

Maximize the Web for Your Business
by Marty Dickinson, HereNextYear, LLC
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Introduction

Have you ever wondered if there really are people who are making impressive money from their Web sites? After all, the only media coverage we see or hear about related to Internet business is when another “.com” bites the dust and files for Chapter 11 or the latest broadcast e-mail scam is exposed.

Well, I can assure you that there are plenty of people making a good living today from their Web sites. In fact, I’ve met more than 50 Web-made millionaires just within the last 12 months. And, they all have one thing in common. They all know how to Maximize the Web for their Business.

The following process that I am about to unveil to you was compiled from numerous conversations I’ve had with Internet marketing millionaires, seminars I’ve attended, and experiences of my own since I launched my first Web site in 1996.

You will learn the secrets step-by-step to using the Web to generate virtually any level of income you wish and the many utilities available to help you along the way from someone that’s doing it, not just talking about it.

Combined with my experience as a Web Service Provider and former software applications trainer, my goal is describe this system in a way that is easy to understand so that your road to success will be faster than mine was. Maybe we’ll see YOU in the news someday...as a success story!

I’ve produced this document as a PDF file for a reason you might not expect. I actually WANT you to distribute this to other people including your friends and family members. But, since you are the one who paid for the information, only you will be entitled to 60 minutes worth of coaching by me through e-mail.

Others may receive the coaching special of one hour at no additional charge by simply purchasing this product [through this link](#).

Even with all of the information I'm about to provide you with, you will most likely need to have questions answered to be successful and to "put it all together" so to speak. There is a lot to this document that you would otherwise need to spend thousands of dollars and years worth of trial and error to attain on your own. I know because that's exactly what I had to do to not only acquire the information but to make it work too. I'm here to help you be successful!

So let's get started!

Envision the Possibilities

Before the actual process of Maximizing the Web for Your Business can be expected to work for you, there are five Web Success Keys to understand. These are in no particular order because, at this point, they just need to be understood.

Web Success Key #1 - Always have the goal of selling your own products or services.

If you're with an established company, you're probably already producing products or offering services, but you might be an affiliate, reseller, or distributor for someone else's products. If you're just starting out, then you might begin by taking on other peoples' products at first; but the goal should always be to create your own products as soon as possible.

Creating your own products and offering your own services is the only way to have true control of your professional destiny. Companies are always getting bought out or reorganized. The affiliate and reseller programs are always changed or canceled as a result.

A good example is the recent buyout of CD Now. Just think of all of those Web sites that had CD Now banners on them. Those weren't paid advertisements; the Web site owners posted the banners in hopes of driving their site visitors to CD Now to buy their music there. The referring Web site owner would get a small commission from any sales. CD Now affiliates were recently informed to remove any reference to CD Now from their Web sites because the affiliate program has been canceled entirely. Imagine if you made \$1000 a month just from being part of that one affiliate program?

The other reason it's important to create and sell your own products and services is because your profit margins will be higher. Instead of getting 10% or 20% of a sale, it's up to you what your take-home will be. If you sell a product for \$100 and it only takes you \$5 to create, that's a 95% profit margin for your bank account!

Web Success Key #2 - Discover that you have the ability and the resources to create your own products and services.

Everyone has a skill that is worth money to someone, somewhere. Everyone has something to offer today that people are willing to pay for.

I spent years of my life trying to come up with the ultimate product invention that would make me a million bucks. But, I could never come up with anything that really got me excited. The whole problem was that I was approaching things backwards.

If you first think of things you are already passionate about and THEN think of products or services people need, you'll have a list of possibilities in no time.

Suddenly, you'll discover that you have a good chunk of the knowledge already needed to produce a product or service in your passion field. To fill the gaps, you can use other people. Chances are good that the people you associate with or work with have the knowledge you don't to make your idea a reality.

Web Success Key #3 – Strive to become a recognized expert in your field.

Selling on the Web is more about trust than sales. People need to know that you are a real person first, that you are accessible second, and that you have a quality product or service third.

You could have the greatest product in the world and the most fascinating Web site on the Internet. But, if no one knows who you are, your sales percentage will be very small.

Web Success Key #4 – Many people will buy—most of them will just want to buy later.

It's been known for years that people must come into contact with a company or person at least 7 times before they will convert to a buyer. This number is more like 12-15 for people buying on the Web.

Much of this document will focus on turning what would otherwise be a static Web site hoping to sell someone on their first visit, to a process of continual contact where the Web site is just one tool of the overall sales process.

Web Success Key #5 – There are no shortcuts, only testing, automation and continuously learning from others.

You probably get the same SPAM e-mails I do....

“Make \$100,000 a month in three months!”

“Retire in 6 Months!”

“Fire Your Boss Tomorrow!”

“My Grandmother Could Do This!”

The list goes on and on.

What I'm about to share with you is a step-by-step process for how you can put focused effort to work to achieve serious results.

Yes your success can happen quickly, but that's more up to you than it is to me; so I'm not going to make any claims with exclamation marks behind them.

If you're willing to work, there's no limit to your level of success with this process. But, it won't happen on its own. You have to use your “passion” to get the job done and to do it quickly.

Maximizing the Web for Your Business The Process – In Detail

Step #1 – Identify Your Passion

So, you've already learned the 5 Keys to Web Success, but the first actual step in the process of maximizing the Web is to realize what your passions are.

If you already have a host of products or services, my hope is that you already have a passion for what they offer people. To truly maximize the Web, you're going to be spending a lot of time gaining recognition as an expert in your field of expertise. So, if you're passionate about your industry, you'll enjoy every waking moment in the pursuit of this process. If not, you might find yourself having to endure a moderate success level or changing your industry path altogether to become more successful in a field where your passion lies.

If you're just starting out or want to broaden your product base, take some time to think about things that you're passionate about in life. What kind of hobbies do you have? What do you like to spend your time doing? What do you have a strong opinion about?

I recognized my passion for **helping people change over time** so, I applied that passion to my work. I've made a full-time living as a Web Services Provider to companies and non-profits since 1996. Over the years I've worked with several Web site designers and programmers wanting to make a full-time living from their craft but have wound up job hunting after just 6 months. My passion became helping these talented people by teaching them the secrets I've learned over the years to make a full-time business out of providing Web sites for others.

Step #2 – Find Just One Problem to Solve in a Specific Niche Industry of Your Passion

If you already do have products or services to offer and are passionate about them already, great! You're ahead of the game and can proceed to the next step.

If you have found something to be passionate about and need to create a product or service, then you have some additional work to do before going on to the next step.

The best products and services solve peoples' problems. The most successful Internet marketers sell their solutions to very specific groups of people.

For example, one of my passions is skiing. If I wanted to offer a product to the skiing industry, I wouldn't just target "skiers." That's just too broad. I would target a focused group within that industry such as parents who are thinking of getting their young children to ski. Or, families coming into my home state from other states for a vacation holiday.

The most important part of creating your product line is to find out what kind of problems people are having so that you can help solve them. One of the best ways I've learned to discover what problems people are having these days is to visit discussion boards within your industry of choice. Just about every industry has a discussion board. Go to Google.com or your favorite search engine and type "discussion board (your industry)" or "message board (your industry)" or look on a discussion board directory such as www.xenite.org/mb_direct/listing.htm.

Visit several discussion boards and look at the questions and replies that people are posting. Add an account for yourself and make a few postings to see how discussion boards work.

Provide suggestions to some of the questions or problems people are having and come back to the forum in a day or two to see how people respond to your postings. It's a great way to test little tidbits of the product you want to provide.

On every board I've seen, there is a summary page where it shows the overall topic category, a list of specific questions or sub-topics ("Strings" as they're called), and the number of people who have replied to those strings. But the one to pay attention to is the number of "views" a string has received.

On my favorite discussion boards for Web developers and designers, I noticed that the highest number of page views were within strings related to how to quote a Web site job, how to win business, how to find prospective clients. That's where I realized there might be a focused need for a book that covers those issues and others.

Step #3 – See if People Are Willing to Pay for Your Idea

This is the sticky part. I always thought the way to making millions was to invent something new; something that hadn't been offered before. That's the long-shot approach. The more predictable way to increase your wealth is to find something that is already selling well and offer a better version of it.

To do this, you're going to have to research as much as you can about what's already out there that is similar to your idea. Go to your favorite search engine again and look for products and services that are similar to the one you're thinking of promoting.

How many companies offer the same exact product or service? How many others offer something that's close? What are the features and benefits, prices and guarantees of their offer? What sales approach are they using? Go back to your favorite discussion board and post a message to ask for reviews if anyone has used "ABC's product or service."

Buy a few of these products or services to see how their process works and so that you can be a judge of their quality. How were you pleasantly surprised or let down by what you received? Is there room for improvement over and above what your competition offers?

If there are hundreds or even thousands of the same exact product you have in mind, it will be very difficult for you to become a recognized expert in the field. And, you'll be throwing your product to a potentially saturated market. You'll have to be the one to decide if it's worth your time, effort and money to pursue this particular product.

But, if you see that there are just a few products or services selling that are close to but not exactly the same as your idea of the century, you get the green light! This is very possibly the product or service choice that will launch your new successful career by maximizing the Web.

