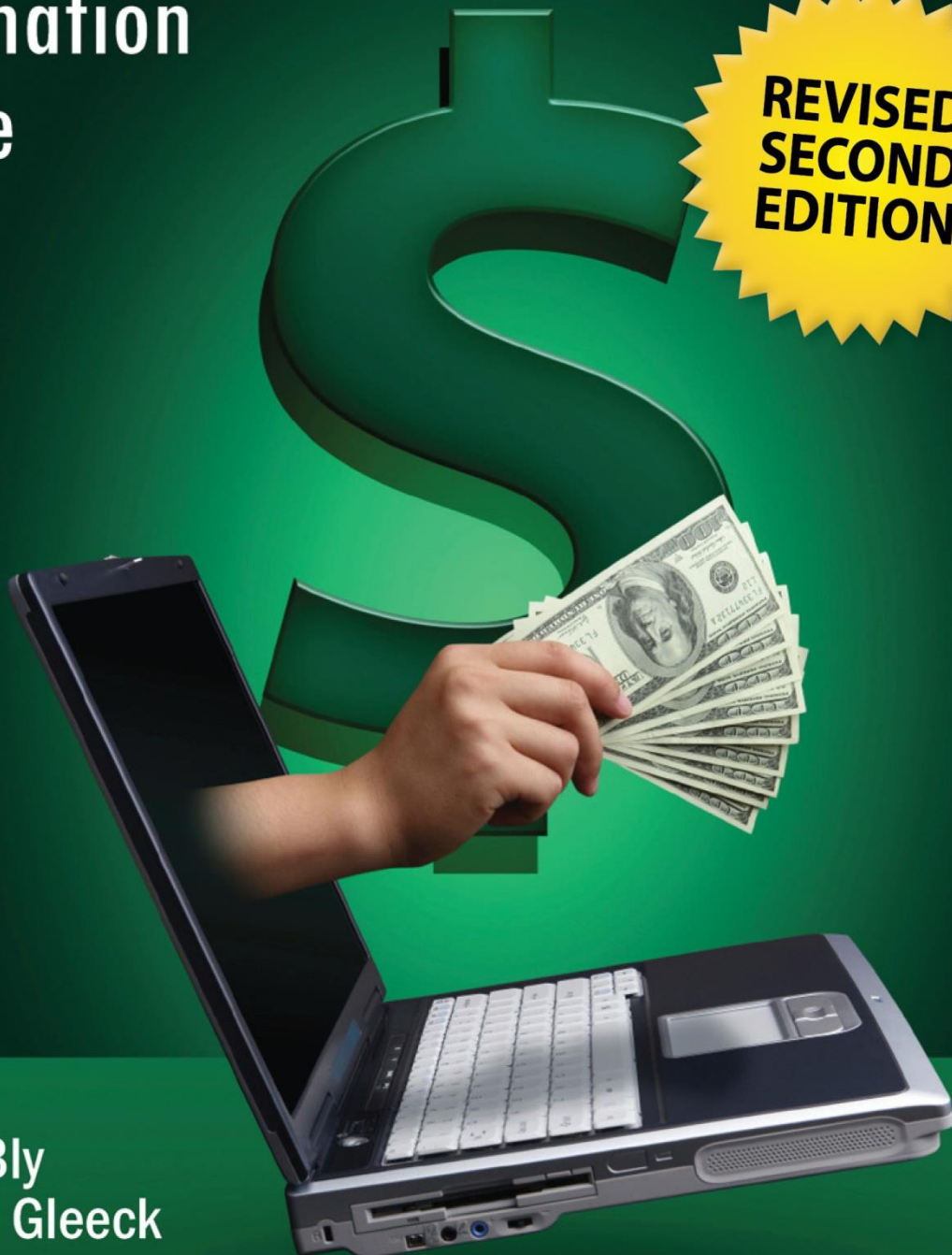


# The INTERNET MARKETING RETIREMENT GUIDE

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How to Make \$5,000+ a Week “Working”  
Less Than an Hour a Day Selling Simple  
Information  
Online

**REVISED  
SECOND  
EDITION**



BY Bob Bly  
and Fred Gleeck

# THE INTERNET MARKETING RETIREMENT GUIDE

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## Revised Second Edition

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## INTRODUCTION

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**Fred:** Welcome folks, Fred Gleeck here and I am here with Bob Bly. Bob, what is it that we're going to be talking about today?

**Bob:** We're going to be talking about the Internet Marketing Retirement Plan, which is a system that you and I came up with to do two things: to show people how to market products, specifically information products on the Internet, but more than that, how to create a lifestyle that mimics retirement, in that you don't do much or any work and you make a more than adequate living while doing that.

**Fred:** Now, we've done this program before and we're doing it again, why is that?

# 1.

## INFORMATION PRODUCTS HAVE A LIMITED LIFESPAN

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**Bob:** Information products are like produce in that they spoil over time. You would think that once you make an information product it's yours to sell as an annuity for life which is what some people hint at but it's not true. Information ages out. Some become irrelevant. New ideas and methods and systems and technologies are introduced and if your product doesn't cover the latest and the greatest, your customers will perceive it as outdated and you will get people returning it.

**Fred:** Well, one of the things that I was talking about in all of my seminars actually is that there is difference between a timely and a timeless product. A timeless product is something that could be survivable for 50 or 100 years. Whereas our products, as it relates to the Internet, are timely and therefore needs to be updated.

**Bob:** Ok, perfect.

**Fred:** Ok, so let's perceive that. Why do we call this the Internet Marketing Retirement Plan and how is it different from other Internet marketing courses?

**Bob:** There are a lot of Internet marketing courses that teaches a lot of techniques for making money on the Internet. A lot of them make you a huge amount of money or claim to, and they all involve, whether they make you a lot of money or not, without a huge amount of work. Our program purports to make you and does make you a decent amount of money, but not a million dollar fortune. But it does so, once it's up and running with very little labor on your part so you can live a lifestyle in retirement. If you decided that you don't want to work anymore, but don't have enough money saved for retirement, you can do this program and it will pay for your retirement.

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- Fred:** We were both suggesting, and I think you would agree with me Bob, before I speak for you, that if you're interested in making a million dollars in the next 90 days, your best solution is to go and buy a lottery ticket.
- Bob:** Exactly, this is a realistic program to help you make a realistic amount of money with a minimum of time and effort involved.
- Fred:** Sounds good. Next step here—what are the goals and objectives of this plan?

# 2.

## BECOME FINANCIALLY SELF-SUFFICIENT IN 18 MONTHS

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**Bob:** That within 18 months, you will be generating enough passive income, meaning income you'll get without direct labor on your part—enough passive income to live on without any other source of income for the rest of your life so that you could “retire” even if you have no savings.

**Fred:** Sounds good. Ok, so let's show people exactly how to do that. So how much money does the plan call for our students to make here?

**Bob:** Here's an example, you aim to make \$4,000 in passive income a week, which is around \$200,000 gross per year. If you have a 90 percent profit margin, it works out to about \$187,000 per year, which should be more than enough for you to live in a decent lifestyle.

**Fred:** Depending of course on where you live.

**Bob:** Depending on where you live but Gary North, the newsletter publisher said in one of his issues that if you can't live decently on \$200,000 a year, there is something wrong with you.

**Fred:** Yeah, I would agree with you. For me, I bumped into a guy recently who lives inside of his car and he was as happy as a clam and his monthly expenses were something like \$400 or \$500. So, it's all a matter of that but certainly, \$200,000 a year. So, if you're looking for a program that purports to make \$2 million a year, sorry, we're not going to lie to you and say you can make that. Now, there is a possibility that someone will take this information and do that, but we're being realistic.



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**Bob:** Yeah, both Fred and I make more than \$200,000 a year, but at least what Fred...I don't make more than \$2 million a year.

**Fred:** The thing that is lucky for me is that the income that I make compared to the expenses I have is very, very attractive. I literally can stop working tomorrow with my Internet income and have all of my expenses covered and then some.

**Bob:** You talk about how you live modestly but you own several homes. It's not like you're in a trailer home.

**Fred:** All of them are under water at the moment except for this one, which is now under water. Physically. What if that \$200,000 a year is not sufficient for our listeners?

**Bob:** The plan is pretty scalable, so if you said that I have an expensive lifestyle and I live in San Francisco and I need to make \$300,000 a year, you can tune up the activity level that we're going to give you by 50 percent and make that and it is well within your grasp. I don't think that there is a person in the United States we can't help make a decent lifestyle using this plan.

**Fred:** Absolutely, and for other people, it will be something they can supplement...let's step back a second before we keep going here and remind people how you and I have gotten together on these projects. You originally came to one of my events on one of these topics.

**Bob:** I came to you at a New York City event. I think it was a half-day version of how to make money on the Internet. I was interested at the time of doing it. I hadn't at that point.

**Fred:** I kept cajoling you.

**Bob:** So I started and I had an advantage, which we'll talk about and then I had some of my steps already done. But within six months, I was earning \$4,000 a week and that number has gone up.

**Fred:** Ok, so let's proceed then. What are the five steps to building wealth?

### 3.

## FIVE STEPS TO BUILDING INTERNET WEALTH

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**Bob:** The first step to having an Internet marketing business is what I call step one, the exploratory stage. This is what you do what you're doing right now, which is you buy and listen to or read or watch programs on Internet marketing. You do your education. Step two is where you put some of it in practice here and there haphazard and you make an occasional sale. Step three is where you have built up an income where you can start paying for the extras in life. You still have a job, but now you're making a substantial amount of money—thousands of dollars a month and you can't live on it but you can certainly buy an extra car.

Step four is where you've taken the income to the level. For me, it was about \$4,000 a week, where you could live on it and therefore, you're in this odd twilight where you would say I have a job and I do this second thing. I do this Internet Marketing Retirement Plan and I don't have to do my job anymore, like you said. Five is this wealth step, and I haven't reached that yet, but when you start to make money where you're becoming wealthy. Everybody describes that differently. Andrew Hacker, who is the money writer, if you're familiar with him, he wrote it as you're wealthy when you're saving...the income from your investment savings generates \$1 million a year in revenue. I'm not anywhere near that.

**Fred:** And that would be very nice. By the way, if people would like more information about you, they would go to Bly.com. And if they want more information about me, they would go to Fredgleeck.com. Both of those sites will give people lots of additional information. By the way, since last we spoke, I used to send people to Fredgleeck.com/eBook. Now, if they go the main page, there is a little click on red section that says Free Information

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Marketing Training and they could get an additional four hours of audio from that.

**Bob:** Now, if you go to your site, Bly.com/reports, you'll get a series of marketing reports worth over \$100 retail.

**Fred:** Good, so if you want to get something for free while you're listening to this program, there you go. Why did you pick an 18-month timeframe for getting this program to produce cash flow at the \$200,000 level?

