

THE NEWBIES GUIDE TO INTERNET MARKETING



THE 7 DAY ECOURSE



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Day 6

Key Points To Survive (Continued from day 5)

Pre-Selling - It Takes More Than Just A Snazzy Sales Page

A sale is the culmination of a series of pre-planned and strategically mediated events that guide a prospect through the decision making process. In other words, a sales page is not just a list of features and benefits with a payment button at the bottom.

The sales process starts long before the product is even created. It starts with the recruitment of loyal subscribers and continues through the cultivating of those relationships by providing value. By the time you drive your subscribers to your sales page they should already be predisposed to buy from you based on the value that you have anteriorly provided.

Once a prospect arrives at your sales page they must be persuaded to buy through the raising of impulse. Make no mistake about this, regardless of how respected you may be in your industry, **consumers nowadays are well educated and still fear making bad decisions.** Your sales page should anticipate their apprehensions and pre-empt their sales objections through your sales copy.

The trust building process starts when you put a feeler out on social media which brings the lead to your squeeze page. After the lead “opts-in” (enters their name and email) into the webform you automatically navigate them to the download page where they can access the “ethical bribe” you offered them. Since their name and email address are now on your subscriber list you will communicate with them daily through email as a means of building TRUST.

You will insert links to your sales page (or to whatever product page you are promoting) within those trust building emails. The prospect will now go to the target sales page having been “marketed to” by someone they know like and trust. They are WAY more prone to buy this way





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and using this method will make you A LOT more money in both the short term and the long term.

Research! Know Your Stuff

It's been said that: "If you can't dazzle them with brilliance you should baffle them with bull shit." but I'm here to tell you that's all WRONG! Don't ever underestimate, undermine or insult the intelligence of your prospects & subscribers.

Research, Research, Research. Learn everything you can about your niche or sub-niche, but more importantly, learn everything there is to know about your target market.

What are their problems?
What do they need?
What are their fears?
What excites them?
What puts them off?
What amount of money do they spend online?
How often do they make these types of purchases?
What is their age range?
Where are they from?

Knowledge is power, and this type of power turns into sales online. **This information will help you craft the proper marketing messages** that will appeal to the audience. A lot of this information can be attained by simply infiltrating a group or congregation of these people and just ASKING them. You can create polls for your audience regarding polling tools.

You can get lots of technical data about your subscribers right from your hosting and autoresponder accounts. Those services can tell you exactly where the user is from on the planet, what device and browser they use on the internet, what time they visit your sites, how long they stay, what they click on etc.





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The Big Money Is In The Back End

Rehash Rehash Rehash... that's the door to door salesman term for "Double Your Cash" or SELL MORE. People invest so much valuable time cultivating their prospects and converting them into buyers but then they forget to keep selling!

It's great to always be generating new leads, but keep in mind that just because someone already bought something doesn't mean you should stop selling to them. There is only one thing more valuable than a big list of subscribers... that is a big list of SUBSCRIBERS THAT BUY! Once you have identified who the buyers, concentrate your efforts on providing them of all people with the most value possible. They have already proven that they are willing to invest in you so you should continue to place valuable offers in front of them.

Back end selling of additional products (whether your own or affiliates) is a huge part of any successful marketers income streams. As a matter of fact, most marketers that I have met will tell you that they make more money on the back end offers than they do on the front. I always have some sort of high ticket backend offer at the end of a sales funnel.

Strive For Everything You Do To Go VIRAL

Everything Melinda and I do online contains some sort of a “**viral component**”, that is... it somehow **calls on the current visitor to generate more visitors**. This can be accomplished a number of different ways. From viral inviter tools like [Buzzinar](#), to brandable giveaway products and resell rights products.

People love sharing cool stuff with their friends so you want to incentivize every one of your customers for sharing your products and websites with their friends! **It all comes down to WIIFM "What's In It For Me?"** *Incentivize your prospects for referring more prospects.* [Buzzinar](#) is a WordPress plugin that reveals a free gift or “reward” when the user shares your material on Facebook, Twitter or Google. This will create a self perpetuating avalanche of traffic to your sites that will enable you to "Set it and forget it."

Be Yourself

The internet has no chill. This means that nobody really cares what you say until they know





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that you care. Keep in mind that you should always be yourself. Whether face to face, on the phone or through the Internet, we all have a way of exuding our own personal energy. **You will always attract more people if you are yourself** then if you try to be someone you're not. That is the law of attraction and it works whether you want it to or not.

I made a big mistake when I first started doing internet marketing because I tried to create the image that I thought people wanted to see. I would put on a suit and tie for every video and I would talk very seriously like if I was in some sort of job interview. I came off as disingenuous because wearing suits and talking posh just ain't me. I'm a jeans and t-shirt kind of guy and I'm not a very clever public speaker. The moment I stopped trying to be someone I'm not, I began attracting lots of customers. We're confident that if you make a genuine effort to apply these techniques you'll be well **on your way to actually SELLING your products** instead of just marketing them.

Okay, now get ready for the best lesson of all, and a cool gift for...

To Be Continued...



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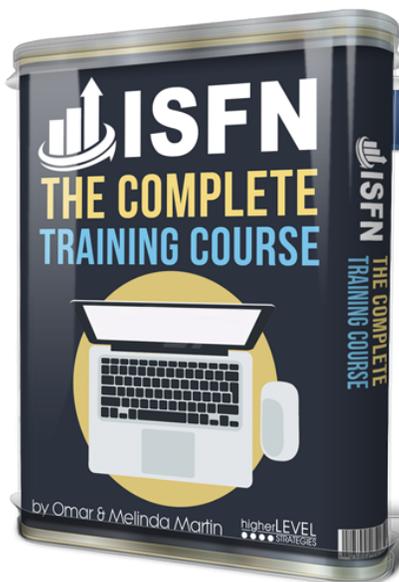




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Get In Now & Start Today!

Internet Selling For newbies (ISFN) is exactly what you need to fill in the blanks and get you moving in the right direction. If you are willing to make a small one time investment into your future I will give you permanent access to all the training videos, resources and study materials that you need. Your members area contains classroom “workshop style” videos and screen capture videos that will go into more detail to help you **build an Internet selling business of your own STEP BY STEP**. No fluff here, just solid information that you need to learn.



The Complete Training Course

- ✓ Digital Web Business Basics
- ✓ Marketing Versus Selling
- ✓ Branding & List Building
- ✓ Affiliate Marketing
- ✓ Vendor Marketing
- ✓ TRAFFIC: How To Drive It
- ✓ Funnels Made EASY
- ✓ Product Launches
- ✓ Making It All Work FOR you

We've carefully structured this program in a way that will truly empower you to **build a long, self sustaining and profitable Internet selling business**.

People have paid hundreds of dollars for this information but we've decided to make it available to you at a super low price. Why? Simply because **we want help you succeed!** We want to build a long lasting relationship with you that may foster future businesses and joint venture partnerships.

GET IN NOW - THIS LOW PRICE WON'T LAST!