Step #4 – Decide How Many Different Possible Forms Your Product Could Take

There are often many different physical forms that a product can take. Let's use a simple book as an example since it's one of the most popular ways for someone to get started in the product producing business. The information from the book could evolve into many things such as:

- A series of books where each would elaborate more specifically about one or two of the book chapters
- A paid subscription to a weekly or monthly newsletter
- A software product that provides a simple and automated solution to the problem that the book addresses
- On-line E-Course
- A teleconference featuring 4 or 5 others who have written similar books or are considered experts in the field
- A tape, CD, Real Audio File, or MP3 recording of that teleconference (Many people prefer cassette tapes because you can stop them when you need to and pick up easily where you left off.)
- A three-hour educational session on the topic
- A full-day seminar featuring 3-5 experts in the field
- A weekend Boot Camp featuring a dozen or more guest speakers
- A recorded version of each seminar or conference and a video of each!
- A transcription of each presentation at the seminar and conference
- Coaching by e-mail and phone
- Guest speaking appearances

See how easy it is to start with one product and build expand to a full product line? That's why educational products are so attractive to people like you and me who are trying to make money on the Web. It's easy to work on one product and then develop that product into multiple sub-products. Then, every sub-product you make will be earning money.

This is because people learn things different ways. People prefer to learn things through different modalities. Some of us would rather read a book while others would rather see a live demonstration or watch a video. If you only produce books, or only give a seminar, you're excluding potential sales by those who prefer watching videos or listening to tapes in their cars.

Even if you already have products that are not educational related this step applies to you too. Consider how you could expand your current products and services to offer more solutions to a wider variety of people.

If you sell, say, archery gear, I'm sure you could come up with a whole slew of educational products related to archery safety. If you sell projection monitors, you could create products related to making better presentations. If you own a recording studio, you could create several products and hold workshops related to song writing and recording education. The list goes on and on.

Two of the most popular and easy ways to create a product quickly include making an E-Book or software. Fortunately, these items are two top sellers right now on the Web.

An E-Book is a book that is downloaded through the Web. It's hosted on a Web site somewhere and when someone buys it, they're given the rights to download it. What you're reading now is an E-book, which was downloaded to your computer from my Web site.

What was my cost to produce it? Well, theoretically more than \$10,000 because of all of the seminars I attended to get the information! But, technically, my cost was nothing but my investment of time to actually create this document. I had no printing costs, no editor to pay (which might be obvious!), and no publishing company to take most of the commission.

There is a danger with E-books though. It's very easy for someone to send the entire document to friends, thus taking away your due payment. With this particular document, I hope you DO send it to others.

But, if you decide to make an E-Book and want to ensure that you're getting paid for every copy you sell, I recommend that you buy E-bookGenerator.com for just \$97 if it's still specially priced by the time you make a visit to their site. E-book Generator has a unique feature that prevents a document from being downloaded and viewed at multiple IP addresses. This means that you couldn't buy an E-book produced with E-bookGenerator and then forward it to your friend because your friend wouldn't be able to view it.

The makers of E-book Generator also have another product called E-Cover Generator that also has a special price of just \$97. If you design a software package, you would use E-Cover Generator to produce a professional and graphical box image.

You can also use E-Cover Generator to make a picture of your E-Book. These images work great on a Web site to show your audience that the products are real, even though you likely will never ship product because both E-Books and software can be transported digitally.

Step #5 – Identify Price Points for Your Product Line

In step 6, I'll discuss the process for you coming up with something to give away. The purpose of giving something away is to get permission to contact specific people that have an interest in what you're offering. We'll call this free giveaway your Base Price, which is \$0.00.

The first Price Point will be something of monetary value. This number can be anywhere between \$9.97 and \$37. Notice that I'm using "7" in every price. The Internet millionaires will tell you time and time again that prices ending with the number "7" far outsell any other pricing sequences on the Web. I've never run \$9.97 side by side with \$9.99 to prove it to myself, I've just always gone with their recommendation and it's worked out well so far.

The reason you want to keep your first price point low is so that people gain a level of comfort in buying something from you. If you go from giving something away for free to selling the big \$500 whopper, it's too much of a jump and too much to ask of people to trust you that much, so soon.

It's much more realistic and strategic to offer something free that impresses them, then have them buy something small that has a value far above what they paid, then offer something more with even a higher value. Soon, people who would've not bought your \$500 product before will gladly buy it because they know there will be tons of value for their money—and they will have also bought your other products before hand.

Your challenge is to discover the price points people will be willing to pay for your products based on the value they will receive in return.

Think of it this way. If someone buys something from you for \$10, can you make the perceived value of that item worth \$100 or more? Could your \$100 product be worth \$1,000 or more? If your top of the line product had a price point of \$1,000 could you make the value to someone be \$10,000?

As a product creator, it's your responsibility to produce items with generosity! Give people more than they were expecting. Offering graduating price points along the way gives people the opportunity to get a feel for what you're able to offer them without spending too much money at first. Then later, spending much more money with you but having confidence that their purchase will be worth while. It's your job to make that happen.

Offering people what they expect and more is what will help you to truly maximize the Web because you'll be able to continuously up-sell your followers from one product to the next.

How and where you set your price points is very critical. Some people set their prices based on bulk. If they can offer lots of "stuff" they feel their price is justified to be higher. Some don't have much confidence in the quality of what they're offering, so they'll purposely mark the price very low just to get sales.

Bulk should not set pricing—value should always set the price of any product or service.

I bought a very pretty and obviously mass-produced set of 10 CD's (8 hours of content) for \$35 where the topic was goal setting and success habits by Brian Tracy. And, I've spent over \$200 for a homemade package of 6 cassettes (4 hours of content) which was recorded live at a private coaching class for a small group of professionals wanting to make a living from public speaking.

If your products have an element of rarity to them and target a specific enough group, the price point that people are willing to pay goes up dramatically.

So, what are the favored prices to use? Those that have been the most successful for me and associates I have worked with include:

First Price Point Range:

\$9.97, \$17, \$19.97, \$27, \$37

Second Price Point Range:

\$67, \$97, \$127

Third Price Point Range:

\$147, \$197, \$247

Fourth Price Point Range

\$597, \$797, \$997

Fifth Price Point Range

\$2,497, \$3,497

Step #6 - Create an informational document to give away for free that has value but little or no cost to produce.

Sometimes these documents will be called Free Reports, Study Results, Free Tips or a Free Series (meaning more than one). This item will be of interest to a slightly wider audience than your for-sale products. The goal is to get LOTS of people to get access to this free offer, so the topic should stay general but truly informative.

Even though your plan is to give this item away, it should still have significant value; enough so that you could sell it if you wanted to.

A free report is a terrific opportunity for you to demonstrate your expertise and gain the trust of your readers. Don't ruin that opportunity by barraging them with display ads and dozens of specials and withholding of critical information. If you say you're going to give people "5 Secrets to Living 'til You're 100," then give them the 5 secrets!

Don't get them all excited about it just to lead them into buying one of your products. People are too smart for that. They almost expect it in a free report. Give them what they want and even MORE than they expect, and then offer that there's more.

If you can exceed peoples' expectations with your free giveaway, they'll think "Wow! I got a lot out of that and it was free! Imagine how much MORE I'll get if I actually buy something from this person!"

Create all of your products with integrity and huge amounts of value.

This is where I see many people make mistakes by using the free giveaway purely as a sales vehicle without providing the information expected by the reader.

If you want to be one of the successful, follow the plan of being genuine and honest and give the people what they want in your free giveaway and in any other product you produce. You'll have a much more loyal audience that way and they'll have more trust in you and will buy more from you too.

Your free item doesn't necessarily have to be written. You could interview someone you know or work with that has a significant amount of knowledge on a topic that's related to your Passion Field. Convert the file to an MP3 to be featured on your Web site.

Right now, we're talking about creation of things to give away and sell. How to actually distribute these items in later steps.

Step #7 – Create an on-going document series to remain in constant contact with those who have signed-up for your free report.

It has become very popular to create on-line newsletters and E-zines. What's the difference between the two? That depends on whom you talk to. Some people say there is no difference.

Some will tell you that newsletters are free and E-zines have a subscription fee, much like the comparison between a flyer versus a magazine. Others will say it's the opposite.

The most important elements about any on-going document are that, to be effective, it must offer truly useful content and it must be targeted to a specific audience. To see what E-zines are already being created, visit <http://www.freezineweb.com>.

You could also come up with a series of tips where you would plan on featuring one tip a week, something maybe one or two pages in length.

The whole reason people create newsletters is to stay in constant contact with their target audience. Any sales trainer will tell you that you must have at least 7 contacts with any prospect before they will buy from you. In selling on the Web, that number is more like 12-15 times or more.

Make your newsletter sequential. People don't want to read pages and pages of content in one big newsletter.

Divide your topic into multiple segments so that you're only offering one part of the newsletter each week. You could create it all in one swoop but then divide it up into pieces.

Suddenly, launching a weekly newsletter doesn't sound like such a commitment. If you already have the first 10 or 12 weeks completed there won't be as much work as writing the newsletter every week.

We call this a "Sequential" document. So, start thinking of a topic of information that you could talk about sequentially over a period of several weeks or months.

You'll generate some sales from your free report. You'll bring in far more sales results from keeping in routine contact with your prospects, which can easily be done through an automatically distributed newsletter, which I'll feature in Step 12.

Step #8 - Create and produce one sellable item or service

If you really need to, you can always find a product that someone else has produced and approach them to allow you to sell it and get a small commission.

But, it is much better and more profitable to create one on your own. That way, you will get to keep 100% of the after-cost revenue and encourage people that have bought your first item to take advantage of other things you offer. This is called “back-end selling” or “up-selling.” More on those later...