**Bob:** Some of our listeners are of all ages, but Fred and I, and I hope we're not giving away confidence in our 50s. Guys our age are in a time crunch. If you're not set up for retirement, you'd better start because most men are declining in earning power and the end of their youthful work life is approaching.

**Fred:** My role model is Jack LaLanne who was working into his 90s.

**Bob:** Is he still alive?

**Fred:** No, I think he died recently. But he lived until about 93.

**Bob:** So, as I said 18 months and you can get out of that conundrum of not having enough money in a decent amount of time—in a year and a half. You would not have to wait 10 years to rebuild your retirement savings after the market crashed; in a year and a half, you'd be set. The other thing is that it is more realistic. Again, I was able to do it with your help for six months. It might take you a couple of years, but I think 18 months is a reasonable level to get up to making enough money to replace your salary.

**Fred:** You know people sometimes bristle at this timeframe that we're giving them, which is realistic, as opposed to giving them this pie-in-the-sky that they couldn't achieve. But I think that if people were to give four years to become an indentured servant of some major corporation going to college, they should be willing to put in 18 to 36 months to do this. Don't you?

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**Bob:** Yeah, when you think about college, the first time, it is all new and fun and it's exciting. But if you think about going back now as an adult to take four years to change my career...I once thought about...as an aside...I once thought about changing my career and becoming an attorney. And the idea for me to go to law school for three years was like an eternity.

**Fred:** It's funny that you said that because about a year ago, I went to UNLV in Las Vegas and looked into what it would take to become an attorney. After doing that, I asked a couple of my attorney friends about it and they said, oh by the way, it is a fun profession to learn but do you intend to practice? I said probably not. They said you don't need to law school there is so much stuff online. So let me get to the next section here, which is, we talked about a little bit, who is the Internet Marketing Retirement Plan designed for?

**Bob:** I really think that it's good for people of all ages and all incomes. For the younger folks, this will give you a realistic method of making money on the Internet to help you avoid pie-in-the-sky b.s. And you will make a decent amount of money—more than most folks your age would ever make. I designed it specifically for closer to my age—in the mid-50s, so that...and a lot of us from the last stock market crash has seen a lot of...I don't mind attesting on this program that at the last market crash, and not the last but the one before that, the 2000 crash, I lost, in my stock market, \$800,000 which is a huge loss and that set me back on my retirement. So this made up for it.

**Fred:** Ok Bob, let's talk about the thought some people might be having which is yeah, there is 18-24 months involved to get this business up and running, but the question then becomes, am I working 60 hours a week. How many hours am I working?

# 4.

## INTERNET RICHES IN AN HOUR A DAY

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**Bob:** With a product business, where it is passive income, do most of the work up front and once everything is set up, you sort of can coast and it makes money with very little continued effort. Compare that with a service business where there is not a lot of setup and I mean there isn't a lot of setup with being a freelance copywriter, which is what I am. You can decide to do it today and literally start to do it tomorrow. However, you're always working; it's active income. For me, I am a copywriter now and you're exchanging dollars for hours. Now, with Internet marketing, you can make money while you're not working. In the beginning, it's going to take most people two to three hours a day of solid work four or five days a week for maybe six to 12 months. Once they have a list of products they're selling and they've built a list of these are all the things I am going to talk to you guys about it in a few minutes, you can literally do it in less than an hour a day.

**Fred:** And also, you and I are going to talk about the different ways we make our ongoing revenue. And we'll talk about that in a minute. We talked about who is this for? Let's talk about who is this not for?

**Bob:** There are some people who have extremely high desires for outrageous amounts of wealth and they fall, if that is the right word, for all these get rich quick on the Internet programs. Not that those work, but they're going to be happier with those rather than with ours because we're not promising, as we've said before, to make you millions of dollars or a million dollars on the Internet overnight.

We're going to really deliver to you a lifestyle; an affluent lifestyle where you will have time to do what you want. That's what we can do for you.

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**Fred:** Sounds good. Now, I know you've got a lot of benefits that were accrued to you from following the system a number of years back in New York. Why don't we talk about implementing some of the benefits of this Internet Marketing Retirement Plan?

**Bob:** Well, if you want to retire, it will allow you to do it. For me, I still have a day job. I'm a copywriter and I love it and I intend to retire. So, it gives me a lot of money for extras that otherwise I would have to pay for out of my normal income stream. For example, about a year ago, we bought a nice four bedroom house on a lake.

**Fred:** Weren't you going to have to name that after me, I was hoping?

**Bob:** Gleeckville...bought a very nice house on a lake and paid cash for from this program. There are other lifestyle benefits though. For people who don't want to continue their regular job, they can have a full-time income working very, very part time.

**Fred:** Until noon.

**Bob:** Sleep till noon. They will also not have people telling them what to do. You are the boss of this. Whoever you use, the vendors, and we will talk about who you will need to help you, they work for you, so you are the boss of your own mini conglomerate. And for people who are sick and tired for working for other people and making other people rich, that's an ideal situation to be in.

# 5.

## THE ONLY 3 THINGS YOU NEED TO MAKE MONEY ONLINE

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**Fred:** Ok, well let's discuss the three steps to building Internet retirement income for life. What are those?

**Bob:** You only need three things to make money on the Internet: You need people to sell to. You need products to sell them. You need a way to sell them those products. That can entail driving traffic to an order page—a page where someone can order your product. An order page then converts that traffic to sales.

**Fred:** Now, what I would also include is that once you sell them that product, there is an additional which is the product has got to be so good that people will come back to you saying "hey, what is your next product? What can I buy from you in addition to this product?" So, if you don't deliver a great product, no matter how good your sales and conversion product, is they won't buy from you again.

**Bob:** Right. Again, it is the people you sell to; the products, which you just talked about that you've mentioned and the various techniques—the sales pages, the traffic building methods to sell them.

**Fred:** Good, well what about all the techniques we hear about for Internet marketing like Taguchi and multivariate testing?

**Bob:** There are a huge amount of sophisticated and some sophisticated techniques for Internet Marketing. Dozens of them. And in one sense, it is a very complex discipline. The good thing is, in our Internet Marketing Retirement Program, you don't have to know 90 percent of those.

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**Fred:** I think it's the same as with golf. I grew up playing golf for a living. Golf is a fairly complex game but I always remember that every instructor that I had always would tell me that there are three basic things: the grip, the stance and the swing. And so, if we take it back to this discipline, there are some very, very simple elements. I think it can get complex, but...

**Bob:** But today, we're just going to teach you the grip the stance and the swing.



# 6.

## WHAT PRODUCTS SELL ONLINE?

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**Fred:** Correct. Ok Bob, let's just talk about getting products to sell. First I think we should define a product as we talk about it here.

**Bob:** Well, there are three things you can sell on the Internet. One is a product, which is a piece of merchandise. The other is an information product which is content. The third is a service, like consulting or coaching. And our program works with all three, but we favor, at least favor and I think you do, too for a variety of reasons, the small, start-up entrepreneur selling information products—that's the prime. And one of the reasons is because they sell really well on the Internet and they are also, format-wise, well-suited for the Internet because they're digital.

**Fred:** Now, the reason why I would add in some of the services like coaching and consulting is because frankly for me, I like the interaction with people. Number two, the dollar per hour ratio that I get is substantial and number three, it keeps me in touch with the marketplace and allows me to understand and measure the pulse of the people and what they need in the future. So to me, products are great; some coaching and consulting is good because...

**Bob:** Products are good because products for the most part have limits on the price tag. You can't charge a gazillion dollars for a product, but you can charge a gazillion dollars for a service or consulting service, so it's a natural add on to selling product. People will come to you and want more help. And I had, until recently, on my Website... I took it down for reasons... Well, I will tell you why I took it down. It was something that you did, a page where someone can sign up for a little coaching package from me—just a one-

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shot thing for \$600 and people did it all the time and it was quite profitable. The problem with it is that people would sign up and I didn't get to vet them. You do it with screening, which is a much better way to do it. Because, if not, you can have all kinds of people sign up and regret that they signed up. So I took it down for a while.

**Fred:** Ok, so what kinds of products sell well on the Internet and what types of products do we recommend?

**Bob:** As we talked about, information products sell and what kinds sell? There's lots of information that you can package into products. But it's things that people look for on the Internet...Like Gary Halbert, the now deceased, very famous copywriter, said you want to sell products, the market to which is a starving crowd. People are starving, dying to know this. So coins for example, or hobbies of any kind, are a very good product, because people who collect coins want to know everything they can about coin collecting.

**Fred:** Similar to the model train folks.

**Bob:** Yeah, and they want to get their hands on every interesting coin that they could get. So coins, whether it is information or actual coins, is a very good product. The other products that sell very well are products of a major life decision, like a product on a big purchase, like how to buy a used car—that's the kind of thing that sells very well on the Internet.

**Fred:** Stopmydivorce.com I remember.

**Bob:** Ok, so stopmydivorce.com major life decision. Didn't you have one on gasoline?

**Fred:** I did. Let's not talk about that because it turned out to be a scam which I got fooled on. Even I got fooled folks, so be careful of those scams. Ok, why information products. What is the reason why we recommend them? It's fairly obvious; in most cases we're selling a digital product, therefore, what is our cost of goods?

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**Bob:** The cost of goods is zero. But also, I did this and I think you did this too. I did Internet marketing in the pre-Internet age. So I had to sell someone's book, I would have to buy, at a discount, 30 copies of the book in advance, lay the money out in front and keep them in a stack on my bookshelf in my basement.

**Fred:** But even more lovely is that you had to pack those suckers up and take them to the Post Office.

**Bob:** If someone placed an order, you had to pull...like when we sold reports. Nowadays, someone can just download a digital PDF document. We take the master copy of the report; we photocopy it, staple it together and I remember we had to change the photocopier paper because the cover was color because we wanted to make it look more valuable. There was a lot more work, a lot more cost and a lot more headache.

**Fred:** Whereas now, people download our materials; almost all of them. In fact, what I've done recently is that I just got an order for a bunch of products totaling about \$1,100 and I looked at them and I said I don't know where the originals are. This guy ordered the physical products because I now made most of my physical products. I put up both of them. I said you can order the physical or you can order the downloadable. Most of the time, the physical product is priced 300 to 400 percent of the physical product. I am encouraging these people...do not order this from me in physical form. I don't want to fulfill this. How do you feel about that?

**Bob:** People are looking now to get an instant delivery to download. It's better for the seller because you don't have to ship; you don't have to handle returns, so we look to do the same thing. We do have them available though.

