money trying to find what works.

Chapter 2: Create Your Own Hot Product

If you don't have a product of your own to sell, it'll be difficult to make substantial income promoting other people's products.

Yes, there are hundreds of affiliate programs on the Internet you can join.

But ... You would have much better results, if the products you are promoting were yours.

What do you love to do?

It's to make a product out of it.

Now, don't tell me, "I can't..."

After all, everyone got to learn what to do at one time or the other. Nevertheless, one thing you must do is to let go of the fears, and accept what I'm going to show you in a moment. You'll immediately realize there's a product in you waiting all this while to be discovered.

Is there a problem you solved in your life? How did you do it? You've got a product. Write a book that'll help others who find themselves in the same problem.

Did you overcome stage fright?

Then write a "how-to" book on how to overcome stage fright... you have a great market waiting for your product. Whether it's marketing information, Credit Card secrets, How to make money with PVC furniture, How to build a house, How to use a particular kind of software, How to get AAA credit or whatever else that people want to learn about today, you can write your own hot book or report on it.

Furthermore, ebooks are the newer versions of books and are getting more prevalent online than the printed version. They have been known to be the fastest selling info-products online in recent times.

They are easy to create, fast to produce and you can deliver your products- immediately after a customer places an order- at no cost.

Now, there are dozens of products online, but just a few of them have a market.

You don't just get up to create a product, sit back and expect millions to roll in. If you must create a hot product that will sell fast online, then it must be on a hot subject. Amazon's best selling non-fiction books at <http://www.amazon.com/exec/obidos/subst/lists/best/paper-back-nonfiction.html> is a place to look at if you want to create a hot book, as any subject you find there is a subject people are willing to pay money to learn about.

Generate Ideas for your product.

When you tell people to write a book their hearts fail them for fear-- they can't imagine themselves coming up with such a vast content. You can write a report on a hot topic. A report could be of 5 pages, the length is not important, but the information contained on the inside.

However, writing your book in tips is the easiest way to start. Once you've got a hot subject to write about, you'll begin to generate ideas on the subject. Get a note pad and begin to write your book in tips as you do research during the day. Write up 77 ways to, 10 easy ways to, 75 ways to make more money online etc. many authors have made millions out of tip booklets. One of my most successful ebook was created in tips. You can come up with yours as well.

Hold interviews:

Hold interviews with experts in your industry and get first hand information for writing your product. You can prepare a questionnaire and email it to the experts, or hold phone interviews with them. Some of them will only charge you for consulting and that can't be much.

Also do interviews offline with people who know much about your subject. Then create your book based on the information you have acquired.

Read Articles:

There are dozens of ezines talking about your subject online. Subscribe to them and have them email you their articles on your subject. This is the easiest way to generate ideas online, as you'll get dozens of authors writing about your subject to you. Use the ezine sources listed below to find ezines that are related to your subject now.

<http://www.newsletter-directory.com>

[http:// www.ezine-locator.com](http://www.ezine-locator.com)

<http://www.ezine-universe.com>

<http://www.ezinestoday.com>

<http://bestnewsletter.com/best/index.html>

Compile articles:

I know of books that were made from the compilation of articles written by other authors, which are doing just fine on the Internet. "How to Create A Fortune on the Internet in Just 4 Simple Steps" is one – and it's one of the best books I used to have as a newbie.

You see, Instead of doing interviews just ask experts in your industry to send you their articles or reports on your subject. Write a short introduction and organize the articles in a logical format. You'll have a product ready within days. Most authors will send you their articles for free but, will only ask for their contact information to be included with each of their articles; and that's nothing compared to what you'll gain.

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Bring an Old Book Back To Life

There are beautiful books around you just waiting for a promoter to discover them. There are just so many products you can turn into your virtual cash machine, that if you said, "I can't have a product..." I'd only be laughing at you.

You can get a book its copyright has run out on and make it into digital format to make millions out of it online. Rebecca Fine has made an old book come to life at www.scienceofgettingrich.net.

Check out how Terry Dean took an old book that has helped millions learn how to advertise correctly... and turned it into a manual teaching people how to advertise at his web site (<http://www.mrmaketer.com>).

You'd find books like this in your local book store, magazines, libraries and even online.

What about striking up a deal with self-publishers who has powerful products but do not know how to promote them online.

Most self-publishers will cheerfully release their products for you to promote online as long as they get a piece of the profit. Now visit your local bookstore or even your bookshelf and watch out for products like the one I show you.

Chapter 2: Turn Your Product into a Digital Format to Minimize Sales

Turn your book into an ebook and start selling online. Ebooks are much easier to sell than printed books. There's just something motivating about your offer when your customers know they can get instant access to what they are purchasing.

An ebook costs you little or no capital to create and sell online. You can be making sales even while you are sleeping. There's nothing you have to do than count your cash as they come pouring in.

But, you need an ebook compiler to create the ebook. All you have to do is create your book like you do your web pages and tell the ebook compiler the directory your book is in. Enter the name of the book, click the compile button... bam...your ebook is ready to be uploaded into your web space.

Here are some ebook makers you can use:

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

<http://www.jansfreeware.com/sftools.htm#sbookbuilder> (free)

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

<http://www.e-ditorial.com/>

Chapter 3: Create a Selling Web Site

Why most people are frustrated about Internet marketing includes wrong web site design-- you have a high traffic but nobody buys anything.

www.advancedtips.cjb.net

There are thousands of Internet marketers that have given up at this point... they had done all to get traffic to their site, yet they couldn't pull in the sales. So they concluded the Internet is not the right place to do business.