One of the easiest ways to produce your first sellable product is to self-publish an E-book. Instead of taking a manuscript to a printer or attempting to get a publisher to produce your book, it has become popular to self-publish by producing an electronically stored and distributed book (E-Book).

Essentially, an E-book is a file that is intended to be sent to or viewed by someone electronically rather than sending a printed copy to them. E-books that are sold will typically be 30,000 to 60,000 words in length.

By producing an E-book, you won't have to pay for shipping or printing. There is essentially no cost to producing an E-book, other than the time it will take for you to create it. And, it can be easily made available to people on a global level.

Most E-books are first produced by first producing the document in a word processor like MicroSoft Word. What makes it an E-book is what you do with the document next. The two most popular choices are to convert the file to a PDF or to an EXE. I'll explain both.

Adobe is a company that makes a variety of software packages for Web site designers and graphic artists. One of their most popular products is called Adobe Acrobat, which sells for \$249.

Acrobat enables you to convert a document to what's called a "portable" file; one that can be e-mailed or posted on a Web site to be opened with any type of computer (PC or MAC) as long as it has the *free* Adobe Acrobat *Reader* installed. The PDF acronym stands for Portable Document Format.

What I love about PDF files is that it's just a matter of selecting the Print function on your computer to create the transfer of a Word document to a PDF. Instead of printing to your printer, you would "Print to PDF" and save the file.

A mixed blessing on the selling side of things is that PDF files are very easy for someone to send to other people. Once you download the PDF, you can forward it to as many people as you like without paying for it again. And there's no way for you, the seller, to know.

The document you're reading now is an E-Book. It is also a PDF file. I've purposely designed it that way because I want you to forward it to others. My hope is that they will come to me for coaching help or order other products that I offer. So, in this case, it's to my advantage to distribute this document as a PDF.

But, what if you want to make sure that every person that sees your E-book pays for it?

The popular alternative is to convert your document to an EXE file. This acronym stands for EXEcutable, meaning that a program or script launches to bring the document on-screen. The easiest way to produce an EXE for an E-book is to use a software package to do it for you. One of the best I've seen and the one that I use myself is called [E-Book Generator](#), which sells for \$97.

With [E-book Generator](#), you need to convert your document to HTML code first using your favorite HTML editor software like DreamWeaver, GoLive or FrontPage. If you have no HTML knowledge, you can just save your MS Word document by using the Save-As HTML feature (Office 97 and 2000 versions).

Then, you bring your HTML document or multiple pages into the [E-Book Generator](#) product. It merges all of your HTML pages, images and links into one condensed file with the extension EXE on the end.

The big benefit to [E-Book Generator](#) is that one purchase of the EXE file can only be viewed on one computer. If a customer tries to forward the EXE file to a friend, the friend's computer will not be able to open the file even if the friend uses your customer's username and password. You also can choose to prevent readers from printing or even copying and pasting the document's contents.

Step #9 - Plan to sell more once you've sold something.

When someone buys one of your products or services, you will have a captive audience. They will have already given you money which means they have a good chance of being capable of giving you more if you play your cards right. Right then at the time of purchase will be the opportunity to offer them something additional. This is known as “back-end” selling.

Here's the process. Let's say that someone buys something on-line from your Web site. When they hit the submit button, a message comes to them automatically (known as an Auto-Responder, but I'll discuss how that happens later) that says “Thank you for your order. We're confident that you will enjoy xyx product and would like to make a special offer to you....”

Typically, a back-end offer is also an “up-sell.” You want to keep offering more expensive products to those that buy on the lower end first. Here's an example:

When a Web site designer or programmer buys my E-book titled **Make a Full-Time Living as a Web Services Provider**, they're charged just \$27.

But, when the auto-responder sends them a “thank you for ordering message,” it gives them a one-time opportunity to sign-up with me for three hours of personal coaching for just \$247, which is more than 50% off my normal coaching and consulting rate.

It's one thing to give information but to have someone in the business to talk with about an upcoming business deal or other strategies is almost more valuable.

Will everyone buy your up-sell? Of course not. Will everyone buy your Price Point 1 product from your free giveaway? Of course not. But, by the end of this document, I'll be able to dramatically increase your repeat business from your current customers.

Here are some ideas for additional products or services to offer on the "back-end" of an initial purchase:

Tele-Conferences

Offer access to a two-hour tele-conference where you'll be interviewing an authority on a specific subject. Consider attendance pricing at \$27 for general subjects and up to \$97 for specialty topics.

Seek published authors who also offer products for sale and allow them to pitch their products during the tele-conference. That's the tradeoff. In most cases, you don't have to pay your guests to share their ideas publicly because they will make money through sales of their own. Consider www.conferencecallcompany.com to handle your tele-conference needs.

Tapes and CD's

Most tele-conferences are one to two hours in length and makeup 2 cassettes. They are usually sold for between \$50 and \$97 depending on the topic and are supplemented with handouts.

If your tele-conference extends to 4 hours, it should be broken into two separate days because people don't want to spend more than 2 hours of time on the phone. Avoid providing less than 20 minutes on any side of a tape. You might think you're increasing value by having more bulk, but you run the risk of increased returns if you offer tapes with too little content in them.

Consider www.blackandwhitecom.com to both manage the conference call and supply you with a transcription. You could even sell the transcription or offer it as a bonus to a sale of another product.

Seminars and Courses

One of the strategies to Maximizing the Web for Your Business is to become the Master of your Niche. You can make a great living by sharing what you've learned by offering seminars and courses.

The great thing about this suggestion is that you can record your seminars and courses and then offer them for sale in videotape, DVD and cassette form. After all, there will be many people that could benefit from your live sessions but just can't attend for one reason or another.

A good way to start appearing publicly is to get a room at your local library and hold a free, 90-minute or 3-hour seminar on a particular topic. Then, record the session and video tape it if possible. Then you would have two additional products to offer for sale.

Higher-End Courses and Conferences

This will typically be your high-end product and your customers might even need to travel to attend the live event, which could likely be held over a period of days.

Typically, you won't be the one assembling and conducting the higher-end course or conference, but you can become a reseller for the event.

Many producers are willing to pay you 50% of the ticket price to fill their conference centers. Often, these types of events can cost \$997, \$1,497, \$2,777 or more. If you can sell even a few of these events to your customer base, you'll have a good month's income!

One effective way for getting your customer base to buy conference tickets through you is to offer to be present at the event yourself. In most cases, this would be one of the only opportunities for your national customers to meet you.

Another idea that I've seen used with great success is to offer a two-hour, closed-door meeting on one of the nights of the event where **ONLY** your customers can attend.

A critical element of Maximizing the Web for Your Business is to become a better presenter.

In several of those product ideas just mentioned, communication and public speaking skills is a major component. Even if you're conducting a tele-conference, or having a private meeting with your clients at a national conference, you'll need to be able to articulate your information well.

Becoming a better communicator is a lot like playing golf—there's always room for improvement!

No matter how many times you get in front of a group to present something, your delivery can always be improved. If you're a professional speaker right now, your skills can be improved. If you've never had to even give a verbal book report in grade school, you too can learn to be a skilled communicator in front of an audience.

If you truly strive to become an authority in your niche industry, you will eventually be asked to present what you know in front of an audience.

So, what's the answer? Join [Toastmasters](#) as fast as you can! Find a club near you that meets every week. If you can't find one that meets every week, join 2 clubs that meet on opposing weeks. This way, you will force yourself to get practice speaking in front of a group of 10-30 people every single week.

[Toastmasters, Intl](#) is a non-profit organization that has hundreds of thousands of members all around the world. Dues are typically less than \$20 for every six months and meetings run from one to two hours depending on the club.

There, you'll follow an educational program to learn how to improve your communication and leadership skills in a variety of ways that you just won't find anywhere else. If you don't belong to a [Toastmasters](#) club now, just join one. You'll thank me later!

Step #10 – Produce or Acquire Free Bonuses for Each Product that You Sell.

For people to feel like they're really getting their money's worth with something they buy on the Web, they need to be literally overwhelmed with value. You only have to look at yourself to prove the point.

Before you bought this document, you considered the cost of \$47 and wondered if it would be worth it. You probably thought "Most E-books on the Web sell for \$9.95 so this had better be exceptional if I'm going to pay that much!"

Knowing that would be the logical response, I had to throw in a bonus to assure you the highest value. So, I raised the price of the book, decreased my normal \$160/hour coaching rate and offered an hours worth of coaching at no additional charge—as a bonus.

Now that you've had the chance to review the contents of this document, my hope is that you feel like the book itself is worth the \$47 you paid. But, to convince you of the value of the E-book before you bought it, and to get you to act quickly to buy it, I had to offer a bonus—and a money-back guarantee.

In my free document called the [Seven Steps to Web Success](#), I suggest that today's market on the Web demands that products for sale carry a huge value in comparison to their price.

If you sell something for \$10, it had better have a value of \$100. If you sell a product for \$100, it needs to be worth at least \$1,000.

A great way to make this happen is by offering free bonuses. You can produce your own bonuses in a variety of forms. Written documents are popular as bonuses as are software applications or scripts.

You could also approach an expert in a similar field to yours and ask if you could use one of their products as a bonus. It's a great way for other product marketers to benefit from your clients.

Bonuses allow you to create a sense of urgency. For example, “You can buy this for this price anytime, but if you buy TODAY, I’ll also include these four bonuses worth more than \$120”. This is an effective bonus special that I run frequently on a product I sell called the [Cyber Security Pro Suite](#).

The product itself sells for \$97 but the customer gets twice as much as that in “value” because they get a bunch of free stuff too.