**Fred:** I guess if someone is willing to spend 300 to 400 percent of the downloadable version, I will fulfill it for them, if necessary.

**Bob:** Exactly, even with an e-book, occasionally, someone will say to me, I don't want an e-book. You can say to them, you can just print it out and it's a

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paper book. Well, would you do that for me? We will for a few more bucks. I don't want to but you don't want to say no to that.

**Fred:** So let's move on, you know Bob; there is a lot of stuff online that people can get for free. How can people start charging for the information they have? How and why?

**Bob:** I heard an interesting story. This guy had about a half dozen mixed-breed puppies, and he put an ad in the paper for adorable mixed-breed puppies looking for a lovely home—free. In two weeks, he had one taker. So then he changed his ad. It said adorable mixed-breed puppies \$75 and they were all gone in three days. People often perceive that if something is free, it has no value. So it's often easier to sell something. And people say, how can I sell this information on retirement because Fidelity has a report about the same thing. Because Fidelity is giving it away, no one is reading it. It's just going in the trash.

**Fred:** I know I am a Fidelity customer. I can vouch for that.

**Bob:** The free information, on some level, doesn't compete.

**Fred:** And the example in the New York Times; the New York Times was giving their materials for free at [newyorktimes.com](http://newyorktimes.com), I believe. They've now switched to a paid model. I'm not familiar with whether or not that is working for them. The idea is yes, there is plenty of information that is available to them for free. But that, which is paid for, there is plenty of that as well; and it sells.

**Bob:** My favorite publication is the New York Review of books, which I pay for. You could read it for free online but I still pay for it.

**Fred:** Why is that?

**Bob:** Because I like the convenience of having—it's a tabloid size. I can take it in the backyard, read it and smoke a cigar.

**Fred:** Exactly, there you go. Only in the backyard and not in the house.

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**Bob:** There is no smoking in the house.

**Fred:** What do people pay for content online when everything is free? I think we've discussed that. Why would people buy information from me or from you, the listener? Why would they buy from a person listening to this program?

**Bob:** They know you and trust you, how does that come about? One of the things, just to give a preview of what we'll be talking about, is we tell people how to build a list, meaning a list of people whose names and e-mail addresses they own, for want of a better word, and send e-mail too. The way you build that list is by sending these people content—a free e-newsletter and if someone reads your e-newsletter, they trust you. I give you another story. I recommended a book by an Internet marketer you know that I happen to be friendly with, and I thought it was a good book. It wasn't great, it was good and I recommended it to my list.

Well, one guy bought it, read it and didn't like it and he chewed me out. He said I trust your recommendations. And I feel betrayed when you recommend...Don't ever recommend a bad book again. That's the converse side. The flip side is that they trust you and that's why they buy it from you.

**Fred:** I think the people who are listening to this program will say, well, why would anyone buy this from me? I don't know everything about this topic. My contention and you've heard me say this before, as long as you know more than 90 percent of the people out there, try to sell to the 90 percent of the people who know less than you. Don't worry about the 10 percent of the people who know more than you. If they buy your product, they're going to return it or probably not buy it at all.

Again, there is a difference between knowing something and knowing how to teach it. Tiger Woods may be a good golfer; he is not particularly a good golf teacher. There are other teachers who are much better. So, even if you know more than 90 percent of the people out there, you may happen to be

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a great teacher, therefore, those two things combined—the knowledge that you have 90 percent of the total knowledge out there or you're better than 90 percent of the people, combined with your ability to teach and demonstrate it becomes a winner.

**Bob:** I agree with that. I've always liked your 90/10 rule.

**Fred:** Good, so let's move on. What topics should people be selling? Or, what topics should they trade on if they're selling online?

**Bob:** Make money is always a great topic. Save money. People love to be able to save money. Save time. Have better relationships. Sex. Love. Collections. Collectibles. Hobbies—these are just some of the many topics...Solving a problem. Do you remember Jerry Buchanan? He was a successful information marketer in the pre-Internet day. He had a farm. He had these moles and gophers that were tearing up his farm. So he interviewed greens keepers at golf clubs to find out how to get rid of them and he wrote a report called "How to Get Rid of Moles and Gophers" and advertised it through ads and that's how he got started—solving a problem.

**Fred:** The other thing is oftentimes, people will be caught in the dilemma of whether or not they should be selling to a large market or a small market. I would much rather have ten smaller niche sites than one site which tries to sell something that "everyone" will buy.

# 7.

## EASIEST WAY TO MAKE \$500,000 A YEAR ON THE WEB

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**Bob:** This is a truth. I don't know why that is but you told me this a long time ago and I discovered it's true. You want to make \$500,000 a year in Internet marketing. I don't tell people what I make but it's in that neighborhood. If you want to make \$500,000, it's much easier to have 10 sites that make \$50,000 or 50 sites, which is closer to what I have, 50 sites making \$10,000 each than it is to make one \$500,000 site.

**Fred:** I always look at it from diversification too. If you're reliant on one site that brings in \$500,000 for example, as opposed to me, with 50 sites bringing in \$10,000 each, if one of them goes south, I am not in big trouble. Whereas, if I have one site, which is responsible for all my income, that could be a problem.

**Bob:** I watched this stupid show, Ice Road Truckers, I don't know if you've ever seen it. It's interesting, he was limping along with two tires out and apparently, an 18-wheeled truck could have up to three tires blown and still ride because it's got all those tires. That's like having 18 Websites. If you have unicycle and your tire blows out, you're not going anywhere.

**Fred:** Right. Exactly. So if three out of 18 are out, the truck will still be going.

**Bob:** The truck would still be going.

**Fred:** When people are thinking about the subjects that we're talking about, some of the subjects that we sell, we said niche is better than general, but how does someone test a product before they create it?

# 8.

## TESTING A PRODUCT IDEA BEFORE YOU CREATE IT

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**Bob:** Well you have an interesting system that you taught me. Do you want to talk about the pro campaign?

**Fred:** I've set this concept up a long time ago and now I've sort of refined it a little bit. In the old days of direct mail marketing, it used to be called dry testing. And dry testing is technically illegal. You're not supposed to be advertising a product, and you would be better at telling people about this than I am, that you don't have. Right?

**Bob:** Dry testing would mean, in the pre-Internet days, you would create a one-page magazine ad, run it and see what the orders were and if you got a lot of orders, you quickly create a product, bill them and if you didn't get a lot of orders, you would return their money.

**Fred:** Exactly, so in the Internet age, how do you figure out whether or not there is a market for what it is you want to be selling? One of the things that I like to do is to try different ways to determine whether or not something will sell. One of the ways to do that is to put up a site, and that is where I went to the probe campaign idea. I put up a site in which you ask people, what is your single biggest question about X? Fill in the blanks. And when you put that page out there on the Internet, you then send a certain amount of people to it—either paid traffic or through search engine or getting people there somehow.

You look at the number of people who will actually give you a response to that question. Let's say 100 people come to the site and 18 to 20 of them actually take the time to fill in the answer to what is your biggest question without X,Y, or Z. You now know that literally, and it doesn't sound like a big number, but if 20 percent of the people come to your site and respond to a



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question about that, it gives you an indication there probably is enough interest in demand. So we're asking people what their biggest question is about a problem. And based on the percentages of the responses, the larger the percentage of responses, the higher the probability of success of selling a product like that. Does that make sense?

**Bob:** I understand.

# 9.

## THREE WAYS TO GET INFORMATION PRODUCTS TO SELL ON THE INTERNET

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**Fred:** Good. So that is one of the things that we suggest people to do, is to set up a page and we can either drive traffic there paid or unpaid and we can then find out what the responses are on a simple question about X. That's how they should do it. And we can talk a little about that as well. What are the three ways to get information products to sell on your Website?

**Bob:** The first way is to create your own for a product. Make it. And we're going to be talking about everything that we are suggesting and we're going to be talking about how we're going to do it. The second way is to sell someone else's.

**Fred:** For example, this program Bob and I are going to be making available for license. They will be able to take this product, which we believe to be a very, very solid, great product, so that they can start marketing it themselves. So, you can do that as well.

**Bob:** So, you can sell someone else's product under a license or a joint-venture agreement. And the third is to find products that are out there. Boardroom—lots of people here must have gotten mailings from Boardroom. Boardroom is famous. They have these publications like the Encyclopedia of Modern Health. If you check the inside pages of those books, you'll find that they were published by other publishers first. They went out of business because the other publishers didn't know how to market them. There is all these other information products out there languishing that you can find and buy the rights to.

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- Fred:** There is a subset of one of these which is public domain works; works that is in the public domain that was someone else's product. Now, it's anyone else's product.
- Bob:** Right and the two major sources for public domain works. Well. One is products or books that were published before 1923, because the copyright date is expired. Now, you might say if it is so dated how could you sell it?
- Fred:** The Problems of the Actor published in 1889. Acting today is very similar to what it was in Shakespeare's day.
- Bob:** It's not obsolete. I found one, and I can't remember the title that was published in 1910 or 1915. That was on oratory.
- Fred:** What about a book on yoga?
- Bob:** In fact these things are still...In fact, some of them, the fact that they are older is better, because you can then position them as a classic or a lost secret. I knew a guy making a fortune publishing an old exercise book he found in an old bookstore that was published in 1920.
- Fred:** Excellent.
- Bob:** So, the other place you can get public domain is from the United States government. The government printing office is the largest publisher in the United States and people don't realize that. They're publications are low-priced or free and 90 percent of them are not copyrighted which means anyone can use them and reprint them and sell them.
- Fred:** And someone has made \$1 million doing that and his name is Matthew Lesko. Matthew Lesko has packaged non-copyright government materials and sold them as various solutions to things.
- Bob:** Mainly his books and audio albums and so forth and he has these TV commercials where he is wearing that suit with the question mark; he looks like the Riddler.