But that's not true. People still generate large revenue doing business online. In fact, the market is growing everyday.

The truth is a web site with just a good sales letter and an attractive ebook cover design, would always outsell a web site full of links... because too much links will but confuse your prospects. This will eventually lead to lost sales

You don't have to promote 50 products at your web site to a make profit. If the reason you created your web site was to make profits, then you'll have to concentrate on the sales of one product at a time. Your web site should be leading your visitors towards one direction. The order page

Not every kind of web site will successfully market your products. Why many a marketer makes poor sales at his web site even when he has high traffic is because of the wrong kind of web site.

Direct response web sites are the fastest selling web site. In a direct response website on any two clicks you are at an order from. It shouldn't take your prospects much effort to get to your order form. Just for the records, I'm trying to sign up for an email address at a web site right now but have not been able to locate the sign up form since I found the web site. Now think about it, would you want have your prospects go through all this just to purchase your product?

The truth is over 99% of them would rather leave your web site than do all that for you.

Direct response websites are fast and easy to create. Look at what I did here

<http://www.Advancedjointventures.com>

On that website you are left with just three options; buy, bookmark or leave.

www.advancedtips.cjb.net

Your web site should look thus:

1. Format: A home page and a maximum of three support pages, e.g. A testimonial page, meet the author page, A partner page, etc.

I know of people who have had tremendous success online with one page web sites, though.

2. Ebook cover design: Creating an ebook cover design to represent your ebook will increase your sales by 300%. In short, it's a prerequisite for successful information marketing. You may want to design one yourself with Virtual Ebook Cover Creator at <http://www.popularshareware.com/Virtual-Cover-Creator-screenshot-6654.html>. It's a free shareware program and is perfect for making ebook covers. But if you don't want to do for yourself, you can contact graphic professionals online to help you design a one.

Here are some of them:

<http://www.killercovers.com>

<http://www.ebookwow.com>

<http://www.ebook-cover-art.com>

<http://www.ebookcreators.com>

<http://www.dynamitecovers.com>

3. Use JavaScript to insert the current date on your page. Micheal Southern has a good script that will do it for you. Get it here!

<http://www.ezine-writer.com/date-script.html>

(4) Your home page should have just one sales letter – A clear and well writing sales letter, occupying about half the screen width.

But a hot product without powerful selling materials would not sell. And I mean materials like powerful sales letters, ads, banners etc. Ad copy writing is where many Internet marketers have failed and that's because writing an ad copy is far different from writing a hot book. You must get compelling marketing messages to sell your product. Writing effective sales copy is something you can learn. notwithstanding, if you have \$5,000+, hire any of the good ad copy writers online to help you write them.

Visit their sites for more details:

<http://www.drnunley.com/webcopy.htm> - Dr Kevin Nunley

<http://www.lindacaroll.com/> - Linda carol

<http://www.writing-etc.com/> - Nan yielding

However, if you don't have much money to start with, for the sake of this report we have included the next chapter to help you get started quickly.

Chapter 4: Ad Copy...You Forgot Step One!"

By Terry Dean

Writing winning sales letters for the web really isn't as hard as it is made out to be. The reason most people have so much trouble writing web pages which sell to their customers is they have forgotten rule number one of copywriting...

Research is at least 75% of the process.

Most of the rules you have been taught about copywriting apply to the refinement of it or the "finishing" of it.

Yes, you must show the benefits the customers receive, not just the features of the product.

Yes, you need to read winning headlines from the past and model them for your projects.

Yes, you should always offer a risk free guarantee to your customers.

BUT...step one is to research your product, your competitors, and your customers. Then, you can apply all of the winning copywriting formulas for best results.

Good copywriters (on the web or off it) are not usually the most imaginative people you can find. They don't just instantly dream up winning headlines out of thin air.

They research their product, market, and competition until the majority of what needs to be written becomes obvious!

Most of the things we come to think of as great inspired talents or skills are really the result of hard work.

Thomas Edison said, "Genius is one percent inspiration, ninety-nine percent perspiration."

Good copywriting is no exception.

Research is the key to copywriting success...and the success of your web site.

What are you going to be researching?

* Research Your Customers *

What do they want out of life? What are their hot buttons? What motivates them to buy?

www.advancedtips.cjb.net

Here are three ways to research your future customers:

1. Ask For Feedback

Visit discussion groups. Watch the posts taking place and study them. What kinds of concerns keep coming up about products? Ask them what needs or wants they would have in the perfect product.

Use <http://www.forumone.com> to find discussions in your market.

2. Take a Survey

If you already have a web site, then take a survey of your visitors about their needs and wants.

Zoomerang allows you to do it for free: <http://zoomerang.com/>

3. Contact Customers

If you already sell products to the same group of customers, then simply ask your current customers. Email them or give them a call.

Ask them why they bought from you in the first place and how you could offer even more value to their purchase.

*** Research Your Product ***

Some of the best copywriters are the owners of their own businesses. They know their product like the back of their hand.

When hiring a good outside copywriter, they will need to know everything there is to know about your product or service to write effective copy.

In other words, you need to be an expert on the subject to write really effective copy about it.