Because the product is a high quality one to begin with, the client is impressed with the product once they install it; but then they’re value expectation is far exceeded when they get additional items that are worth even more than the product price. The result is that I have a happy client.

But, it doesn’t end there! I get even happier because that client will typically tell their friends and family about “this amazing product” they just bought, which means more sales for me.

Bonuses are powerful tools to increasing you’re customers value while also getting them to buy before a certain deadline. They are a necessity to increasing sales on the Web, so always plan for a bonus or two for every product you sell.

Step #11 - Get written testimonials for your products and services being sold.

With anything you attempt to sell or even give away, you will need written testimonials to increase your sales.

Testimonials you receive will be used in a variety of areas including your Web site, E-mail, newsletters, articles, books and products. Your products simply won't even be taken seriously unless you have at least some other people willing to display their name and give you some words to use in your promotions.

I like to acquire at least three testimonials before implementing a new product launch. Preferably, these testimonials should come from people other than those who have your last name. It's easy to get a parent or spouse to tell the world how great your products are; but people will see that quickly.

You need real testimonials by real people out in the field so that your prospects will be able to identify with them. You want people to say to themselves, "I'm in the same position now as that person was."

It's pretty easy to get testimonials at the beginning of a product launch, even though you haven't yet made any sales. Just give your product to some people you've worked with or know socially and ask them to read the information or try the program or perform whatever function your product provides.

Ask them to report their findings as to what they liked AND what they disliked. Then, ask if you could "temporarily" use their feedback (the good comments) in your publicity. Most will say yes.

For every product you sell after the launch, the plan should be for you to wait a week or two after the purchase date and then contact each customer by e-mail as a check-in to see how the product is working.

In that note, also request a testimonial and permission to use that message in your promotions. Most people are happy to share something that has worked well for them.

I could sell someone on one of my products until I'm blue in the face; but a testimonial can sell it for me in seconds. That's how important this step is to your maximizing the Web.

If you hold an educational session, distribute an evaluation form at the end and request that people turn in their completed evaluation forms on their way out. Have a line on that evaluation form that asks for testimonials and signed permission for using them publicly.

Whenever you get testimonials, make sure they're always in writing. If someone leaves a voice mail to congratulate you for a job well done, call them back and ask them to write their thanks in the form of a letter and send it to you. Most of the time, they'll be happy to do so. Or, you can always write the comments down yourself and fax them to the person and ask for their signature. Why would we want to receive signatures? Just in case someone makes a claim that someone might be skeptical of.

To maximize your sales on the Web, you will need testimonials. Make sure to document every claim and get a signature or at least an e-mail with a date stamp and the person's name and file each testimonial for future reference.

Step #12 - Identify and implement the technical aspects needed to accept sales over the Web

Okay, here we go. Now is where we need to get into what makes the buying and selling actually occur.

People are much more comfortable with buying things on-line than they were just two or three years ago.

It's to the point that when people visit a Web site, they're almost expecting that they'll be able to buy something right then if they like what they see. It's up to you to provide that facility for those who are ready to hand you their credit card.

With all of the hype you've probably heard about taking orders on-line, there are still only two ways to accept transactions through the Web—either manually or through an automated process.

All methods of accepting on-line transactions require three components: an order form, a secured server and a response to the person that buys something or makes a donation. Anything short of this will force your site visitor to call you with questions or concerns or they'll get scared off and won't buy or contribute anything. Implement more than these 3 pieces and it had better be justifiable by either saving you time through automation or making more money--or you will lose money. So, let's take a closer look at the options available to you.

The Basic Form and Secure Server

Whenever you see a simple form on a Web site, you are viewing a document that is attached to another script. The script is typically written, character by character, by a Web programmer. If you've ever heard the terms PERL, CGI, ASP, or PHP, those are the scripting languages that are typically used to process the forms.

The script tells the computer what to do with the information being entered by the Web site visitor. The form itself needs to reside on a secure server if you plan to receive private information such as credit cards, bank routing numbers, or home addresses.

The least expensive method for attaining a secured server is through a Web Services Provider like my company. For a basic Web site location, the hosting fee is typically in the area of \$19.95 per month. If you add a secured server to that, your price increases \$10 a month for a total of \$29.95 per month. I'm sure you can find better deals. Just make sure you know your Web host personally so that you can get focused attention when you need it.

So, when someone is on the main part of your Web site, they'll probably be viewing the information on a non-secured server. When they click on the link "Buy Now," or "Order Today," the next page that appears should be a form that resides on a secure server.

How can you tell if the page you're on is secure or not? Look for a picture of a padlock on the lower left corner of your Netscape browser or the lower right corner if you use Internet Explorer. If the image of the padlock is open, your page is not connected to a secured server. If the padlock is closed, you have a secure connection.

Why aren't all pages on a secure server? Well, maybe someday they will be. But, in this day and age, it's mostly a speed issue. If you have a secure connection, that portion of your site will typically be a bit slower than the non-secured areas. Plus, you don't need a secured server to cover most content areas of your site. There's nothing that people can steal if you're offering it all on your content pages anyway for free. We use secured servers to protect people against credit card theft mostly and privacy when addresses and phone numbers are involved.

So, where does the secure data go? Typically, the data will be sent to a text file that is stored on the Web or to a more robust database (like mySQL) within the secured server area.

The alternative is to have the entire order encrypted and sent by E-mail to someone internally for processing.

Which method should you choose for viewing your orders, by e-mail or by viewing an administration area? The answer will be based on personal preference. There are benefits to both and drawbacks to both. I prefer to have orders stored at a secure location so that I can view them at my leisure, process them, and then delete them from the server.

When someone places an order through one of my Web sites, I'll instantly receive an E-mail, which tells me to go to my administrative area to view the order that was received. In that E-mail, no information from the order is included except that there was an order placed. An example might be this:

“John Smith has placed an order for 5 units of the Cyber Security Pro Suite. His payment will be by Visa.”

To get all of the credit card information, I must go to the administration area, type in my username and password and then I can view the order.

After I view the order and process it by calling my merchant account, printing it for my own records, and adding it to my fundraising program, I'll delete it from the secured server.

Automated Transaction Processing

If you're not sure if people will order what you're offering, it's often a good idea to save some money by using a manual means of processing transactions like I've described above. This will allow you to test the potential sale of your product without being committed to monthly fees that are unnecessary.

Hopefully, there will come a time when you're getting so many transactions that it just makes more sense to subscribe to a third-party processing utility to automate your orders.

There are many companies that offer a mix and match of services. It's hard to know which one is right for you until you research a bunch of them. I'll attempt to give you some options.

The two largest benefits of taking your on-line transaction process to a level higher than receiving and processing orders manually include:

1. Orders can be approved by your merchant account right at the time the person is placing the order; and responds to the buyer with errors if there's a problem or acceptance if everything checks out.
2. The orders for the day are automatically deposited to your bank account at close out time.
3. Product returns (if you have any at all) can be credited automatically to a customer's account.

With just those three functions alone, it doesn't take long before a minimal monthly fee is justified by several on-line orders added to your bank that you would've had to process manually.

The best way to describe how this process works is to describe which companies offer what features. Then you can decide which works best for you.

[Authorize.Net](#)

Certainly, Authorize.net is one of the most popular transaction processors today. Their main function is to serve as an automated link between your order form and your merchant account.

AuthorizeNet provides the intermediary step in the ordering process between your Web-based order form and your bank account. A merchant account gives you the ability to accept credit card orders in the first place, but it's Authorize.net that connects your Web site order form to that merchant account system.

The last time I setup a client with Authorize.net, there was a setup cost of \$149, a monthly charge of \$30, a percentage of the sale processing fee of 35 cents per transaction, AND 2.39% of each transaction through the merchant, plus any monthly merchant administrative fees.

If you already have a merchant account, you'll need to ask your merchant carrier if your program is "Web-capable." You'll also need to make sure that your merchant account is compatible with Nova, Vital, Payment Tech, FDC, or NDC. If either qualification is absent, you will need to get a new merchant account that meets the criteria that Authorize.net requires. The easiest way to do this is to just have the staff at Authorize.net set you up with a new merchant account.

PaySystems.com

Lately, my preference has been to use PaySystems instead of Authorize.net for the order-processing component. PaySystems has an initial setup fee of just \$49.95. There are no monthly fees through this system, only transaction fees, which are as low as 3.95% + \$1.00 each time a product is purchased through your site. Anyone can get started selling products or services with PaySystems even if you expect your order levels to small at first.

Two Ways to Take an Order

Once you select a method for payments to be received, you need to create a way for orders to be placed on the Web. There are essentially two ways to do this. You can use your own Web site to store an order page or you can use a 3rd party company to provide that utility for you. Here is a description of both possibilities.

Option 1 - Custom Order Page with Your Own Secure Server

With some clients, I'll suggest we create a custom order page to reside on my secured server because I can make that page look exactly like the rest of the site. Most people are more confident these days with using the Web for orders, that's true; but many still feel nervous if they see a third-party company taking their money instead of the company that they're buying the product from.

Imagine ordering a hamburger at McDonald's and the cashier says, *"Thank you for your order. Will you please walk across the parking lot and give your money to that guy standing on the corner?"*

How would you react? Many people would react the same way with an order through a 3rd party on the Web. They'd first hesitate before making their decision to continue ordering or go away entirely.

The next step is that I'll connect the order form with the payment processor. Please note that if I use the method I'm about to explain, I **MUST** use Authorize.net as a payment processor.