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- Fred:** Now Bob, one of the things is as we talk about topic selection, is that people are...I recommend that people get involved in the creation, marketing and sale of information products that they have a passion for and the reason for that is that it has to be an overlap and in fact, I put up this diagram where I have two intersecting circles and in the middle is where you want to be. In the intersection is the intersection of passion and profit, because you want to have something you're passionate about, but it has to be something you can make money doing.
- Bob:** I use a quote that comes from Aristotle, "Wherein there's the intersection of your passion and the needs of the public, therein lies your vocation."
- Fred:** Now, that's a much fancier way of saying what I've said, but with Aristotle behind it, who can argue.
- Bob:** People think he can express himself well.
- Fred:** So, if you're thinking and you're a little bit concerned about what I should be working on? There are admittedly—and we've talked about this off mike here—where we have people say I don't really care what the topic is I want to make money doing it. My contention is is that if you don't find that intersection between passion and profit then what happens is people tend to get bored or disinterested.
- Bob:** Bored is the right word. You just don't care about it. And in that case, just get a regular job. Why would you even bother doing this?
- Fred:** Absolutely. Let's talk about finding products to sell. Where can one find products? And we've talked about this a little bit. They can certainly go to the public domain. Let's talk about this because we mentioned that. We talked a little bit about that already so let's go over it again, what is a public domain product?
- Bob:** A public domain product is one where the product is not copyrighted or the copyright has expired. We talked about one source, books published before

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1923 are not copyrighted. Their copyright has expired. One great way to find products is to go into a used bookstore, find the dustiest section, because if it doesn't have dust on it, it's not old enough. Look on topics that are an evergreen topic—which you have defined as a topic that doesn't change from year to year. Internet marketing is the opposite of an evergreen topic. Acting as you would say, yoga, exercise, sex, interpersonal skills and I bought once in a bookstore is a books that were aimed at the young executive, teaching him or her all the skills that they needed to know: how to write a letter and how to deal with customers and they were all as relevant as they are today. You can publish the public domain product just as you've found it. You can scan it, take an optical recognition scanner, put it into file, edit it for clarity and put it in the form of an e-book.

**Fred:** Although I would recommend that people take that material and write an introduction.

**Bob:** That's what I was saying, not even an introduction. You can add more. I have product called Scientific Advertising, Annotated. There's a classic book by Claude Hopkins called Scientific Advertising and a bunch of people had made it into an e-book, but I'm the only one that added to it. I added examples of ads that Hopkins himself had written, ads that he didn't write but followed the principles. I added sidebars that explained because he really just told you what to do. I added sidebars, if you're going to follow Hopkins' advice, here are seven steps. Anyone can sell Claude Hopkins Scientific Advertising. I am the only one who can sell it annotated and illustrated.

**Fred:** Well, this is because most people are looking for a quick, fast and easy way, but instead of that, you took Scientific Advertising and you enhanced it, which is what I would encourage people to do if they take any kind of domain work is not to just use it as is. Because, then again, you're competing against everyone and their brother because it is in the public domain, but you've made it something more. And how much work did that take you?

**Bob:** Not much more. I used material that I already had.

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**Fred:** So an extra 20 hours?

**Bob:** Two days.

**Fred:** And it sells for how much?

**Bob:** I think it sells for \$29.

**Fred:** And it sells?

**Bob:** Yeah, we sold thousands of dollars worth of them. I don't have the sales figures in front of me.

**Fred:** But they sold really well?

**Bob:** Yeah.

**Fred:** Ok now, finding these, and I do what you do which is every time I'm in a city I've never been in before, I find a local used bookstore specifically for this purpose. I would look in the dustiest section to try and find something that I can work with. Anything else? Now I know that you've talked about remainders and out of stock books. You might want to give people that domain name.

**Bob:** Webremainders.com, but there are a variety of sources where you can get remainders, which is a publisher has several hundred copies of the book left. They put it out of print and they want to sell the leftover copies. Now you can do one of two things: You can buy the physical copies and sell them as a product. You can also contact the author, who you know whose book is out of print and say I'd like to buy the rights to your book for an electronic book and offer him a small royalty. You don't even have to name the fee up front.

**Fred:** Sounds good. Who owns the rights to these out of print books, the author or the publisher?

**Bob:** In almost all cases, it is the author.

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- Fred:** And it usually reverts after a certain time.
- Bob:** Once the book is out of print, the rights revert to the author. Now that depends upon the contract—but that is the standard.
- Fred:** Why would a book that went out of print be a good product to sell online? I know that we've talked about these being evergreen topics, but what else...
- Bob:** People ask that question because if it went out of print then it must suck right? No, it's just that the publisher didn't know how to market it. Most publishers don't know how to market them, so they don't sell. But that doesn't mean they are poor quality.
- Fred:** So whenever they get in a new set of stuff, you know everyone is pushing for the newest things sold. So, the stuff that might be good that is sitting on the shelf doesn't get any...
- Bob:** I write books for traditional publishers so I know this business very well. They will come out with a book when they already had a book on the topic three years ago and so it just replaces it. So how much attention will the old book get? That's when it's on its way out.
- Fred:** Absolutely. So what should I look for in my search for a used book to publish? Someone who is listening to this program, and they are saying, I might want to consider doing this. What should I look for?
- Bob:** Well, out of print books are one source—remainder books and out of print books, public domain as we've discussed and also self-published. Authors who self-publish physical books—paperbacks and hard cover, most of them are paperback, usually don't know at all how to sell them and if you come along and market it for them in exchange for giving them a royalty per copy, they may be interested to do it.

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- Fred:** Most of them have sitting on their desk, a ledger that shows them how far in the red that they are for that book but if you can bring them up to even somehow, and they would be delighted.
- Bob:** I met a guy at a party here in New York City a couple of years ago and he was handing them out to show everyone. He had a beautiful hardcover book called, and I shouldn't give the title away, it was called, When Your Bank Fails. He was a real intellectual, economic-type guy and I said how did you do with this? And he said, I have 9,800 of them in my garage.
- Fred:** I know a guy who has 23,300 left out of 25,000 printed.
- Bob:** A very typical story.
- Fred:** Yeah and this was a novel, it wasn't even a nonfiction book. How can I convert a traditionally-published book into an e-book? What is the process?
- Bob:** Really simple, as I said, you optically scan it; you put it into a Word document. You edit it for consistency. If it was written in 1920 and maybe in a different country, you want to have consistent grammar and spelling.
- Fred:** Now if I can't optically scan it myself; if I don't know how to do that, there are services that would do this. In fact I think even Kinko's® might do it for you.
- Bob:** I believe Kinko's does do scanning, so it's not a problem. So, in other words, you can buy a scanner for \$200.
- Fred:** You can buy a scanner, but if you don't want to do this, or you don't have the inclination, you can get it done by someone else.
- Bob:** I have someone who does it for me because I don't want to do it. And then after you have a clean Word file, you can convert it into a PDF. There are a number of free tools on the Web that can convert Word files in to PDF.
- Fred:** You can add some pictures.



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- Bob:** You can add pictures, illustrations.
- Fred:** Annotations like you did?
- Bob:** Yeah and that turns it into a finished product.
- Fred:** Sounds good. So, what other types of information products, other than books can I sell online?
- Bob:** There are so many of them, which ones have I sold I have sold e-books, physical books, audio products like this one, DVDs, video products. We had the membership site for a while, which we should revise; we've had or I have a consulting site. You have coaching.
- Fred:** I have a consulting site as well.
- Bob:** What else have we sold?
- Fred:** Software.
- Bob:** You do a lot of software.
- Fred:** I do a lot of selling of software which for right now, the Web Magic Marketing product which we'll talk about later, is the one that gives me so much...That source alone brings me enough money to pay off all my expenses every month.
- Bob:** So you have software. What else? Are we leaving anything out?
- Fred:** Software, membership sites, those are most of them. I think we've got a whole plethora of things. Anything that people are willing to buy, but the software, the membership sites, I think we've discussed...coaching and consulting—those are all of the different things, so think about taking your information and putting them into those different forms and not just keeping it in one single form.

# 10.

## SELLING OTHER PEOPLE'S PRODUCTS AS AN AFFILIATE

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**Fred:** Bob, our next section is talking about selling other people's products as an affiliate and I'm going to give you a reprimand here at some point here...This is the issue. I have been telling Bob a long time. Bob and I have always had this discussion because I feel like I've got him started doing this—is that the biggest source of revenue that I have on the Internet is from a program I have called Web Marketing Magic. I have twisted your arm finally into setting yourself up as an affiliate.

The reason why this is my—this is my most preferred affiliate program—because this is a piece of software, for people who are listening. Web Marketing Magic and you have your site, Bobsbestcart.com. Here is what I want you to understand from this. This is me talking to Bob sort of mentoring him on this, which is that, you could sit all day long and find other people out there who you want to do joint ventures with, etc. This product for the last 10 years has been bringing in automatic money with no customer service, no delivery, nothing and now, over five figures monthly. So now, Bob, what I say to you that you should spend more time...

Now, that is just one of them. I have one of two that is coming up as well. I like Internet business and Internet marketing because, not only can I sell other people's products, I can have the mother company that is behind these products do all of the servicing and all of the customer support so I have no involvement whatsoever. The only thing I have to do and I also like to do that with products like Bob's Best Cart or Web Marketing Magic, in which, once people get involved with a product, they are almost always

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there forever. Since I have been doing this product for over 10 years now, the retention rate has been well over 90 percent.

So that means once you get a customer you have them forever. So, let's talk about how do you sell other people's products Bob?

**Bob:** The main way to do it is through what is called an affiliate or joint venture deal. Let's say you've started with Internet marketing and one of your problems is...because you have some barriers to entry. I don't have a product. And you're intimidated by the thought of creating a product. It will take me forever to write an e-book, I don't feel comfortable on audio; I don't photograph well on video. Or, I don't know how to do it. You can find people who already have products that you can sell to your audience and say, let me sell your product to my traffic or to my list and I will pay you a percent of the sales and that's how you do it.

**Fred:** Yes, and I think that we can use this program as an example of how you and I are doing this because I think it's a textbook example. You and I sit here and we update a program that we did before and make it really good. So now, someone who is listening to this program says wow that was a great program that Fred and Bob did. I would like to create a product and an information marketing business but I don't know where to start. Oh, Fred and Bob had offered me the rights to sell this exact program and they will give me all the copy for the Website. They will even help me put up the site so that we can make it so that someone just gives us a flat fee up front and they are automatically, if you will, in a business selling a great product. That's an example of how to do that. This program, we're making this available.

We should tell people that there are two levels, and this, I think, is very interesting. Because when you sell products as an affiliate, you can sign up for some of these products as an affiliate. Oftentimes, they have what you would call, open-enrollment affiliate programs and what are those?

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**Bob:** If you want to sell my products or any product of mine to your list, you can go to the Website for the product and there is a button that says, I would like to become an affiliate. You can click on there, fill out a few fields and you are an affiliate. I don't screen you; you just can do it. You don't need to be approved.

**Fred:** And my site for that...I have Fredinfo.com where people can sign up to be an affiliate and once they are an affiliate for one program, they are an affiliate for all programs. And I think that's true with your system.

**Bob:** It's true with my system as well.

**Fred:** Yeah, you can go to any of Bob's individual programs, and I have Fredinfo.com which is sort of the mother overload site that you can basically sign up for all programs.