Read about the product. Study it. Take notes on it.

When writing ads for a book, for example, you will often write a full bulleted list of benefits readers will get out of the book straight from the book pages themselves.

You will often say, "Learn how to lower your golf score by 10 strokes through five easy steps...page 27" Then, on and on with other benefits taken right of the pages of the book.

No matter what you are selling, you will build the list of benefits for the product out of the features already in the product.

* Research Your Competitors *

The Internet is the most competitive marketplace ever. Not only can you sell to a world marketplace, but you also have a world of competitors competing with you.

You have to study your competitors and see where their strong and weak points are. What is unique about your product from all of your competitors?

You will especially need to do this if you have large well funded competitors. Find out which areas of the market they may be ignoring or desires they're not fulfilling.

As a small business, you may find the best way to present your product will be to tighten your customer focus to a smaller niche. You don't need a million customers to earn a profit. You may only need a thousand.

How can you best fulfill the needs of those thousand people?

* Take A Break *

Doing the research was a lot of hard work.

The next step is almost as important. Take a break. That's right. Put down your laptop. Go for a walk. See a movie. Work on your hobby.

Your mind needs a break and it needs to "think" about the project in the background. You will be surprised at just how intelligent you appear to be when you fill your head with all of the research...and then forgot about it for awhile.

Inspiration just seems to come to you...

Terry Dean's Brand New Fr-e eBook, "10 Quick and Easy Ways to Increase Profits to ANY Web Site Overnight!" Reveals More Time Tested Proven Internet Marketing Secrets Than 99% of the Paid Products Available...Showing You Step-By-Step How to Increase Your Traffic, Drop Your Expenses, and Drive Your Profits Through the Roof:

<http://www.bizpromo.com>

5 Insider Secrets to Writing Million Dollar Sales Letters

By Terry Dean

One of the most important skills you could ever learn is how to write million dollar sales letters. The difference between a killer sales letter and a mediocre one is often the difference between a successful site that earns thousands of dollars weekly and one that can't break even.

It doesn't matter if you drive tens of thousands of people to your site every day if you can't convince them to buy from you once they are there. Your site will never be profitable if it isn't full of benefit driven client centered ad copy.

The good news is that anyone can fill their site with good ad copy. If you don't want to write it yourself, you can find numerous good ad writers who are willing to do it for around \$1,000 to \$15,000 per sales letter. If that cost is too much for you to bear, I have even better news for you.

Anyone can learn how to write million dollar ad copy. Don't start letting your mind come up with all of the reasons why that may be true for other people but not for you. Let me rephrase that sentence. **YOU** can write million dollar ad copy.

The best copywriters in the world did not have the best writing skills when they started out. Many of them, in fact, don't even have high school diplomas. Just because you have never even written a free report doesn't mean you can't write a killer sales letter. As a matter of

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fact, I am going to give you the best insider secrets available in the world to help you write the best ad copy you possibly could.

There are thousands of resources online that will teach you how to write better ads. Below are just a few of the books or manuals that will help you learn how to write good ad copy:

Advertising Magic by Brian Keith Voiles

Maximum Profit Copywriting Clinic by Bob Serling

Magic Words that Bring You Riches by Ted Nicholas

Cash Copy by Jeffrey Lant

These types of books and manuals will teach you the in's and out's of the inner workings of good ad copy. They will teach you the important pieces you need such as creating great headlines, listing benefits, finding testimonials, and using a P.S. Any of these courses will improve your sales letter writing ability.

What I want to give you today through this article is a turn-key plan that you can use for FREE to start writing killer ads. Follow my simple 5 step system below and you will start writing killer sales letters within the next few months.

I know you may want to have a quicker way of doing things, but anything that is worth doing is worth doing good. Going to college and getting the skills it takes to do a job takes a minimum of 2 to 4 years and often quite a bit longer. If you follow my techniques below, you will become a killer sales letter writer within 2 to 6 months and have the skills to be an entrepreneur for the rest of your life.

Don't quit after 6 months though. Keep doing these techniques for years and you will keep those creative juices flowing and building in you for the rest of your life.

So, without further ado, here are the 5 Insider Secrets to Writing Million Dollar Sales Letters.

1. Spend one to two hours a day copying by hand some of the greatest sales letters of all time.

The easiest way I could ever tell you to become a good ad writer guaranteed is to copy and study good ads until they become a part of you. Study each paragraph. Look and contemplate why they said this or that.

Figure out what they were trying to do in each paragraph. Go out and pick up some of the sales letters by the best ad writers of all time, such as Ted Nicholas, Gary Halbert, Jay Abraham, Brian Keith Voiles, and others. You could also go around the Internet and print out the ads for top selling products and services you know of online.

Then, pick out an ad that you admire greatly that you know produces tons of sales for it's owner. Start copying it by hand. Write the entire sales letter out in your own hand writing. Write it out 5 to 30 times over the next week or month.

I told you this would take some time, but it will be worth it. Once you have written this sales letter over and over again, you will begin to almost memorize the way the writer worded different things. Next time you sit down to write a letter, their wording and even part of the mentality that they sat down to write with will have become a part of you.

After you have copied the first sales letter so many times that you are actually sick of the thing, it is time to go onto the next letter. Pick out another sales letter you admire and copy it by hand. Copy it 5 to 30 times until you begin to know it by heart as well.