A customer will submit an order on the site; then the information from the order will transfer to Authorize.net in a millisecond and onto the merchant's verification system in another millisecond. If the order is approved, Authorize.net sends a verification code back to my secured server, which triggers my script to activate a receipt page that pops up on screen. The customer sees an order verification screen saying that the order was accepted.

From that point, certain information is stored within the Authorize.net system such as the customer's contact and credit card information. At the same time, my script sends certain information to my own server related to the order such as contact information and specific details related to the order that Authorize.net doesn't care about.

An example of "information that Authorize.net doesn't care about" can be illustrated with one of my clients, which is a ski resort that sells season passes through their site. Authorize.net records the contact information and order totals. My script records if the person had a season pass last year, the names and ages of each person in the family that is getting a pass, if the family would like to rent a locker for the season, and any discounts that apply. Authorize.net only records the money parts, not the detail of the transaction. You'll need "something" additional for that.

Then, each time an order is approved, Authorize.net sends a message to the ski resort administrator to let her know. She then visits my secure server location on the Web, logs on with a username and password, and prints the detail for the order. Then, she will delete the order from the secured server once processing is complete.

Option 2 – Use a 3rd Party Shopping Cart Utility

If your Web site development and programming experience is minimal and you don't want to hire someone to create a form for you, the alternative to a custom form with your own secured server is to subscribe to a 3rd party utility to handle your order processing.

This way, if a potential client visited your site and wanted to order your product, you would just install a button on your Web page that says "Order Here" or something to that effect. By clicking on that link your customer would be taken to another Web site location to place the order. The page would feature your company or product name on it and the logo for the company that's providing the ordering service for you. You might be able to add some customizations but the buyer will usually notice that they're not on your site anymore.

Most commonly, this is known as a "Shopping Cart" system. It would be through this utility that you would add a name for a product, how much it costs, how many colors it is available in, applied shipping charges based on quantity ordered, possibly on-line quantities-on-hand and even higher-end inventory management. The many additional features available to you such as these are one of the main attractions to using a 3rd party shopping cart.

There are many third-party transaction form systems available, so how do you know which one to pick? It's all about what your focus is and what your preferences are. Here are some examples:

[QuickPayPro.com](#)

This is my preferred choice for a Shopping Cart system for when the sale of products is involved. It costs only \$45/month (with discounts of more than 25% if you prepay for a year) and has unbelievable customer service for an e-mail based support system. This price also includes a complete e-mail account management system that offers unlimited Auto-Responders, Sequential Auto-Responders, and unlimited broadcast e-mail functionality (more about this in the next section). They've just recently added a feature that allows for subscriptions. At the time of this writing, December 2002, you can try QuickPayPro for free for 14 days.

[1ShoppingCart.com](#)

Perhaps the archrival of QuickPayPro is 1ShoppingCart. The main difference is in the price. To get the same important features that QuickPayPro offers for \$45/month, you'll pay \$69.00/month. 1ShoppingCart claims to have a better administration and setup panel that's easier to follow. QuickPayPro claims to allow more customization capability. You can try 1shoppingcart.com for 30 days for just \$3.95.

[Acteva.com](#)

This system focuses with the scheduling of and on-line registration for events. You cannot sell product through this system; but if you hold seminars, conferences, classes or other fee-based events, there's no better solution that I've found than Acteva.com.

What's particularly interesting about Acteva, is that you don't need a merchant account, or an Authorize.net or PaySystems to process orders with this company. They take the order and keep just 2.5% to 5.5% depending on the size of each order. They also retain 2.5% additional if the order was put through using Visa or MasterCard and 3.5% for American Express orders. But, you'd be paying those percentages anyway with your own merchant account, plus statement fees, plus monthly fees.

Then, every two weeks, you receive a check in the mail from those that sign-up for your events. For just \$2 additional per order, you can have your registrants use Acteva's fully staffed processing center where orders can be placed by phone or by fax.

For NO additional charge, Acteva will produce a marketing piece for you to send out by E-mail or they'll even send the e-mails for you--a very powerful system.

There are many transaction processing companies out there to help make automate your Internet marketing efforts. But, almost all of them will fall into the categories mentioned above.

Remember my example McDonald's example? Well, the same applies in reverse.

Imagine that you saw a guy in a parking lot cooking on a grill on the back of his pickup truck and you decide to take a risk and buy a hamburger from him. You'd probably be cautious in your approach, checking him out along the way. Then, let's say you want to pay for your lunch with a credit card. How would you react if the guy said, "Here's the burger, but would you please go across the parking lot into McDonald's to pay by Visa or MasterCard?"

Of course, this is a weird situation, but it illustrates the point. You would be more likely and trusting to use your credit card at McDonald's, wouldn't you? I know I would. I'd probably still worry about the burger though!

Some people will be willing to buy your product, but they will be more comfortable paying for it through a larger, more established on-line payment processor. In many cases, if you have a 3rd party processor, your potential client will consider you to be more established and your conversion rate (the percentage of visitors to your site that buy) will increase.

Sometimes people think that if a 3rd party company is focused to do nothing but develop a system to take secure orders, that their system must be more secure than the one you've developed. In some cases, that could be true.

On the other hand, when a transaction is made through this process, some people might be hesitant to place an order if they see you're using a third party Shopping Cart system. This is because many people know that a Shopping Cart systems is connected to an Authorize.net or PaySystems type of system—both of which take percentages of the sale in addition to merchant account fees. Some people want you to get all of their money if you're going to get any of it.

It's your job to know if your potential customers will be more comfortable ordering through your own custom forms or through an established 3rd party system.

One of the big benefits of using a Shopping Cart is that you or your administrator can easily add a product or event to the system without needing to know any Web programming code.

So, if you already have a Web site, and you simply want to create your own forms and connect your Web site to on-line authorization and automatic deposit into your bank account, AuthorizeNet or PaySystems (or another Gateway like it) will serve you well. Just make sure your custom forms really are secured. But, to truly MAXIMIZE the Web for your business, you need something more than simple order processing...

Step #13 - Identify and implement the technical aspects needed to communicate by routine and high quantity e-mail with prospects

If you enjoy watching television as much as I do, you already know the power of repetition marketing and how it takes a few times, usually, to get “sold” on something.

I like to use the example of a new movie being advertised for the first time. If the movie includes one of my favorite actors, Clint Eastwood, for example, I’ll typically only need to see the trailer once before I’m sold on going to check out the movie. I mean, how bad could ANY Clint Eastwood movie be?

But, if the movie trailer does not show an actor or actress that I’m familiar with, I’ll typically need to see the commercial 3 or 4 times before I depress the mute button so that I can listen to the sound. Yes, I’m one of those people that will mute the sound during commercials. Then, after I’ve watched and listened to the commercial another 3 or 4 times, it’s only then that I will start asking friends if they’ve seen the movie or consult a movie review listing on the Internet somewhere.

The great thing about movie marketing is that there is a built-in time limit. I know that if I have decided to go to see a certain movie, that I had better go see it within the next couple of weeks or I risk the movie not being in the theater any longer. So, there is built-in urgency in the purchase.

Now, how does all of this relate to the technical aspects of high volume e-mail?

It’s important to have an automated system in place that will help you to quickly and easily conduct repetitious e-mail to people who look forward to getting information from you. Then you can create a sense of urgency for them to buy what you’re selling.

In Step 6 I defined the importance of creating something free and then in Step 7 creating a series of information to give away. It is this step that you are about to read that allows Steps 6 and 7 to be efficiently distributed and to automate the process as much as possible.

When a visitor to your site decides that they would like to read your free report, it is very important to get them to register to receive it. Don't just post the free information on your Web site somewhere, make the person sign-up to get it. At the very least, make them submit their name and e-mail address.

When they hit the Submit button, a message should appear on the screen that their free report has just been e-mailed to them. Then, when the person checks his e-mail, he'll see a personal message from you that has a link on it to the free report. ALSO within that e-mail, you should have an opportunity for the person to sign-up right away to receive your on-going free document. You already have the person's e-mail address, so all you need is for the person to check a box that they would like to "opt-in" to receive your on-going free distribution.

By getting your visitor to "opt-in", you're getting permission from that person to send routine e-mails their way regarding their topic of interest. Don't ever feel bashful or infringing on someone that has asked you to send information to them by e-mail. This is not SPAM. It is providing information to someone who has requested to receive it. If you continue to provide them with useful information that they appreciate, they will continue to allow you to send to them.

It's within that free series of information that you're going to subtly suggest to your readers that they purchase certain products that you endorse.

When people opt-in to your e-mail distribution, they're giving you permission to send your e-mails their way. This is an important responsibility on your part. You need to become an expert in the art of producing and sending e-mail. If you lack any of those traits, you will eventually disturb your opt-in prospects or let them down and your list will get smaller rather than larger.

Then, somewhere along the line, some people will eventually choose to “opt-out” of your list. Some of your readers will eventually buy something from you, so you’ll need to move those people to a different list. Some people will die or change jobs and their e-mail addresses will no longer be valid. So, you’ll need to be very organized with your opt-in list.

To get started, you could rather easily just add a link to your Web site to have people send e-mails to you if they want to receive the report. Then, you could store the names and e-mails in Excel and export your database of e-mail addresses to your Web browser (Netscape or Internet Explorer) which would send a single e-mail to all of the addresses. You can easily send an e-mail message to yourself as the primary recipient and then send a carbon copy to your list by selecting BCC instead of TO or CC for your other recipients.

If you send e-mail to your list using CC, ALL of the e-mail addresses will be displayed in each e-mail message sent.