**Bob:** I went to it, I just can't remember...

**Fred:** But I like your way of doing this which I haven't done as much of. Which is, on every site that you have, and everyone who is listening to this program should probably do this. Which is, any time you're selling anything, why not have a button: do you want to sell this as an affiliate? Now, in the case of this program, what I like about what we're doing is this is called licensing, in which we have an existing program; we're going to set people up so that they can sell it and we might even set up, as we're considering doing, setting up master licenses for this program.

Now, why would you and I, or anyone for that matter, who has a great product, offer other people to sell it and make a piece of the action? Why would they do that?

**Bob:** Go ahead.

**Fred:** Well, I think it's because you and I cannot reach the entire world on our own. You and I only have a certain number of people we can get in contact with,

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either off our list or who we attract, but people who are listening to this program have a whole other community of people on their list that they can sell this to.

**Bob:** Yeah, it's like why don't Internet companies, traditional Internet companies have distributors? They know they can't reach everyone who is a potential buyer on their own. But if someone is a distributor or an agent or a rep, has a certain market that they can reach and so they can get to those customers through that rep.

**Fred:** One of the things that people always fear about and I hear this all the time is, I want to sell your product but I am not sure if you will pay me for every sale that I make. How will we make people sure, on the Internet, that they get paid?

**Bob:** Well, in my case, we have software that tracks where the sales come from.

**Fred:** Bobsbestcart or webmarketingmagic.com. If you sign up for that program, you have that affiliate product ability.

**Bob:** Right, so you know where every sale came from and our incentive to not pay you to rip you off would be zero because if it got out that we weren't paying our affiliates—I don't know if you ever heard it being done, but if it got out that you weren't paying your affiliates, you're out of business overnight.

**Fred:** Everyone would hear about it and they would say, why would I be trying to sell Bob's stuff if he is not giving me any of my business?

**Bob:** There is nothing more valuable asset in Internet marketing than your reputation and trust.

# 11.

## INFORMATION PRODUCT LICENSING

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**Fred:** Ok, so an affiliate program is where you are selling someone else's products and getting a piece of the action. Now, generally, with information products, it's a fairly common 50/50 split. So, if you were to sell this program as an affiliate, from either of us, you will make 50 percent, however, if you license this program from us, you pay once and you keep all the profits from the sales that you make. But how then Bob, does that make sense for us—the providers of the license for this program—why would we do that?

**Bob:** Well, let me ask you, why are we doing it? I think it's a good deal, that's for sure.

**Fred:** Well, it is a good deal for everyone and that's why it works. And the reason why it is a good deal is this, you and I will get a cash flow surge. In other words, if somebody gives us an upfront fee for a license for product, we get an immediate burst of cash. But we also get a secondary thing. One of the conditions of our license is, that you cannot change the content of the program, which means, our bounce-back offers remain intact, which means, that the people who buy this license from us, when they sell this program to someone else, you and I are still the beneficiaries of all of those bounce-back offers that we make within this program.

**Bob:** We're using jargon. Would you explain bounce-back?

**Fred:** I will. Bounce-back offer means that while Bob and I are doing this program, right here in my apartment in New York City, we're also dropping names of different Websites—bobsbestcart.com, webmarketingmagic.com and a slew of others which we'll go over. Now, the person who licenses this program to us will make a sale. Let's say they charge—and they can charge anything

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they want—because, by law, we can't tell them what to charge for this. They can give it away; that's their right. So, they pay us an upfront fee. They can then either sell or give this program away. In that material that they give away right here in this program, we can mention several things and we can bounce them back or make them suggest they go to a different site, which ends up making us money, thus bounce-back.

**Bob:** And the person you, who licenses this from us—you're not allowed to alter the program. So you cannot remove that bounce-back offer. If I say, gee, I think you ought to read my book, *The Copywriter's Handbook* to learn how to write good copy, you can't erase that.

**Fred:** You can't and that is one of the conditions of the license. So, again, and at some point, we can talk a little bit more about this but we've got levels of licenses—we've got standard licenses and a master license. But again, all of these things allow you—you can literally, overnight, set up a business selling information products with products that you know are phenomenal. So, I think...

**Bob:** Why don't we get into the whole idea of the level of licenses which I think you explain well?

**Fred:** First off, you can sell a product as an affiliate; you don't have to put up any money up front. In most cases, you can go to Bob's site or my site and any of the product sites to sign up to become an affiliate. You don't put any money up front and you get a 50 percent commission. That's one way to do it. Another way to do it is with a standard license. We've been talking about using. A standard license works like this: In general, some people pay five and ten times the retail price of the product and they get a license. That license allows them to sell that product, including the transcript, which we will make available from this course as well. So, you get rights to the audio program, both downloadable and physical, and they can then, for a flat fee up front...So let's give a real life example, real easy.

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Let's say this program sells for \$200. So, for \$200, let's say you decided to offer the license—and I am using the high numbers here—at ten times the price. So they can buy the license for \$2,000 for this program that retails for \$200. So now what happens they have pay as a flat fee of \$2,000. Let's say that they decide to sell it for the same price of \$200. Bob, here is the math question for you. How many units do they have to sell before they break even?

**Bob:** 10 units.

**Fred:** 10 units. So, if a person has a large list and a number of people that they feel they can immediately sell a product to, I would encourage them to buy a license, because they can immediately at least break even.

**Bob:** And from then on

**Fred:** Every sale is gravy; they don't have to give us a dime; there is no additional commission. Whereas an affiliate, let's just say as the same person, instead of buying the license for \$2,000, decided to just become an affiliate, and start selling 50 or 100 copies of this for us. They would hurt themselves financially because after the 20th sale, because they are making 50 percent of \$200—after the 20th sale—they would've been worse off because they should've bought a license.

**Bob:** Right.

**Fred:** Does this make sense? So if you're considering becoming an affiliate and selling someone else's products, the first thing you do is ask yourself how many do I think I can sell and would it make more sense for me to acquire a license for this product? But, many times, products don't have licenses available and usually that happens because the people who make the products—you and I know—the more we get the word out there about what we do and who we are, it's not going to hurt us, so licensing makes sense.

Let's talk about master licensing.



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**Bob:** Ok.

**Fred:** Master licenses are this—they are sort of the one step up of the standard license which says—and you and I will make available on this program, as it is usually done, a set, fixed number of master licenses. Sort of like an artist proof—when an artist does visual work and they make lithographs. They make 10 artist proofs and only 10 and then destroy the plate. The reason for that is we don't want too many people owning the master license to a product. So, the master license says, not only can you sell the product at retail, to all of your friends and affiliates and buddies, but you can sell a standard license.

So, someone who holds a master license for this product, and in general, that number in terms of the cost of that is generally around 100 times the cost of the standard license. So, you're looking at someone paying \$20,000 for something which is a \$2,000 license. In other words, it's 100 times the cost of the retail cost of the product. So, \$100 times 200 is \$20,000.

Now, for \$20,000, someone can sell licenses and assuming they sold them at the same \$2,000...

**Bob:** It's 10.

**Fred:** They sell 10. Does that make sense?

**Bob:** Yeah.

**Fred:** So let's move on. How do you get other people to sell your product to their list for an affiliate commission? How do you make this happen?

**Bob:** People come to your Website looking to buy your product, see that it's available; there is a button they can click to become an affiliate, do so and sell it. But the other way, is to recruit people and you don't just recruit anybody. Because here is the rule of affiliate marketing: 90 percent of your sales, as you know, will come from 10 percent of your affiliates.

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**Fred:** Or more.

**Bob:** It's probably 99 percent of your sales will come from 1 percent of your affiliates. So, you don't recruit every Tom, Dick and Harry to become your affiliate, as well intentioned as those people may be, they're just not going to sell...The people who are not going to be successful affiliates are the ones that call you and wants all sorts of hand holding and wants to have a five-hour discussion about it with you and they don't realize you're sitting there...You're not going to sell three copies. But there are people out there who have lists—enviable lists—where they are able to reach large quantities of your potential customers, and you want them to sell your products as an affiliate. You have to go out there and literally ask them. You have to recruit them and we call them super affiliates. You have to recruit affiliates and this is not done not through mass marketing. This is done on a direct contact, personal basis.

**Fred:** And also Bob, as you know, when you find someone that fits that category, where they have a lot of people who have interest in your products, you may offer them the standard commission, which is 50 percent and in some cases, you offer them more. You say, look, I know you're a big shot in your field; you're going to sell a lot of these programs. Rather than give you 50 percent, why don't I give you 60 percent?

**Bob:** I'll tell you a little interesting thing that I did. I went to someone who had a large list with several hundred thousand names, and I had a low-end product for them—a \$19 e-book and I said to them, if you offer this to your list, and they weren't interested because the commission was too low, I said, I will give you 100 percent of the commission. And he said, why would I do that because I am not making money for the sale? Think about it this way, everyone who buys one is added to my list. We sold 1,000 copies. And so, I had 1,000 new people added to my list—at zero out of pocket cost.

**Fred:** And that person, if they sold it at \$19, they made \$19,000.

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**Bob:** They were very happy. They made \$19,000 for a single e-mail blast and because I sold it to my list, the names were added to my list. I was able to grow my list without having to pay anything out of my own pocket.

**Fred:** Now, we've had a pretty good discussion about the whole process becoming an affiliate and selling other people's products as an affiliate. My question is how do you use affiliate products in the Internet Marketing Retirement Plan? How is this used? How do you see this being used?

# 12.

## PRICING INFO PRODUCTS

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**Bob:** People—and you know this, when you sell information products—you’re going to have to have them sell it in three price ranges—low, medium and high. A low product might be a \$29 e-book; a medium product would be a \$200 DVD set; and a boot camp type event for \$2,000 for a high-end product.

I tend to create my own low-end products. I think it is just me, but I think you do something similar. I tend to create my own low and medium-end products. For high-end—and you know you have to have your own high-end products—right after I create them, I tend to create other people’s high-end products as an affiliate.

**Fred:** I was thinking how I might work with you to get people to come to the boot camps for a week because you would never do something like that? On how to do this process and give you a substantial commission.

**Bob:** Yeah, I would love to do that and you’re right. Fred has a boot camp-type situation where it’s a high-end product.

**Fred:** It’s not such a boot camp.

**Bob:** Fredforbootcamp.com and it’s not something I would do.

**Fred:** And that is a perfect example of where you would be delighted because number one, you know me; you trust me; you know that the information that I am giving out is good. You’re going to get a large commission and it is something that you wouldn’t do yourself.