Keep doing this with more and more of the winning sales letters and you will find some interesting things happening when you go to write a sales letter. You will sit down and some of their phrasing and ways of doing things will come to your mind. Once you have copied dozens of these sales letters you will find that it is becoming much easier to just sit down and begin flowing right into a million dollar sales piece.

By doing your assigned homework you will begin to learn how to write the headlines, benefits, and the P.S. You will actually start doing the things that Ad Writing courses teach you how to do naturally.

As you continue doing this for the next year you will find yourself getting better and better at writing ads every single month. By following this one technique, anyone reading this report can make a decision to start writing better ads next week.

Even if you are only writing ads for your own business, doesn't it stand to reason that you owe it to yourself to write the most profitable ads possible. Isn't it worth the time you have to dedicate to it?

2. Create a Swipe File.

You should also collect all of the good sales letters you find and create a notebook out of them. Then, when you are sitting down to write a sales letter, you can thumb through your notebook of sales letters to generate ideas for your project.

Many copywriters call this their swipe file. They use it as an idea generator for their headlines, body copy, bullets, etc. If they are stuck on creating a good guarantee, they can look through other guarantees people have used. If they are trying to think of how to do a P.S., they can look through other ones. They can get their letter writing going through taking ideas from other winning sales materials.

Never Use Ideas Word For Word From Your Swipe File. This would be plagiarism. Use it to generate general ideas. You don't want to copy their sentences word for word. You want to flip through some different sales letters until an idea forms in your head about what to write for your project.

This swipe file will help you keep on track and produce winning sales materials every time and it costs you nothing to create. Just collect or print out winning sales letters you find and put them in a notebook or series of notebooks you keep handy when writing your letters.

Remember the cardinal rule when using your swipe file. NEVER copy the ideas word for word!

3. Always research your client's customers until you know them like your own best friend.

Many times you will see reports on how to write killer sales materials that cover many of the basics, but they forget the most important part. The major key to writing million dollar sales letters is to know your customers like you do your own best friend.

You need to know what their needs and desires are. You need to know what fears they are experiencing. You need to know what their Hot Buttons are. What is it that they respond to? What is it that would offend them?

If you don't know your prospects, then you can never write an effective sales letter to them. I don't care if you are best writer in the world. If you don't know them, you won't be able to make sales to them.

Good copywriters take polls of the customers. They look at sales letters their customers have already responded to. They go out and ask questions of their potential customers. They do everything they possibly can to know who their biggest potential prospect is.

If you can't tell me everything about your potential prospects, then you aren't ready to start writing yet. You should know their general age, their hot button, their dreams, their fears, and everything that relates somehow to your product.

The key to a good sales letter is being able to describe the benefits of your product to this individual prospect or customer. It needs to be personalized to them individually.

4. Relax.

Learn how to relax. If you are in a rush to do your sales letter, it will be obvious to the readers. Be willing to take your time and do an extremely good job. Let things stew inside your brain between each of the important elements.

After you research your prospects and get to know them, take some time to relax. Think on them and their desires for a while. Take some time to relax after you write your headlines and choose the best one for your letter. Think about how to create that flow throughout your letter, starting with your headline.

Take some time to relax after you write your rough draft. Sit it down and come back to it the next day. Then, you will be refreshed and ready to edit it. After you have done your editing, put it away again for a little while. Come back to it refreshed and read over it again. See if there is anything else you would like to change about it.

Don't rush through the writing process. Learn how to let your mind go to work by working on it, then relaxing a bit. Go back to work and then let your mind stew over it again. Keep this process throughout the entire letter.

5. Test and Edit.

There is only one way you can ever determine if a sales letter will be successful or not. It has to be put to the test. It has to be sent out to some of the potential prospects.

Send it out and find out if it makes a profit or not. If it is winning letter right up front, great! If not, then it is back to the drawing board. Whether it makes money or not, you will still need to test it.

For example, you should take the letter that made money and try a different headline for it. Compare the results to the original. Test a different price. Test the offer worded slightly different. Keep the sales letter that is producing the best results after each test. This is the control that you will determine your results from.

Winning marketers are always testing their materials to find out which one is producing the best results. The killer sales materials that you see being used year after year and decade after decade became that way through this type of testing. Rarely is the first letter written the absolute best letter it could ever be. You need to keep improving it through testing until you have the letter that consistently out-pulls everything else.

As you can see, copywriting isn't all about being born with huge amounts of writing talents. It is about making a decision to become the best. It is about deciding to do the work you need to succeed in your business. Good copywriters are never lazy, and anyone can be a good copywriter. What about you?

Terry Dean's Brand New Fr-e eBook, "10 Quick and Easy Ways to Increase Profits to ANY Web Site Overnight!" Reveals More Time Tested Proven Internet Marketing Secrets Than 99% of the Paid Products Available...Showing You Step-By-Step How to Increase Your Traffic, Drop Your Expenses, and Drive Your Profits Through the Roof:

<http://www.bizpromo.com>

How to Write Killer Advertising that Practically Forces People to Respond

By Terry Dean

Stop a moment some day and look at the kind of advertising you see in your mailbox, on your computer, on the radio, etc. Look at it and think, "Would I buy this or not?" If you say "No," then ask yourself why. If you say "Yes," then ask yourself why. What is it that makes this ad attractive or what is it that this person's offer unattractive. Do this regularly and you will start surprising yourself with what you will notice about advertising.