At all costs, avoid sending e-mail to a list where everyone else’s e-mail addresses are displayed.

Most people regard their e-mail addresses to be strictly confidential and they trust you with their e-mail address when they give it to you. So, don’t abuse the privilege of having someone’s e-mail address by giving it to the world. Again, send a BLIND carbon copy by selecting BCC instead of CC. This will prevent people’s e-mail addresses from being shared.

If you have a little bit of programming experience or have access to someone who does, you can add a simple CGI script to your site to allow people to just type in their name and e-mail address and click on a subscribe button. Then you will receive an e-mail with the contact’s information.

If this is all starting to sound complicated, you're right! It is complicated—IF you try to manage your e-mail list manually.

You need a system that will help you to automate this entire process as soon as possible. Fortunately, two of the products already presented in this document will do just what you need. Both QuickPayPro.com and 1ShoppingCart.com include features that completely automate e-mail list management and the information distribution process by e-mail.

Previously, I mentioned the terms Auto-Responders and Sequential Auto-Responders. Let's take a closer look at them so that you can understand why they are the secret to your pending success to Maximize the Web for Your Business.

A more advanced and profitable method for high quantity e-mail is to use a Sequential Auto-Responder

Have you ever filled out a form on a Web site and had a message pop-up on screen after you hit the submit button? Common messages include "Thank you for your order." Or, "We will contact you shortly." Maybe a similar message is also sent to your e-mail address.

The words that print on your screen and those sent to you by e-mail are called auto-responses. They are produced by utilities or programming scripts called auto-responders. Their purpose is to "automatically respond" to a Web site visitor when information is processed.

A Sequential Auto-Responder is very different than a simple auto response. It is a utility or script that allows the manager of an e-mail list to send more than one message in a sequential order with a specific set time between the sending of each item. This timing could be over a period of days or months.

Imagine that you created a 5-part series report that you plan to give away and then you ask a friend of yours to visit your Web site to sign-up for the free series to test it out. Here's how it would work.

Your friend would see a small section on your Web site with a main heading title such as “Subscribe Here for Free 5-Part Series about Growing the Perfect Lawn” and two text boxes titled Name and E-mail. Once she entered that information, she would click on the Submit button.

I should stop right there and mention that if you use a 3rd party system like 1shoppingcart.com or QuickPayPro.com, they will provide you with a script to copy and paste into your HTML document. So, you don't even have to create the code for people to submit their information. You would only have to change the words for how you want the titles to read.

The information gets sent to a database that is stored on-line within the 3rd party utility provider's server. As you get more sophisticated with multiple product lines, you can have multiple e-mail lists stored within the same system.

Let's take a closer look at an actual Sequential Auto-Responder by way of an on-line demonstration. Before we do, I need to suggest a few things.

- There are a several on-line companies that offer Auto-Responders, and Sequential Auto-Responders, but none so far that offers the order processing component also. So, you'll still need to get setup with PaySystems or Authorize.net if you want direct deposit to your bank account for orders.
- Expect to pay between \$20 and \$70 per month for this utility.
- Most of these companies have either a limit to how many auto-responders you can setup or restrict you to how many e-mails you can send in a month, week or day.

To see an on-line demo for QuickPayPro, [click here](#)

To see an on-line demo for 1ShoppingCart.com, [click here](#)

Step 14 – Build Your Sales Vehicle - The Web Site

Ideally, you will create one Web site for each main product or service that you offer. You must show focus for each item by creating individual Web sites for them, or your audience will be scared off if you offer too many options. That's why a single product site will typically be more productive than one that features dozens of products to choose from.

Of course, there are exceptions to this rule. A long-standing catalog business would be a good example such as LandsEnd.com or EddieBauer.com. These companies started out with mail-order catalogs and adapted them to the Web. People go there specifically to search and page-through hundreds of items for sale.

Unless you already have a diverse audience in your pocket to attract to your new site, or have the marketing budget to go after a varied audience, I suggest you begin to Maximize the Web for Your Business by focusing one Web site to promote one product or service. Once you become successful at one, you'll be able to simply duplicate the process for other products and services you offer.

Many of the strategies to designing a Web site that will be successful for you are described in my free document called the Seven Steps for Web Success. You are welcome to review a copy if you have not received it so far. Simply visit HereNextYear.com and sign-up to receive it.

Should you create and administer your Web site yourself or hire someone to do it for you?

This is the big question that almost all people who are new to the Web spend much time considering. Many of the Internet marketing gurus of the world will suggest that you hire other people to design and maintain your Web sites. Why? It's because they can sell more of their products if they can make their systems easy for you to implement.

If you don't already have Web design or programming skills, it probably seems like an insurmountable task to learn right now; but the long-term benefits will be immeasurable if you commit to learning even just the basics.

So, now we have one side saying “don't do ANY of the work yourself,” while the other believes that you “should learn to be able to do all of the work yourself.” Now, let's look at a happy medium.

At the very basic level, you need learn or know how to perform the following actions related to your Web site. These include:

1. Finding and selecting a reputable registrar company where you can register a domain name for your site such as `www.yourcompany.com`
2. Finding and selecting a Web Site Host where the site will be stored
3. Reviewing and choosing which hosting plan is right for your business
4. Assigning your domain name to “point to” your Web site location
5. Logging on to the site location with a username and password provided by the hosting company
6. Locating the main file that the Web Site Host sets up for you when you buy their hosting service so that you can make changes and additions to it
7. Transferring files between your computer and the location that's been setup for you by the hosting company
8. Opening an HTML file, viewing it on-screen, changing basic text, saving it, and transferring it back to the live site
9. Adding a new e-mail account that includes your domain name such as `you@yourcompan.com`
10. Backing-up your site so that you don't break anything

If you can perform those basic steps, you can hire people to create the components to be added to your Web site as you need them and still keep control of the site yourself.

The most important reason for being able to administer your own Web site is so that you will be able to have control of it.

As you come up with new ideas and features, you can hire graphics people and programmers to work on those specific components for you. When their projects are complete, you can have them install their components on your site for you.

Realize that designers and programmers come and go. It's very difficult to work with the same technical people over a period of years. If you don't have control of your Web site and at least learn some basics, you run a great risk of eventually getting "hung out to dry" by either your developer or the company that hosts your Web site.

Where can you find contracted help for help with site design and programming projects?

The on-going joke these days seems to be that you can just hire any 14 year-old to design your multi-thousand dollar commercial product selling machine Web site for free or \$50 or something.

I've been fortunate to meet a few gifted teen-agers that are very skilled with Internet marketing concepts, so I won't be one to discount that as an option. However, you'll find that even the 14 and 16 year-olds that really know their stuff charge a hefty sum for putting their knowledge to work for their clients. If you hire someone to make money for you and promote your business successfully, be prepared to pay for that service no matter how old they are.

The more popular choice for hiring designers or programmers to implement a project for you is through E-Lance.com. The concept is to post a description of your project on the Web site that is a constant hangout for designers and programmers. This way, they can see what you need help with and then bid against each other for the job. You then contact those you want to follow-up with and ignore the other posts.

I know several people who have had great success with [E-Lanc.com](#); but even those who have used contracted help have later chosen to learn how to administer their own Web sites.

I can almost guarantee that you're going to want to get more involved with maintaining the contents of your Web site as you get more involved with the selling and promotion process.

After only a few minutes of your Web site's launch, you'll want to change the way a sentence reads or the colors used. In days and weeks to come after a site launch, you'll instinctively want to try new headlines, experiment with more effective copy, and maybe throw in a new picture or two. After a month, you'll want to add another page to further describe something about what you're selling.

Every time you want to make basic changes to your site, you'll be forced to wait for your designer to make them for you if you don't learn how to administer your own site.

If you want to make money over time using the Web, you will need to be able to handle at least basic Web design and programming issues on your own or it will cost you a fortune in both money, time and possibly lost sales.

Whether or not you consider yourself to be a "technically-oriented person" is not important. What is crucial is that you are able to understand the importance of continuous learning.

Consider it your personal responsibility to learn everything about how your business operates—including as many elements of your Web site as possible.

Learning Web site design and programming isn't as difficult as you might imagine. I'm the kind of person who prefers to be taught how to use a new software application in a classroom setting, rather than fumbling through an instruction manual for a few months.

[New Horizons](#) has been my personal choice for continued Web design and programming education. Their classes last anywhere from 1 or 2 days to a week, which means you'll be able to learn fast and apply what you've learned to your own site very quickly. Visit [NewHorizons.com](#) for a location near you.

Of course there are many other quality education centers, just make sure you choose courses that allow you to be taught the basics in just a day or two. In most cases, that's all you'll need to get started.

So what Web design software should you buy?

If you are short on cash and have bought a PC within the past year, you probably have MicroSoft's Front Page already installed on your computer. This is definitely a beginner solution but it will get the job done for now if you're short on cash.

If you have some money to play with, I highly recommend the purchase of something more accepted in the Web design world such as Macromedia's Dreamweaver (\$399) or Adobe's GoLive (also \$399).

Package deals are available for both products if you can swing \$999, which give you the ability to edit pictures, make buttons, create color themes and templates. In fact, GoLive's Web Collection also includes Adobe's full version of Acrobat so you can produce PDF (Portable Document Format) files on your Web sites. Great for free reports. Visit [Adobe.com](#) or [Macromedia.com](#) for more information about their products.

**Step #15 – Consider creating a Web page
just for your free giveaway or newsletter**

In order to give something away that has true monetary value you will sometimes need to prove to people that the item really does have a sales value. In some cases, people may become attracted to the item you're giving away with a purchased product, but they might only want the free item and are willing to pay for it to get it.