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- Bob:** Clayton Makepeace had a large event one year—it was a \$5,000 event—it's usually expensive. It's only \$1,000 commission per sale. Now, percentage-wise, that is only 20 percent, but dollar-wise, I sold two seats.
- Fred:** \$2,000 who cares? Good, now for the person that is listening Bob, we want to talk about creating your own products. Our philosophy is cheap, quick products. What do we mean by that?
- Bob:** That means, and I got this from Dan Kennedy who said I would rather have a lot of good products than one perfect product. This is not an original idea for him or for us. If you aim for perfection, you're going to be very unproductive.
- Fred:** My line is done is better than perfect.
- Bob:** So we look to make good products that we know we can always improve. In fact, we can improve them because people use the products, we get feedback and then every few years, we said at the beginning of this program; information products are like food, they go bad. Every few years, we freshen up the product. We do a version and that's how we do the best job. We could never, at the outset, create the best product because you don't know the questions and problems that people are going to have until they start using it, reading it and listening to it. So we get a lot of good products out there quickly; that's our approach. And to be successful as an Internet information marketer, you have to have multiple products—it is very difficult. I do know a few people who do it, but it is very difficult to make a good living with basically one, or two or three products.
- Fred:** Agreed. One of my marketing niches for many years was video producing. And this is the only niche that this line I am going to use does not apply. And the line is people will always forgive poor production quality. They will never forgive poor content. So, in other words, if they hear a dog barking, something going on back here in a New York City apartment or we get interrupted occasionally by someone walking in the door, people are ok with that as long as you deliver great content.

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If you have a slick production that is done in a Hollywood studio, and it has all of the bells and whistles but the content sucks, people will return it. Except in the video production business or in the audio production business where they really think that is such a big deal.

**Bob:** I agree with that.

# 13.

## CHOOSING TOPICS FOR INFO PRODUCTS

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**Fred:** So, how do we pick topics for e-books and other information products?

**Bob:** One and we use this word, and I like the meaning of it, but I think that the word we like to use is passion. What do you like to do? What interests you? What engages you? What do you find entertaining or amusing or fascinating?

**Fred:** So now let's get taken through the process because I think we've beaten that dead horse earlier. So what's the process for e-book creation? Let's go through it.

**Bob:** I'll tell you how I do it and you can chime to see if you do it differently. But basically, there are a number of sources for e-book ideas, but my biggest ones are my customers. When you have an ongoing Internet marketing business and a lot of you listening don't have that yet. But when you do, you're going to hear a lot from your customers. They're going to send you e-mails; they'll call you—memos through the correspondence of e-mails.

And a lot of what they give you is questions. They don't say, I want an information product on X, but they will say one thing I don't understand is Y. And if you get 20 people asking you that same view—that they don't understand Y or Z—then you know maybe there is a need for a product there. The other way that I come up for ideas for e-books is that I look at my own product line and my customers and even if they haven't asked me what do I know or what do I think—they need to know.

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For example, at one point, I was creating products on traffic generation. We had a product on pay-per-click advertising. We had a product on search engine marketing. And then I realized I was doing a lot of co-registration deals for my clients—my copywriting clients and I still do them today. So, I tell them what that is. They don't know what that is. So I created a product that I think we did a really nice job with called Co-registration Marketing. We had another one where—I do a lot of landing pages for my clients and my clients would say, how do I maximize my results from my copy?

And I said do multivariate and Taguchi testing, which is a kind of testing with multivariables. And no one knew how to do that. So, really for my copywriting clients, I created the Taguchi testing handbook. I hate to tell this but I gave it to them, because if someone paid me \$7,000 to write a landing page and I give them an e-book. So I gave it to them. But for people who are not my copywriting clients, I would sell them for \$39.

**Fred:** And the other way that I would add to e-book creation for me, or for any other product creation, is what do I, right now, want to know about? What am I fascinated by? What is it I'm curious about? What is it that I am lacking in my business?

**Bob:** I just did that. I said, one way that I am behind other people—and I am not always state-of-the-art. I am behind other people in my capability to produce good Web video. So, I hire someone who is an expert—who has done a lot more Web videos.

**Fred:** It is funny that you are saying this. I didn't tell you this but two weeks ago; I just spent a week in Santa Monica in a documentary film course.

**Bob:** So, you did what I should have...I couldn't afford you but...

**Fred:** You can pick on me later, but look at that. Great minds think alike because I wanted to know about that and you did too. You hired someone.



# 14.

## OUTSOURCING E-BOOK WRITING

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**Bob:** We have a good video product. I can follow it, so I also do things that I want to find out about.

Then, in terms of actually creating the e-book; if we're going to talk about digital products—the e-book—I work in one of two ways. If I find a writer who is expert in a topic, I tell him or her the topic, have a brief conversation about it and release her to go write it.

If I hire a writer where—I'm more of an expert than they are, but I'm hiring them to do it because that is not how I want to spend my time writing e-books. I give them an outline—a fairly extensive outline.

**Fred:** Ok. Give us...People are listening to this and they're probably asking the question; what do you pay them if they had to do it all themselves and what do you pay them if it were from an outline?

**Bob:** I tend to pay them the same and I pay them somewhere between \$700 to \$1,000 up front for writing an e-book, plus a 10 percent net royalty.

Once all their costs are paid back, they get a check, once a year, for a percent of the net sales.

**Fred:** Got it. And what percentage of the people who have written for you have gotten checks?

**Bob:** I would say it works out this way, when I hire a writer to do an e-book; of course, now it's better because I have several writers that I go to regularly. In

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the beginning, when I didn't know anyone and I was searching through on the Internet and searching Google for people and going through some of the jobs sites like eLance.com and Guru.com, I would say that it was a bell curve. In the middle of the bell curve, most of the writers did a competent job and they would get some kinds of royalties.

On the right end of the bell curve, I had a few who did a superb job, and they would get the bigger royalty checks. And at the other end of the bell curve, some of them did such a bad job that I couldn't use their e-book.

**Fred:** So, in a case like that...

**Bob:** I didn't demand the money back. I paid them half up front and they used the other half as their fee and I had to find someone else.

**Fred:** Ok. In my case, let me just give you my background on this. For a while, I've been writing like a mad person doing a lot of my own e-books. I went on a tear and we'll talk about this a little later I think with the Kindle® and you participated in that e-book seminar that I had and Bob was one of seven people that I interviewed on this process. I don't know if you listened to those, but I was encouraging you to do that as well. It's a great source of ongoing revenue. Some of these were books that I've already done. Some were new. Some of them were articles that I've written and I've put the two of them together. I think I had about 30 products up on the Kindle® store at [kdp.amazon.com](http://kdp.amazon.com) and if you sign up there for free, this is something where somebody said to me, look I want you to show people how to make money on the Internet who have no money because they are homeless.

You can do this. In other words, go to a public library; sign up for an account; and I mean, this is literally zero dollars out of pocket if you just spend your time writing. So, I put together in a Kindle® store, about 30 items, which now brings me in fairly regularly—some books and some articles, about \$500 a month with no additional work. I stopped doing this about this

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about three months ago because I just got tired. I was cranking out 3,000 to 5,000 word articles once or twice a week and I am burnt.

But, if I was to basically start from scratch and went from zero to 30, I would probably get another \$500 a month coming in. People who are listening to the program—one of the things that you should do as part of your Internet and marketing business, is to create Kindle® e-books. When I say e-books, I mean, it could be an article with as little as 2,000 words. So, this is one of the things that I do as it relates to e-book creation.

**Bob:** And we talked about earlier, the five steps to building wealth on the Internet and step three was the luxury income. You're not making a living...If you were making \$6,000 or \$12,000 a year that you said you were making \$6,000 and could double it to \$12,000, you could get one or two really nice vacations out of that.

**Fred:** Absolutely. In other words, everything I look at...and the other thing is, since we've last done this program Bob, one of the updates for me is I am now concentrating my efforts almost entirely in efforts where I can get paid in something that I do or efforts that I put in forever with one effort and that means like for example, if I find a client, all of the deals that we do will pay me money ad infinitum. So I would encourage the people listening to this program to understand that the long-term success in this business is going to come from multiple sources of income in this process. Some e-books that we're talking about right now; some audio, some video, etc., which we will go through.

If someone out there says, you know what Bob, I don't really have the money to hire a writer, and can I do this myself? Well, obviously, I am an example and you're an example. If you wanted to you could write it yourself, right?

**Bob:** Yeah, and I've written a few of my e-books.

**Fred:** Now, you wrote the one on fertility yourself didn't you?

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**Bob:** No, I hired a writer. Most of the ones that I wrote I repurposed other content I had already written. The first one that I did and I forgot the latest figure. But we sold over \$45,000 of it. It was called Writing and Grow Rich. And what I had done was I had written a column for Writer's Digest Magazine on how to make money as a freelance writer; how to make six figures as a freelance writer. I had done 10 of these columns and actually got paid for them. I got \$750 an article.

So, I had already got paid \$7,500 for this content, but I don't own the rights to it, they just pay for the first time usage. And so, all the rights reverted on me, which for most authors doesn't mean anything. All they do is clip the article and put it in a Pendaflex file, which is what I used to do. So I scanned them all and I put them in an e-book, add some other articles that I done and created an e-book called Writing We're Rich, which is still selling today.

**Fred:** If someone is just starting out, what I would encourage you to do is—you might not think that you're a pretty good writer. When I first started, to be honest, I wasn't a very good writer. Writing is something that if you do enough of and if you continue to read, you are going to get better at. So, what do you say to the person who is listening to this program and saying you know, this whole product creation process is interesting but I am not a very good writer. What do you say to those people?

# 15.

## CREATING AUDIO PRODUCTS

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**Bob:** Audio products.

**Fred:** Ok, do an audio product?

**Bob:** Come up with a list of topic points, write them as questions, have someone interview you over a phone line that records—what is it? Free Conference Call?

**Fred:** Freeconferencecall.com.

**Bob:** You can set up a call on freeconferencecall.com, the interview asks you the questions; you answer them; you then own the digital MP3 file, which you can either offer as a download or WAV or put on an audio CD and you have an audio product.

**Fred:** Well let's talk to people about the audio products that we produce like this one. What did we do? How did we put this together?

**Bob:** Pretty simply, when we did the original one, and it isn't much different for this version. I put down a list of questions I thought we should discuss and I put them into categories. It's a fairly long list because this is a long program. And we each sat here with the list of the questions and we each discussed each of the points.

**Fred:** If you're going to do an audio program, you have to ask yourself, if you're the expert or if you're working with an expert, you have to make sure that either both people are experts and in our case, I feel pretty good about saying that both of us are experts in this topic and both of us are pretty good interviewers and interviewees. So, the three elements are, you have to know

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your topic; you have to be able to know how to ask questions and you have to be able to answer questions.

You may have one of each of those. So, in other words, if you're out there listening to this program, and you are a great asker of questions or you're a great interviewer, you may just find a subject-matter expert. In our case, we happen to have the three skills I think combined but you have to find someone who knows the concept or the product or the topic. You have to have someone who knows how to ask a question and someone who knows how to answer a question.