Most advertising you see today is written extremely poorly. It confuses the prospect, doesn't paint a desired picture in their mind, doesn't give a reason to order now, and focuses on features, not the

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benefits. Most failed businesses can be tracked back to poor advertising, although there are many other reasons for failure.

If you want to stay in business, you must learn how to advertise effectively and how to produce orders NOW! This is what we will be working on in this manual, so be prepared to change your advertising and to fill your mailbox with orders!

There is a creative money making genius on the inside of you. You just need to learn how to let it out. What we will cover in this short report is the purpose of advertising and the 12 Advertising Secrets you will need to know to become an effective advertiser.

No matter what business you do whether it be a small retail store, a consulting service, a house cleaning service, or a mail order business, you must learn to create advertising that gets results. If you don't, your business will be painful and short-lived.

First of all, let us look at the two major (And different) reasons for advertising. Number one is for exposure. Most television commercials and many newspaper ads and magazine ads are made for this purpose.

The Advertiser wants their name exposed to the public and for the viewer to think of them next time they are ready to make a purchase. Major corporations are the ones who will do this kind of advertising. They have the budget to constantly expose their name to the public and wait for their orders to come as people become more used to them and their advertising.

The type of advertising you and I are interested in is completely different. It is called direct response advertising. In other words, we are advertising and are motivating our

readers to order now, to call our 800 number and order, mail us a coupon and order, or fax in an order. We advertise a product and service and seek for people to make purchases now. As a small or home business, a quick way to go bankrupt is to place full page ads without asking for an order NOW! You must cause the person to order today if you want to stay in business in any type of display advertising or direct mail.

Classifieds are of a little different nature, but they work on the same premise. You don't ask for a sale right from the classified (Which would be a large mistake because there just isn't enough room in a classified to make sales). Even asking for one dollar in a classified ad reduces your response greatly. You will have them call your 800 number voicemail or your fax-on-demand in which they will receive an offer and a chance to order NOW! In all advertising, you must ask for the order NOW or get out of business!

Many people have contacted me and said, "I know that I have a wonderful product, but I just can't figure out why I am not getting any orders." You may be the same way. Let me tell you a simple truth, It does not matter how awesome your product line is if your advertising doesn't cause people to see themselves using it and how it will benefit them. Your advertising, not your product in many cases, will determine the success or failure of your business. Yes, Your product needs to be awesome (Or you will experience a large number of refund requests and a short-lived business), but your advertising will make or break your business.

Before we spend too much time detailing why you should create awesome ads, let us just simplify the whole deal. You want your business to make money? Then, write money-grabbing ads!

Now, Let us reveal 12 of the major advertising secrets you will need to know and begin using in every ad you create:

1) Testing, Testing, Testing

In all advertising and mail order, the biggest key of long-term success is Testing everything. Test your ads. Test your sales letters. Test you products. Test the publications. Test everything. You will never be done. Learn to key all of your order forms and phone numbers to make sure you know which ad and publication is doing what. Don't ever leave anything to chance. Test everything. Great Advertisers and Mail Order Millionaires are people who have tested everything and have found what works. Your testing period will NEVER end!

2) Strong Headlines

The number two key to success is your headlines. You must understand that the wording of your headline is more than 70% of the effectiveness of your advertising. That means it is a BIG DEAL what your headline says. A note that needs to be added. In mail order, it has been our experience that Negative headlines often Out pull positive headlines. For example, one of the most popular and effective headlines in network marketing has been "Dead Downlines Don't Lie!"

Negative headlines force your prospect to identify with them saying, "That sounds like me. The main purpose of the headline is to GRAB their attention, so your headline must be attention grabbing and prospect focused. What are their needs? What are their Desires? What are their Fears? Pay attention. The upcoming secrets must be used when writing your headline also, not just your body. HEADLINES WILL MAKE OR BREAK YOUR ADVERTISING CAREER!

3) Short Words, Short Sentences, Short Paragraphs

Forget what your grammar teacher taught you in high school. When writing ads, you must make your ads simple: Simple to Understand & Simple to Order. Keep the level of writing 8th grade or lower. Use Short Words, short sentences, and short paragraphs. I know your literature teacher told you to not write paragraphs with only two sentences in them, but how much money did he/she ever make in advertising? The moment you confuse your prospect, their attention and the sale disappears!

4) Be Specific, Not General

Be specific in all of your advertising. Don't Say "Fill Your Mailbox with Cash." Say "Receive Up to \$355 a day in your Mailbox Daily." Don't Say "Secrets to Making Money." Say "63 Year Old Man Tells You His Dirty Secrets to Making \$578 a day!"

Being specific makes your advertising more believable. Being general makes your prospects say "He is just making this up." Being specific makes them say, "He must have counted it. I want to make that much."

Don't say "Fill your Downline with Distributors." Say "Add Up to 15 New Distributors a month to your downline." You get the idea now, don't you. Don't ignore the fact that Being Specific will beat being general every time. Go over your advertising copy and edit it to become specific.

5) Use Your Background & Be Unique, Not A Me-Too Ad

So many ads out there today are for just me-too products and me-too advertising. When I say "Me-Too Advertising," I mean that these ads or products have been so overused that they just don't pull anymore. People are tired of them. For example, People are tired of hearing how much more your network marketing company pays than the one on the other page. They are tired of hearing about how your products are the best in the industry. They have heard that story before.