This can be accomplished by creating a separate Web page or full Web site just for the product or newsletter that you will be offering for free and charging access to it.

An example of this might be a multi-part E-mailing of a newsletter, which carries a subscription value to it such as "This subscription normally sells for \$9.97 a month."

If you're selling a step-by-step process, some people might want to buy your entire document instead of waiting each week for the next part to arrive. Offer a low price for this product such as we did for this bonus document at \$9.97.

If your product or newsletter has enough uniqueness to it and is content-rich enough, consider registering another domain name just for that item.

That way you'll have the option to promote just that item to attract people from all over the world to eventually get to your main Web site and buy your products.

A Web site for your product or newsletter can usually be added on to your existing Web site. For example, you might have a Web site called www.yourorganizationname.com.

You could create an additional file or directory on your Web server, register another domain name such as www.yournewsletter.com and point it to www.yourcompany.com/yournewsletter.

Often, this is not necessary though. There are many inexpensive hosting solutions where you can easily launch a small Web site with its own domain name without piggybacking onto another site.

I've had good success with HostOnce.com, where you can register a domain name for free and prepay less than \$60 for an entire year of hosting. That's a pretty good deal and doesn't break the bank if you never get any sales from it.

Step #16 – “Fill the Funnel”

Now that we have a giveaway, an on-going communication device, at least one product or service to sell, and the Web site with all its components to orchestrate the sales process, it's time to make some money. This happens by building a funnel of targeted prospects.

A funnel has three main components, right? It has a wide opening at the top, a tiny opening at the bottom and then an angled part in the middle. An Internet sales funnel works the same way.

Lots of people are willing to join your funnel at the top for free and that's where it all starts.

If you can convince a good majority of visitors to your site to sign-up to receive your free report, then many of them will take the next step to receive your on-going free document.

A percentage of those people will buy your entry-level product for a small fee, usually under \$30. A small percentage of those who buy the entry-level item will also buy your “back-end” product and you'll continue to “up-sell” those people to higher ticketed items with just a few people (the small end of the funnel) buying your highest ticketed product.

I've heard the funnel principle to be best described by Fred Gleec, a highly successful Internet marketer and published author. Stated more specifically, the idea of building a funnel is this:

1. Bring a large amount of people into the beginning of your funnel by offering them something for free that is of interest. For example sake, let's say you get 1,000 people to opt-in to your free newsletter distribution.
2. Sell something inexpensive to a percentage of those in your funnel. Using this example of starting with 1,000 people, let's say 5% (or 50 people) buy our low-end product or service.

3. Up-sell those 50 who have already bought something inexpensive to buy something with a medium-range price tag. Let's say that 3 of the 50 people buy our medium priced item.
4. Up-sell those who have purchased something in the medium price range to buy something higher-end. Let's say 1 person buys something in the higher-end price range.
5. Prepare additional funnels so that you can move buyers and non-buyers to different funnels once they've reached levels in the buying process as set by you. After all, you don't want the person that bought your high-end product last month to see that you're running a 20% discount on it this month. Plus, you don't want to keep hounding people who are obviously not going to buy.

The true secret to Maximizing the Web for your business is in sending routine E-mail to a group of people who look forward to receiving information from you.

So, the next step is to get people to “opt-in” to your E-mail list so that they will receive those routine messages from you. We touched briefly on this when I presented the Auto Responders and Sequential Auto Responders concept. But, now we're going to go into more detail.

Remember the third Success Key to Maximizing the Web? **“Many people will buy—they just want to buy later.”** Routine E-mail will provide you with constant access to your prospects while eventually winning them over with a soft-sell approach for your products and services.

An opt-in list consists of a database of prospects that have signed-up (they've opted...) to receive something from you on a routine basis. When you send routine E-mails to those who have opted to receive them, this practice is not SPAM (otherwise known as unsolicited E-mail). Your recipients want you to send them information.

One of my clients writes a newsletter that is distributed by e-mail on a weekly basis. She always produces her document on Monday and sends it out on Tuesday night of each week. One time she just got behind in her job and didn't make her usual Tuesday night send. The next day she got e-mails from 70% of her distribution list wondering if something had happened or when they could expect that week's issue!

When people opt-in to your e-mail distribution initially, they are simply curious and interested in what you have to offer. Your goal with weekly or bi-monthly distributions should be to make your newsletter so worth while that people feel like they've missed out on something if they don't receive it.

You will benefit tremendously from routinely sending e-mails to your database but the trick is to not send so often that your messages become a burden.

Building an opt-in E-mail list comes from two sources: those who are already in your database and those who are new to your company.

Getting your current database to "opt-in."

Most people who have given you money in the past won't mind getting a one-time E-mail from you. So that's the first step in creating an opt-in list. Send a one-time E-mail to your current database announcing that "this is a one-time announcement." Include in that E-mail that you're launching a newsletter, E-book, E-zine, free report, or whatever you choose as your free giveaway.

Provide them with a way to have their E-mail address taken off your list if they wish or they will automatically receive in a week what you want to send to them. Amazingly, you'll find that most people will want to stay on that list.

It's important to test any e-mail campaign before sending it out to your entire list. If you have 100 people in your current database, send your notice out to just 5 or 10 of them.

If your response is favorable, send the same e-mail to the remainder of your database. If most of them take the action to be removed from your list, re-write your letter and send it to another small group. Once you have a successful letter, continue your distribution to the entire list.

Sending a one-time E-mail to your current list is a great way to find out what their needs are at the same time.

Ask the question “What is the biggest problem you face when it comes to (fill-in the blank).” The “fill-in the blank part” will have something to do with your industry and will generate all sorts of ideas for you to generate new products. If no one asks for what you’re already planning on creating, you might consider spending your time more wisely and produce another product that is higher demand.

If you run a landscaping business, your question might be “What is your biggest problem with growing garden plants in your state?”

Maybe you sell musical instruments in which you could ask “What is the hardest part you find about buying an acoustic guitar?”

This way, you’ll not only receive a higher positive response to your opt-in list but you’ll also know exactly what to talk about in your newsletter or E-book because you’ll know what problems or concerns your potential and current customers have. You might even be able to build an entire product around a response that you didn’t expect there was a need for.

How many of us have had a database full of possible buyers that might have money to spend but need to have the right reason first? After all, sending out a mass mailing saying “PLEASE BUY” probably won’t bring in the best results. You need to provide useful information.

Possibly the most important step in marketing products and services on the Internet is recognizing that your E-mail list is as good as gold to you.

Likely, your current e-mail list is underused...or worse, never used. Still, you will want to quickly make more use of the list you have and strive to double or even triple your list size over the next few months. It's all about the list.

Everything you do, every promotion you have, should contribute to the goal of getting people on your e-mail list. To get them on your E-mail list, you'll need to give them something for it.

Getting new visitors and potential buyers to "opt-in."

The second method of building your opt-in list is to acquire names and e-mail addresses for those who have not bought something from you in the past. In fact, they might not even know that your company even exists. To accomplish this, one of the most effective means is for you to become the recognized expert in a field. There are several ways to do this:

Get popular on targeted discussion boards.

Visit <http://www.dejanews.com> where you will have access to thousands of postings where people ask questions and state the problems they're having. Provide a solution to those problems or start a new discussion topic and add a link to your Web site, product page, or newsletter to get them into your funnel.

Get your newsletter or E-zine listed on the E-zine directories.

Here are some to get you started:

<http://www.freezineweb.com>

<http://www.interniche.net/partner/sales/ezinedirectories.htm>

<http://www.mjswebularworld.com/ezinesubmit.htm>

<http://www.zinebook.com/directory/zine-directories.html>

Make sure to list your contact information with every post or submittal.

When you post a newsletter or E-zine on one of these directories, your document will be published in full. Make sure to have plenty of contact information at the end where you will have your Web site address, E-mail, phone, contact person and a tag line.

The one I use for my Seven Steps to Web Success free report is as follows:

Contact: Marty Dickinson

Company: HereNextYear.com.

E-mail: Marty@HereNextYear.com

Web Site: <http://www.HereNextYear.com>

P.S. Sign-up today for our FREE report – “Seven Steps to Web Success” [through this link](#).

Promote your Web sites everywhere you can

Promote your company and products or services at conferences, trade shows, in advertising, or any other promotion that you do; but promote your FREE items too.

I carry business cards everywhere, not to promote my company HereNextYear, but to advertise my free report. If I see a bulletin board in a grocery store, I post a card. If I go to a restaurant, I'll leave a card with my tip. It's all about attracting as many people as possible and getting them into your funnel.

Submit your newsletters as articles and mass syndicate them to hundreds of Web sites that feature articles.

Visit <http://www.mastersyndicator.com>, which will help you do just that. At the bottom of the article, add a Resource Box so that people know how to contact you such as the following:

Description of the Author:
Marty Dickinson has made a full-time living by creating Web sites for companies and non-profit organizations throughout the United States since 1996. He is emerging as one of the nation's most respected authorities today on the subject of strategic company branding and product marketing using Internet technology. Sign-up to receive his free weekly newsletter [through this link](#) or visit his Web site at <http://www.HereNextYear.com>.

Get your Web site listed on search engines that will bring you results.

It used to be that you could just visit any search engine and list your Web site for free. Now, there are free sites that will accept your site, search engines that have a one-time posting fee, those that offer pay-per-click posting only, and those that have recurring fees.