Moving on now, how long does it take to record the product?

**Bob:** Here is the weird thing, if you've listened to an hour of our product; it took us an hour to record. We're not actors who do takes and have a director. We're just doing this and recording it.

**Fred:** I have a client, Bill DeWees, who is a voice-over client. He owns a site called Voice-over-training.org and that is one of my joint-venture partners. And Bill tells me that the term that they use in that business is they give a price for a finished hour of audio. So, for you and me, one hour of both of us sitting here is actually one hour of finished audio. For Bill, oftentimes, three hours in the studio produces one hour of finished audio. Because they have to go back and edit, clean it up and do those kinds of things. In our case, we don't do that.

**Bob:** Well here is someone asking this question—well guys, why don't you go back and clean it up and edit it?

**Fred:** Because, number one, it's unnecessary because as we talked about earlier, people are concerned about the content and in fact, I actually think there is a marketing benefit to not making a program too fancy. To make it a little bit folksy. Ok, the door opens or someone asks a question or if you hear a dog bark, I leave that in. I don't think...In fact, I think people think of that as more real.

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**Bob:** I think that actually adds to the quality of it.

**Fred:** Why is that?

**Bob:** Because people like things that are more real. I remember I was taking a direct mail copywriting at New York University, 30 years ago with peers and he was saying that it was a good idea to put handwritten notes in the margin of a direct mail letter and I said why? Isn't that sort of amateur?

She said people like the touch of a human hand on things. When you do a program and you hear a dog barking and Fred and I are laughing, it adds warmth.

**Fred:** I agree. I think that the more real something appears, the more it resonates with the vast majority of customers. Now, there will be some customers who will say, I cannot believe what amateurs they were. Some guy sent me an e-mail the other day, and said, I got on one of your Webinars and I got these weekly Webinars that anyone can go to. They're free. And someone got on one of the weekly Webinars and said to me, I can't believe blah blah. I said, dude, this is not the point. This is clearly not the target market. This person was not my market. I started to compose an e-mail giving him all the reasons and I said, you know what? Forget it. I don't really need to do this so let's move on.

Editing, as we've said here, none of it is required. Some of your market is maybe necessary. If you're dealing with the entertainment field, or field that is having something to...

**Bob:** I really think it's the ones that you said the video and audio production people won't tolerate amateur editing—TV, television, broadcast, cable people. Otherwise, for 99.9 percent of the audiences, what we're doing is fine. It's not so much the packaging. It's not so much the production value; it's the content.

# 16.

## PACKAGING AUDIO CD AND DVD PRODUCTS

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**Fred:** Absolutely. Let's talk about packaging. You said that you're doing a lot of packaging for the sale of the audio materials. But let's talk about packaging duplications storage and fulfillment.

**Bob:** Right, we make them look, in terms of quality of appearance, they're a B. They are not as slick as you would buy a Batman movie, but they come in the same style plastic CD/DVD-type case. A product like this comes with 2, 3, or 4 CDs, sometimes more, each with a color label. But not with a four color process, just a color label and we use a service to duplicate them.

**Fred:** You could tell them about the ones that I gave you that you're still using and I will tell them about the new one.

**Bob:** The one that I use is called Speaker Fulfillment Services. And what they will do is they will take the master recording and they will put it on CDs; package it the way I am describing with multiple CDs in a case; do all of the graphics and store them for us. And when we get orders, they will fulfill the orders for us from their fulfillment house rather than for me to take delivery of the products and ship them from my house. And this was a big difference.

When I was—in pre-Internet days and did mail order and Fred alluded to this. I would get an order for three books. I would have to pull the books off the shelf, put them in an envelope, type the label, put the postage on it; take it to the post office. Now, it's all done for me. The Speaker Fulfillment Services actually checks my Web Marketing Magic shopping cart basket a couple of times a day and when they get an order, they pull it, pack it and ship it for me. So, I do nothing. There is zero labor on my part. That's why I am saying



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there is an Internet Marketing Retirement Plan. You don't do any of the work or you hardly do any of the work. It's set up to run automatically for you and that is the great thing about it.

The same thing works with e-books. People fill in the shopping cart. They order on your site and they get a link to where they can download the e-book. There is nothing for you to pack up and ship and do, so there is no labor on your part. That's why you can do it in under an hour a day.

**Fred:** That is a lovely thing. Now, can I give people an alternative? There is a new site called Kunaki.com. Kunaki.com is unfortunately not set up for Mac people. Here's what they do. If you go to the site, kunaki.com, they will tell you, if you are looking for great customer service, we are not the place. This is a machine-driven operation. Here is what they do: You upload your audios or videos using a PC and not a Mac. Any audio or video can be uploaded. You upload the images that you want to be printed on the covers to your materials.

And once you upload them, Kunaki will produce videos, DVDs and CDs and mail them out to your customers, charging you only actual postage and the cost for duplicating. Now, here's where it gets interesting. Because this is a huge machine and they do a lot of volume, their prices are ridiculously low. And if you can get this set up and done right to begin with, you can save a lot of money over any other person doing this.

The prices are the following: For a CD or a DVD, duplicated with a cover put on the actual CD or DVD itself, and the packaging for that case that they're probably using anywhere else, the entire cost to do that is a dollar per piece.

**Bob:** And that's really cheap.

**Fred:** So now, imagine this, you have a package of four DVDs. Your total cost on that for the physical production, is \$4. And whatever artwork you upload, they will print onto the sheet that gets put into the DVD case. So, you can have a very good-looking product done very inexpensively.

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One of the things that is fascinating—it defies logic—but here's how it works: Let's say you want to order three DVDs from them. Your cost per DVD will be a buck. If you want to order 15 DVDs from them, your cost per DVD will be \$1.75. In other words, the increase in units actually increases the unit price. So, they are actually increasing small orders, which for people who are listening to this program, this is perfect for them, because generally we get smaller quantities in orders.

What they do is once you upload it the first time, they will automatically send you for free, a sample to your mailing address, a sample, to show you what it looks like. One of the things they require is that you load money via credit card into your account and then they subtract from it. They don't charge you as you go, so both for postage and for the product itself, you need to preload cash via credit card into their system and then they just deduct from it.

So, if you've got an order and by the way, Dave Hamilton, who is the Web marketing magician, has been working on an interface between Kunaki and Web marketing magic so they can talk to themselves and I think that is ready to go. So, in other words, if you wanted to tomorrow, Bob, you could, using a PC, upload your audio and DVDs to this service and have them duplicating it and fulfilling it to your customers.

**Bob:** That sounds great. The price is right.

**Fred:** And they are a machine and they are very, very efficient, but again, don't expect customer service. So, if you go their Website and they say, what about Macs? They will say, we don't do Macs, we only do PCs. Basically, it's a take it or leave it service, but for what they do, it's excellent.

**Bob:** Ok, sounds great.

# 17.

## PREMIUMS

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**Fred:** Ok, so let's talk about our last thing here—premiums that we order for our products. Do we offer premiums? If so, why? What should we offer? What do we include?

**Bob:** A premium is a bonus gift given with a purchase of a product. I offer premiums of two varieties: One is an audio or a video premium—an extra CD or DVD. And the second is an e-book-style premium.

**Fred:** Do you tell them about these premiums or do you surprise them?

**Bob:** What Fred is referring to is that it is a good marketing tactic to include an unadvertised premium where the person who is ordering the product doesn't know that he or she is getting the premium and then when the product arrives, there is a bonus gift in it. I do the opposite. I tell them about the premiums they're going to get based on the expectation that describing and offering a premium will increase my orders—which I find that it does.

I usually tell about most or all of my premiums and occasionally, I will throw in an advertised bonus and again, the premiums are usually an additional CD or DVD or a special report—a 50-page PDF. Now, it doesn't have to 50 pages. It could be three pages. Mine are 50 pages. I have a series—if you go to Bly.com, click on the bottom, there is a menu. Click on reports. You could see all of the bonuses that I have that I include with the various products.

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Now, what is interesting, is on that page, Bly.com and click on reports, you will see that they are in a shopping cart system. You can buy each bonus. They cost \$29 per report. But what I say in my copy is this gift is free. It's worth \$29. I am not lying. It is and people actually, to my amazement, do buy them because I don't promote them as separate products. But every once in a while...

**Fred:** You will get an order...

**Bob:** I get an order for them.

**Fred:** Regularly.

**Bob:** Regularly. But every once in a while, someone will order 10 of the reports and I will get a \$290 order for stuff that I am giving a way. Why do they want to do that? They don't want to have to buy the 15 different products to get those 10 different bonuses. So they just want them.

**Fred:** So that is a good idea. Are we encouraging people who want to do this business to always offer premiums? Do you think it is necessary?

**Bob:** I think it is necessary.

# 18.

## BUILDING AN OPT-IN E-LIST

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**Fred:** Ok, good. Ok, so building your opt-in e-list, let's do this here from scratch. What is an opt-in e-mail subscriber list and why is that list so important?

**Bob:** Having an opt-in e-list means that you have a list of people—their names and their e-mail addresses, who have given you permission to e-mail to them whatever and whenever you want. That is what an opt-in e-mail list is. A subscriber is someone who is on that list. Building a list is so important because that is one of the best ways to generate revenue and sales of information products.

You send an e-mail to your opt-in e-list and by doing that, you drive them to a Web page where they can buy your product. And that is how sales are made.

**Fred:** There has been some resistance and you saw that I've made some changes and we've talked about this before. In the very beginning, people used to get excited about getting e-mail. And then it got to the point where you got so many e-mails from people who were spamming you that you're sick of it. And some people even resisted getting free stuff in exchange for their e-mail address.

Some of the things that I did are that there are certain places on my site—not all—certain places where they can get access to materials without having to give me their e-mail list. Because I am trying to get them into my funnel through other means—entice them with various things. But once you have people on that list, now what you have is that you have any time that

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you want to generate more revenue, you can create a product relative to that group and basically go, here it is, and you will get cash.

I'm not suggesting that you no longer require people to give you an e-mail to get information. In fact, on my site, when people go to FredGleeck.com and they click on the area that says free information marketing training; to get access to those videos, I require them to give me their e-mail address. So I am still building that list. But what I think is important to understand is the resistance-level—and you've probably seen this—has gotten higher and higher over the years, since last we did this program, to people giving you their e-mail list.

**Bob:** The way around that is to build goodwill by giving them free content without obligation. So, there are two kinds of content on the Internet that people can download—gated and ungated. Gated refers to content that is behind a window or a gate where in fact to get the content, the reader has to give you their e-mail address and their name. Ungated which Fred is referring to, is you put some information up and I have a mix on my Website of gated and ungated content. Ungated means, the content is there and someone can just go there and download it and read it without giving you their e-mail address.