You need to become Unique in your approach. Are you elderly? Are you Young? Are you Deaf? Are you bald? Did you flunk out of school? Do you only have an 8th grade education? Put something of yourself into the ad. A bald man could write an ad saying, "57 Year Old Bald Man Grows Dollar Bills Faster than Men Half His Age Grow Hair!" Be unique. Find something about yourself that is unique and put it into your advertising. Let people know who you are, then they will begin to trust you, and Trust spells orders.

6) Use Pronouns (I, You, He, She)

Again, we are going to make the literature teachers angry at us, but Using "I" "You" "He" "She" throughout your advertising copy will produce more cash orders. People will begin to identify with you. They will begin to say, "Yes, I can do that." They will be drawn into the picture you are painting of them enjoying or succeeding with your product or service. Creating a picture of them and their needs being met by your company spells creating an order.

7) Focus on Benefits, Not Features

This is a lesson mail order & direct mail professionals have been trying to get over to us for years. You must focus on the benefits of your product, not its features. Although it may sound like these two things are one in the same, they most definitely are not. Which way you lead your presentation which will make a big difference between the success and failure of your advertising campaign.

Your product's features are things such as pay plan, product ingredients, what it is made of, etc. Benefits are what your product will do for them. Features are product centered. Benefits are prospect centered. Benefits are things such as "How much will your prospect make? How much weight can they lose? How much hair will they grow?" You have to make your advertising copy prospect centered instead of product centered.

8) Use Lots of Adjectives & Adverbs

You will notice in mail order, there is not the "information packed manual." There is a "huge 62 page information packed manual with step-by-step instructions." When writing your ads, take your descriptions to the limit. Then, you can cut it down some as you go

over it. Describe the product. Paint a picture in your prospect's mind of them using your products or services. If you are selling Home Business information, paint a picture of the prospect succeeding in business, making money daily, having more free time, etc.

As a general rule, people do not buy because of logic. Too much failed advertising is logic oriented. Too many people say, "It is only logical for them to buy my product." If that is your idea, it won't sell. People buy because of emotion. Create practical logical products. Then, write advertising that uses emotion to make sales. Paint the picture of your prospect both with and without your product. Make them need your product. Make your product have an emotional appeal to them. Then, you will make sales

9) Testimonials

Testimonials are a powerful selling tool and should be used at every opportunity. Include testimonials in all of your ads if possible. Many Great Selling Ads are made up of 1/3 to 1/2 testimonials of the company's products or services. Getting testimonials is easier than many of us think also. Make up a testimonial form (With signature required) and hand it out to all of your clients. Let them know you care what they think about your products and services. Make it easy for your clients to give you testimonials. Then, use them in all of your advertising if possible.

10) Free Bonuses For a Limited Time

Something Free is always a drawing factor in advertising. "Free" is probably the most powerful advertising word in existence. Anything that you sell that has a price of more than \$20 should always have

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Free Bonuses attached, and most products under \$20 should have Free Bonuses also if possible. Then, You should always make your Free Bonuses for a Limited Time Only to Bring in Orders Now. This has the Effect of "Sale" on a prospect's mind and moves them to order now. All advertising must be geared for the prospect to Order Now! And Free Bonuses don't have to cost you very much either. Include something that you can reproduce cheaply, but has a high value to your prospects.

11) Strong Guarantee

The best way to gain trust in your prospect's mind for you is to include a solid guarantee on your products. The postal service requires a 30 Day Money Back Guarantee on All Products sold by mail order unless your guarantee is mentioned. You should always include this guarantee if not more. "30 Day No Questions Asked Money Back Guarantee! I refuse to Let Anyone Be Unhappy With Our Product!" Add guarantees to everything that you sell. This is a strong motivator to people and can overcome most fears and objections they have in their minds toward ordering from you.

12) Easy To Order

Make it easy for people to order from you. This almost goes without saying, but there are a lot of ads out there which have broken this rule. Tell people clearly how to order. For example, "Pick Up Your telephone and Call 1-800-000-0000 Now And Have your Credit Card Ready!" Or "Fill Out this Order Form and Make Your checks payable to Business Systems 2000 and then fax your order to 1-000-000-0000 or mail them to Business Systems 2000, Box 128, Richmond, IN 47375!" Make it clear to your customers what you want them to do to order now.

Another thing that should be mentioned is that you will increase your orders 50% - 100% just by accepting credit cards. They produce more trust and more orders for any small or home business. Order a copy of our "How to Increase Business By At Least 50% Just By Accepting Credit Cards" for information about merchant accounts and how 99% of home businesses (Even brand new startups) are able to obtain a merchant account for a very low cost.

BASICS OF ADVERTISING

Those are the twelve basics to advertising. Remember them. Go over them. Use them. It will make a difference in your business. Remember this report as your Twelve Step Program to Advertising Success:

TESTING, TESTING TESTING

STRONG HEADLINES

SHORT WORDS, SHORT SENTENCES, SHORT PARAGRAPHS

BE SPECIFIC, NOT GENERAL

USE YOUR BACKGROUND AND BE UNIQUE

USE PRONOUNS

FOCUS ON BENEFITS, NOT FEATURES

USE LOTS OF ADJECTIVES & ADVERBS

TESTIMONIALS

FREE BONUSES FOR A LIMITED TIME ONLY

STRONG GUARANTEE

EASY TO ORDER

Create your advertising materials and then go over them again and again to refine them, but always remember they are NEVER finished. Testing is the name of the game in advertising and then winner in the end will always be the one who has tested their advertising the most.