Typically, it's just easier to hire a company to get you placed on the search engines and monitor so that your site stays there. My recommendations are: cybermarkintl.com or websitepros.com.

Step #17 - Take your promotions to a whole new level

Now that you have something to give away, something to generate income from, a method for storing, managing and processing large quantities of E-mails, and can take orders on-line, it's time to let people know about what you have to offer on a much larger scale.

This is where you will ultimately receive tens of thousands of dollars within only a couple of weeks, instead of just hundreds over a long span of time. I'll explain.

The strategy involves creating Joint Ventures with other companies or individuals that have large opt-in E-mail lists. We'll call them "Hosts" for the purposes of this document. Remember the definition of "opt-in?"

The idea is to convince a Host to promote your products in their private newsletter that they send out to their opt-in list.

The key to increased sales on the Web is not only a numbers game; it's also a battle for trust. If you only use conventional means of promotion to attract visitors to your site, your sales percentage will be small.

But, if you can get someone with a list of 50,000 dedicated readers to suggest that everyone on that list should "get YOUR free report" or "buy your unique product," your conversion rate will be dramatically higher. [A conversion rate is the percentage of all visitors to your site that actually buy something. You've "converted them from prospects to customers.]

Yes, it's true that you need high quantities of people seeing what you have to offer, but the suggestion that people should trust you is even more valuable. People are more likely to check something out if someone they trust recommends that they do so.

To convince a Host with a large and valuable list to let you add promotion of your product to their newsletter, you will have to guarantee the Host a percentage of your profits—sometimes as high as 50% or even 70%.

Think of it this way. If you used every other conventional approach to getting people in your funnel, it would (and does) take several months for you to build a substantial list of opt-in subscribers of your own.

Imagine that it takes you 12 months to generate an opt-in list of 10,000 people. From that 10,000, over time, you generate an attractive conversion rate of, let's say 5%. Your item sells for \$27. That would mean \$13,500 in your pocket, right? But, it took you a whole year to get there.

Now, let's say you launch your Web site this week and then next week you approach a Host with 50,000 opt-in subscribers. The Host writes in his newsletter something like this:

“Oh, by the way, I came across this really interesting new product called *Your-Product*. I've talked with the developer personally and have tried the product myself. I highly recommend that you check it out if you get a chance.”

From those 50,000, let's say you get the same 5% return, which is now 2,500 orders or \$67,500 total revenue.

Now, let's say you give away 50%, no let's say **70%**, to your Host. That's \$47,250 you just wrote a check for—to somebody else! But, wait. You get to keep how much? That's right! \$20,250. And, for what marketing effort? For what advertising fee? And, how much time did you have to wait?

Now you're starting to see the benefit of Joint Venturing with a Host that has a large opt-in list. There are lots of companies out there that attempt to sell products and services using many creative Web sites. But, if I had to pick one reason that they are completely missing the boat when it comes to being successful on the Web, I'd have to say it's because they're reluctant to Joint Venture.

The most exciting element of Joint Venturing is that once you have your Host's subscribers into your funnel, you can sell to them again and again without paying the host beyond the first sale.

This is where the REAL money kicks-in for you. When a prospect is referred to you from a Host, the visitor will arrive at your site to check it out. If you use the same principals as in my [Seven Steps to Web Success](#) document, your goal will be to either convert that prospect to a buyer—or at least to an opt-in subscriber to something you're giving away.

Whether your Host's clients bought something from you, or have received something from you for free, you now have their e-mail addresses and the opportunity to stay in contact with them and sell things to them over time.

So, now let's say you produce 2 products for sale. Product A was the one advertised in the Host's newsletter. Product B has not yet been introduced to the Host's customers.

Now let's imagine that six months goes by and the Host's client decides to buy your Product A. You would still happily pay your Host's commission on the sale. Your Host would welcome doing business with you again as well if you paid commissions to him for sales several months later.

But, let's take this example a step further and say that the Host's client visited your Web site the first time that Product A was introduced in your Host's newsletter. He reviewed your section about Product A, but did not buy at that time—but DID sign-up to receive your free newsletter. After receiving 4 issues of your newsletter, the Host's client decides to buy Product B that you showcased in your own newsletter.

Would the host get commission on this sale? That answer is up to you, but probably not.

This example demonstrates how important it is to have a free newsletter, more than one product to sell, and a way to know for sure where each buyer comes from.

Satisfy these three elements, especially when dealing with Joint Ventures, and your sales volume potential will simply skyrocket.

Remember that it is typical for only a small percentage of people to actually buy from you the first time around, but a much larger percentage of visitors will take whatever you're giving away for free.

Then, you can go right through the steps of success again by routinely sending them information, your newsletter, your sequentially auto-responding multi-part document. In time, a larger percentage will buy from you.

Again, the alternative to Joint Venture marketing is to generate all of the prospects on your own by buying advertising or spending all of your time pursuing leads manually.

So, how do you find the Golden Goose, I mean the "Host" with the golden list that will help you make thousands of dollars next week?

There's only one answer to that question and the answer is research.

Sometimes it takes several weeks to find the perfect host, while other times it only takes a few searches on Google.com or your favorite search engine.

Here's a process that's worked well for me when it comes to presenting a deal to a potential Host:

1. Search the Web for large suppliers of other products within your industry. Ask yourself what other products your target market might need.
2. Visit suppliers' Web sites for those products and look to see if they have an area on their site where visitors are invited to sign-up to receive a newsletter or free bonus
3. Look for a main phone number on the site to call. If you can put "phone fear" aside and call directly, you'll double your potential of making a deal.

4. Call the company and ask for someone in the sales department. This is the easiest way to get past the “gatekeeper” and on to someone that wants to make revenue for the company.
5. Pitch your idea to the salesperson and ask for the person that you should talk to. Be prepared that your next contact might be with the president of the company or the Director of Marketing.
6. Introduce your idea again to the person that will make the decision whether or not to accept you as a Joint Venture partner.
7. Offer 50% of your profit as a per sale commission but be prepared to go as high as 70%, knowing you’ll make even more money on the “back-end” of the sale.

You might be able to summarize your free information into a small paragraph and get that paragraph added to the host’s newsletter. Then, if someone wants more on-going information on the topic (or other topics), all they have to do is click on a link and they’re added to the Sequential Auto-Responder of their choice. See how that works?

Here’s something else to try. Approach the host with your free information and ask him to provide a favorable review and include THAT in their newsletter! People sign-up for things and buy items based on trust. If the creator of a newsletter tells his opt-in list to check something out, a large percentage of them will because of the suggestion by someone they trust.

Step #18 - Use what you've learned to launch another product or set of products targeting another niche.

Once you've put all of these steps to use, you'll be amazed how much easier the process becomes the second time around.

Once you're successful with one product, your income will jump incrementally with each product you add. This is because you can test and introduce your product to your existing funnel of prospects and clients rather than having to start your e-mail list from scratch at the beginning.

You're bound to make some mistakes along the way; but when it comes to the Web, just expect things to not always work to your level of expectation and don't get too discouraged. Always be in search of new ideas to keep your promotion strategies fresh and effective.

Continue learning from people who are successfully using the Web to market their products.

If a book costs \$47 and you only get one good idea from it, but that one idea brings you \$10,000, wouldn't it be worth it? Of course it would.

Buy every book, tape, and video you can find to make your strategy more sound and attractive to buyers. Attend every seminar and conference you can afford to see the experts in person. Talk with them. Have lunch with them. Ask their opinions and develop relationships with them.

In most cases, you'll find that those who are already Maximizing the Web for their Businesses are eager to meet new people. They're always looking for new relationships and new products to offer to their own lists. The people you see presenting at shows will almost always welcome the opportunity to talk to you. Then, you can establish some joint ventures with them while you're there.

Test everything you do before you pursue a joint venture or spend a bunch of money promoting one. You might think you're creating the most logical Web page, newsletter, free report, or bonus offer that no one can refuse, but people are sometimes hard to predict. Try your magic wording on a small group first to get their reactions before going large scale.

In reality, the constant creation of new products and services will justify your need to keep in routine contact with your e-mail list. For those who have bought something from you, it is important to keep offering them things to buy and new educational content for them to read.

If you have a funnel full of people that haven't bought anything from you, then it eventually becomes time to change them to a new funnel in hopes of gaining their interest.

If you have a product that just isn't selling, it might be time to drop it from your focus and try a different product.

In Summary...

So, there you have it--a step-by-step sequence for Maximizing the Web for Your Business. Sounds like a lot of work? Well, I never said you wouldn't have to work for success, but the process itself is simple and logical if you think about it.

It really does help to have someone to converse with if you're attempting some or all of these components for the first time. That's why I've built-in an hour's worth of consulting with this purchased product. Send an e-mail to me anytime you have questions. I can be reached at Marty@HereNextYear.com.

These strategies will work if you apply the techniques. Within each step, you'll find that more opportunities will become available as technology evolves.

For this reason, I'd like to offer to keep you up-to-date as to what's happening on the World Wide Web through my own bi-weekly newsletter. Just [click here](#) to "opt-in."

This newsletter is only offered to those who have read this document and contains money making strategies specific to each component of the process to Maximizing the Web for Your Business. Plus, it's free!

I'll also periodically add new content to this document as the system evolves. You are welcome to download this product whenever you'd like so add the address to your bookmarks.

Finally, I want to thank you again for putting your trust in me by buying this product and I'm looking forward to one day hearing your success story.

Sincerely,
Marty Dickinson
HereNextYear.com
Marty@HereNextYear.com