Terry Dean's Brand New Free eBook, "10 Quick and Easy Ways to Increase Profits to ANY Web Site Overnight!" Reveals More Time Tested Proven Internet Marketing Secrets Than 99% of the Paid Products Available...Showing You Step-By-Step How to Increase Your Traffic, Drop Your Expenses, and Drive Your Profits Through the Roof:

<http://www.bizpromo.com>

Chapter 5: Automate the Whole System

How would you like to earn money on the Internet while you sleep? Well, you can earn more profits, just automating your online business. All you have to do is get a hot product to sell; every other thing can be done for you online.

There is a great advantage automating your online business. You should actually automate everything about your online business.

But in this short report, I'm only going to show you the two things to automate to help you get started online in the right direction as fast as possible, including...

- Accepting Credit cards online
- Processing your credit card orders
- Delivering your product
- Managing your affiliate programs

PLUG-IN A CARD PROCESSING SERVICE

It doesn't matter if you already earn good money online, there's still need to automate your business –especially if you want your business to grow fast.

Automating my online business, I've been able to spend my time doing some other important things like developing a new product to sell, expand my internet company, and spend more time with my family while the business keeps increasing its revenue potential - all by itself.

There are now online services that'll enable you accept credit cards online easily and give your customers best satisfaction.

Once an order is placed, they receive your customer's credit card information and direct your customer to the download page. So your customer gets what he is purchasing immediately.

And one beautiful thing about these services is that they will help you process the card information, send you and your customer a receipt, and you'll receive cheques from them monthly or even twice monthly.

Here are some card processing services online:

1. Clickbank – www.clickbank.com

Clickbank.com takes a onetime low cost setup fee and you'll be up to accept credit cards almost immediately. They have a sophisticated central processing unit and can also help you run your affiliate program. If you have some money to start with, I highly recommend clickbank. Here is what Chayden Bates has to say concerning this:

“... and find someone to take my orders. Well, to tell you like it is, Allen hits the nail right on the head when he suggests that you go to <http://www.clickbank.com/>

They have an easy, one time low cost set up and you'll be up and running at most within one business day.

They'll take your orders, send you and the customer a receipt, and direct the customer to your download page – all automatically

What more do you need to know?

Oh yeah... the BIGGEST BENEFIT of them all, clickbank.com also happens to have an automatic affiliate program built in: And even better, THEY pay the affiliates, I don't even have to do any paper work wonderful it's an easy perfect start to help you...”

Chayden A. Bates is the author of the highly acclaimed marketing course, “Ebook marketing Explained” and is currently teaching other online marketers how to maximize their online promotions with the use of free Ebook Marketing – saving you time, money and giving the most “Viral” online advantage you’ve got: Visit his web site for full details:

<http://www.ebookmarketing.com>

2. Instabill.com – www.instabill.com

Instabill has a perfect low cost solution to set in your product online and unlike most firms, Instabill offers a free ‘Private Site Management’ system, which enables you to offer instant password to your product whenever an order is taken. They take just 10% of your sales for processing your credit card orders.

3. CCNow.com – www.ccnow.com

Once you register and place a simple link to CCNow on your website, you can selling online immediately. They pay twice every month and pay interest at the rate of 1.5 APR on funds into your account.

If you choose to use any of the card processing services that don’t have a built in automatic affiliate program, here are some sources of automatic affiliate tracking services to use:

Chapter 6: Speed Market Your New Product with a Blast

The Internet is very competitive... You don't just get a web space put up your sales letter, wait and expect people to show up and buy from you.

It's one thing to create your website and it's another to market your product. The Internet is growing and changing fast... what worked in 2002 may not just work now.

Most Industry insiders consider every 2 months as a full Internet year... you must not stop learning. No one knows it all on the Internet; all the great marketers online have not stopped learning; so don't settle for whatever you know.

Most Internet Marketers have wonderful products/services, but do not have an idea of how to market them effectively... Are you investing in your business or gambling? Don't be deceived, every dollar you put online should do the work of ten.

I'm going to show you 4 true forms of marketing techniques that can guarantee your success online in a moment.

If you are presently using any form of paid advertisement that's not multiplying itself, quietly quit, it's not worth the investment.

Run Solo/ Sponsor Ads in Ezines

Ezines have been known to be the most effective advertising vehicle online. Classified ads in ezines are almost not as effective as they used to though if you must run ezine ads, let it be sponsor ads which is at the top of the ezine or solo ads, where the ezine owner

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separately runs a sales letter on his ezine for your product/service, talking about your greatness and the product quality all by himself.

Use the sources below to find ezines in your industry that run top sponsor ads and solo ads:

<http://www.topezineads.com>

<http://www.essentialteam.com>

<http://www.targeted-advertising-services.com>

Running a solo or sponsor ad in areas like these can produce 10 times your money if you have a good direct response web site and ad copy in place.

And you'll also get to gain dozens of affiliates signed up to your site, thereby giving you the chance to keep reproducing your money forever.

Start An Affiliate Program

You have to start your affiliate program immediately so that you'll be building your affiliate force while you place your first batch of ezine ads.

One beautiful thing about affiliate programs is that you get to lose nothing - totally risk free. Use clickbank at [**http://www.clickbank.com**](http://www.clickbank.com) to run your affiliate program – A low cost set up – and then create the tools your affiliates will promote you with, such as banners, classified ads, sponsor ads, sales letters, text links, ebook cover designs, etc.

You should announce your affiliate program in <http://www.affiliateannounce.com> for \$79 as they will recruit at least a few hundred affiliates for you within 2 months.

Free Ezine Marketing

This is the easiest way to earn fast cash everyday without spending a dime in advertising, promotion, etc.

You get to recruit ezine publishers into your affiliate program for them to endorse your product to their lists. Follow these steps as they are outlined to start your ezine blast.

1. Prepare an article with solid content and useful information in your industry, if the article is an excerpt from your new ebook, clearly state it there i.e. excerpt from “XYZ”
2. Compile a list of ezine owners that have your target audience thus:

mary@profitsonline.com Mary

maintainu@marketing.newsletter.com George

tilda@homebusiness.com Tilda

3. Prepare a short clearly written letter and begin to email to the ezine owners (personalize the letters for best results), telling them about your high paying affiliate program and your solid free content for their ezines. The letter should be like the one below:

Hi Tilda,

I am Anthony from Tony’s Marketing Center and am writing to see if we might be able to form a strategic alliance. I just published my new ebook, “How to Maximize Profits Using Pay-Per-Click Search Engines” and I am willing to give you \$27 per

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ebook sold, If you would announce the ebook to your list of subscribers and customers.

I have provided excerpts which you can freely publish in your ezine. Plus that, you can change the text and even my resources box so that it promotes your affiliate site with me.

If you are interested, please tell me so that I can set up a link to identify orders coming from you.

Download the ebook here:

<http://www.domainname.com/ebook.exe>

Thank you for your time.

Anthony Paul

Antony@marketing-etc.com

<http://www.marketing-etc.com.com>

234-1-8033270344

Free EBook Marketing:

Create a free ebook or report that has a solid content and submit it to all the ezines in your industry. This ebook should also include a full detail of your business plans.

The ezine publishers get to include it in their ezines as a bonus for their list and if you include a compelling enough sales letters in the ebook, your web business will go beyond the 'norm'

Chapter 7: Create you own opt-in email list

What should you do to start will online? There's only one answer to that. I would say start building your opt-in list right away! Every business online would need an opt-in email list.

What do you mean by opt-in email list? It is simply a list of people that have subscribed to receive emails from you.

If you must have an online business, then you must have an opt-in e-mail list, but do not SPAM. Spam is the act of sending out mails to thousands or millions of people without a prior business relationship. It's a pit fall you must avoid if you want to successfully grow your online business.

People are sick of being spammed... I delete them at a glance, yet they keep coming. The truth is people delete these messages, but they still get an extremely low response rate for their products or services, with the cost of sending emails being almost nothing, they make some profit.

But you can't build your online business on Spam; you'd be making a big mistake that would definitely damage your online business.

With all the promotions about bulk emailing, you'll never be told the other side of it... Just a few complaints and you'll completely lose your email address, your local ISP, your website, your affiliate joint venture deals and more, even if you try to hide. So, it's not worth it at all. If that was your plan, just drop it.

There's a legal way to do this thing and even get better results. Building your own opt in email list of subscribers is definitely it! Do not wait another day to get your own. Get yours now. Brad will give you one for absolutely no fee at <http://www.bravanet.com>

There are several types of opt-in email list, but I'll discuss just 5 of them here to help you get started fast.

Ezines

You can begin to provide people with valuable information in your monthly, weekly or even daily newsletter about a particular theme in your industry.

Create a couple of articles (solid articles) full of solid information and begin to email them to your list of subscribers weekly, depending on the time schedule you can conveniently handle. But you may say, "I'm not a writer". Well that's no excuse because nobody cares about your professional writing if you have some good information to dispense.

But if you can't come up with your own articles, there are dozens of authors that will give theirs free to use in your ezines as long as you include their resource box. All you have to do is ask and most of them will send you their articles to use for free. I know I will!

Online Class

There are several online classes you can learn from online to create your own. You can create a 4-week, 6-week, 12-week, etc. class on a particular subject, which is sent out by email weekly. To run the class, you'll need an automatic follow up auto responder such as postmaster online at www.postmasteronline.com to help you do the whole work all automatically.

Magazines

Magazines are good ways to build an opt-in list. The magazine is built like you build a website with hyperlinks, formatted texts, pictures,

advertises, etc. But one thing to note is that they will produce poor results if not properly done.

The best way to run a magazine opt-in list is to always send out emails to notify subscribers when the new issue is ready.

E-news has the largest selections of magazines online at <http://www.eneews.com>

Resource Lists

You can create a list of resources in certain areas of your industry and email them to your list of subscribers. Go round the Internet and collect a list of resources everyone needs in your industry and continue to update. You could be creating the best opt in list thereby building a strong relationship between you and your prospects

Friendly Letters

They are personalized letters sent by email to a list of subscribers. There are soft wares that will help you send out personalized letters to your list such as post-master at <http://www.postmaster.net>

In this type of opt in list, you try as much as possible to keep the personal touch.