**Fred:** Ok, a couple more things on this. How big should your list be?

**Bob:** It really depends on how responsive the people are and how much they buy. For example, if you have a list where the average person spends just \$10 with you a year, now, the way that it will really work is a lot of people will be spending \$1,000 and a lot will be spending zero, but if it averages out to \$10 per person on the list, you have a 100,000 names, then you're going to be making \$1 million a year. So, if that is your income goal that is what you need.

**Fred:** Now, people can make money from a small list though can't they?

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- Bob:** There is a guy out there—Gary Scott—who is an entrepreneur, who told us that he is making \$1 million with a list of 200 names.
- Fred:** And the reason for that would be what?—because the product offerings that you're offering are very high priced.
- Bob:** His product offerings are so high priced and he has such a tight relationship with the people he has on the list. They follow him. I can't remember what the topic is, but they follow him and watch what they're selling. But this is a small, select group.
- Fred:** But this brings up another issue here which is somewhat related to this topic, but I will throw it out there, which is, I will tell everyone who is listening to this program that the only numbers that you can truly believe are your own because a lot of people make claims about the money they are making that you and I have no way of verifying. So, we're not saying he is or he isn't; we're just saying be skeptical of anyone's numbers except where you have access to the actual numbers yourself.
- Bob:** Yes, I agree with that. I happen to know him and trust him; however, in general, if people are not sharing with you a notarized copy of their tax returns, what they're saying really doesn't mean that much.
- Fred:** So what is a double opt-in and why is that important?
- Bob:** A double opt-in means that you have to sign up for the list twice before you can join it. In other words, a single opt-in would mean I would go to a sign up page, I enter my e-mail list.
- Fred:** And I am on the list.
- Bob:** And I am on the list. A single opt-in means, I would go to the page, I enter my e-mail address and I am on the list. A double opt-in means, I go to the sign up page, I enter my e-mail address and submit it and I am going to get an e-mail asking me to verify if I in fact signed up for that list.

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**Fred:** Why is that important?

**Bob:** Because if you don't have that and you have only a single opt-in, then someone can sign you—who is not you—can sign you up and then there are people on your list who did not sign up for it and you can get spam complaints about that.

**Fred:** I want to direct people to my site and put in the name Dan Balsam. Dan owns a site called danhatesspam.com. Dan was a guy who had an MBA who decided to become a lawyer so he wanted to be able to fight spam issues. Dan will give you some very, very important information. I did an interview with him. It's in the ungated portion of the content on my site, put in the name Dan Balsam or put in spam. I did an interview with him. It's pretty much worth looking at and listening to. Let's talk about calculation of the value of your list. What is your list worth? If you accumulated 3,200 people and this guy makes \$1 million. But in general, what are the numbers—ballpark numbers that we can speculate that we can generate from a certain sized list?

**Bob:** You're the one who gave me your rule of thumb...

**Fred:** By the way, a very rough rule of thumb.

**Bob:** A very rough rule of thumb which is?

**Fred:** I always say that the value of your list will be between a dime and a dollar per person per month. So, let's assume that you have 1,000 people on your e-mail list. That should be generating you about \$100 and \$1,000 a month—between a dime and a dollar—so therefore, as you build your list, you can sort of look at your income and determine the size of your list and your income will grow. So, if you have a list of 10,000 people, there is a good chance you can generate \$1,000 and \$10,000 a month if they are properly attended to.



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Now, I do have, going back to my client, Bill DeWees, voice-over-training.org, he has got a list that has got a list that is generating upwards of \$3 per person per month. So, again, it all depends, but as a general rule of thumb, between a dime and a dollar per person per month. So, we should next start to talk about an e-list, how do we do it?

**Bob:** The standard way that I do it now and you had started doing it and I follow you is I put up a page on the Internet where people can follow you and sign up for free information in exchange for getting free content. So, I recommend having an e-newsletter—publish a monthly or weekly or daily e-newsletter. In Fred's case, he publishes his sporadically, which is another schedule you could follow, but publish an e-newsletter and put up a page on the Internet specifically where people could sign up for that e-newsletter.

Now, we've talked before about the benefits of having premiums for our paid products. It's also a good idea to have a premium for your e-newsletter. If you go to my page, [Bly.com/reports](http://Bly.com/reports), it says, sign up now for Bob's newsletter and get free gift worth over \$100. And that's what we call a free on free name or a free on free squeeze page.

**Fred:** On my site, [Fredgleeck.com/ebooks](http://Fredgleeck.com/ebooks), the reason why we had to disable that particular one is because Amazon® was complaining that we were giving away items we were selling on the Kindle® store for free on our site so I had to disable that. But if people want to get on my list, they just have to go to [Gleeck.com](http://Gleeck.com) and click on the information, free information, marketing training. That is the audios and videos and that.

So, that is the value that I am giving them in exchange for that.

**Bob:** Got it.

**Fred:** Do you have to offer a free bonus if the newsletter is free?

**Bob:** You don't have to. You offer a free newsletter. Years ago, it used to be an exciting offer. People would say, my God, I signed up for this and I am going

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to get a free, valuable newsletter. But now there are so many free newsletters that people are almost negative about them going oh my God, another e-newsletter?

So what happens is, they see your offer for a free newsletter and then they are not that interested in it. But then, they see this free bonus and then say, you know what, I'd like to have that bonus. I would sign up for Bly's e-newsletter, see if it is any good and get the bonus and then if it is not, I will just cancel or unsubscribe. But, you know what? If the newsletter is decent, they won't unsubscribe.

**Fred:** Ok. So, one other way to build your e-list is through speaking engagements. How do people do that?

**Bob:** You and I both do that. You can sponsor your own speaking events or you can speak at events held by other people. For example, you do a conference on book publishing that you do yearly and you have me on as a speaker.

**Fred:** Publishingseminar.com in case you are interested.

**Bob:** So, when I gave my talk on some of the slides, I had Bly.com/reports and I had a number of the people who are in my audience sign up for my free newsletter.

**Fred:** And we should talk about lead quality. In other words, if you get a lead from a situation where you saw someone face-to-face, it's better. The closer you are to the prospect, the better the quality of the lead. So, if I give a speech there may only be 50 or 20 or 200 people in the audience, but the relationship with me is much better than if they just came over the Internet, because they've seen me; we've pressed the flesh and they know me.

The closer the prospect gets to you, the better the quality of the lead.

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- Fred:** What about the concept of joint-venture partners as it relates to the e-list? How does that work?
- Bob:** The same thing. As we've mentioned with my joint-venture partner who had that e-list of 400,000 names, we offered a \$19 e-book to their list and I gave them 100 percent of the commission so they would be motivated to do it. They sold 1,000 copies of the book and I had 1,000 subscribers and not only that, these new subscribers had paid for my book so they weren't freebie seekers, they were proven buyers.
- Fred:** Ok, but if the offer is free, how does the joint-venture partner make money from the deal? Well, if the offer is free, it is free because they get all of the money.
- Bob:** It's free because they get all the money. But you don't have to do it the way that I said. In other words, I got 1,000 new names and I didn't have to pay a dime out of pocket. I did collect \$19,000, and it wasn't out of my pocket, and passed that on gratefully to that other marketer who was giving me those other names from his very valuable list.
- Fred:** Ok, let's talk about building the list. Membership sites, how can they build your list? What is the value of the membership site as it relates to list building?
- Bob:** Well, membership sites are sites that for a monthly fee—usually one that is fairly modest—anywhere from \$19 to \$21 on the low end to \$49 to \$79 to \$99 on the high end for a consumer membership site. People are getting access to a large amount of content, so therefore, for a rather low price, people can sign up for your content and that adds more names to your list.
- Fred:** Good.

# 19.

## RSS FEEDS

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**Fred:** Ok, we have a guest who has been watching and he threw out something that is important as it relates to capturing e-mail addresses. So Bill, explain to people about using RSS and first explain what an RSS is.

**Bill:** RSS stands for Really Simple Syndication. If you have an active Website, which means you have a lot of traffic to your Website and you are making regular changes to that Website, people who land on that page will give you their e-mail address, just as simple as dropping their e-mail in a box and subscribing. Feedburner grabs that. And you can go to the Feedburner Website and...

**Fred:** What is Feedburner?

**Bill:** Feedburner is the infrastructure on the backend. It's free and it's provided by Google. They won't charge for that but they will grab those e-mail addresses for you. You could either take those e-mail addresses and add them to your e-mail list on your regular e-mail server and send them out. Or, every time you have an offer, you just put them on your page and it will go into your e-mail box anyway.

**Fred:** Do you think that people will be willing to sign up for an RSS feed that wouldn't sign up let's say, to get Bob's free reports?

**Bill:** Absolutely, because if I sign up for his reports, then I know that I am going to follow an e-mail list and they are going to start sending me stuff and I don't know if I want to go there or not. Whereas, I've already subscribed to this Website, I just want to get these updates from time to time.

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- Fred:** But really, if you are subscribing to my RSS feed, you said that I can just take that e-mail address, put them in my e-mail list and start sending them stuff.
- Bill:** Your e-mail clients can decide whether you can do that—you know your Constant Contacts, iContact, aWebber, Web Marketing Magic. Some require a double opt-in and others require a single opt-in. The point is, some of them require for you to give them your e-mail and some won't let you do it.
- Fred:** So, is there some other means of getting people's e-mails, thinking that all they want to do is get some updates whenever your Website is updated?
- Bill:** I have to fight with Cricket for example. On that site I have 22,745 e-mails.
- Fred:** Opt-ins?
- Bill:** Opt-ins.
- Fred:** As a result of the RSS feed.
- Bill:** Without the RSS feed I couldn't do squat.
- Fred:** The RSS feed produced almost 20,000 e-mails for you.
- Bill:** Got it, good. Bob? Thank you, Bill.

# 20.

## ARTICLE MARKETING

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**Fred:** Ok, then let's proceed, what about viral marketing with articles?

**Bob:** Well, I send out, as we've discussed, an e-newsletter. And there are always articles in the e-newsletter. We post the articles on my site when we're done with the e-newsletter and what we say when we post them is—and we also publish this in the e-newsletter itself. Do you need content? If you'd like, you can republish these articles as long as you credit me as the author and give a link your Website, you can use them in your e-newsletter or your Website or wherever you want for free.

And so, people are always looking for content. When you go into this information Internet marketing business, what you will discover is the bottleneck is your ability to produce content at a fast pace...

**Fred:** Which has never been my problem.

**Bob:** It's never been your problem.

**Fred:** Not my problem because I write 80 books, you know?

**Bob:** For a lot of people that is the problem, how can I write all this stuff? So people are really eager if they can get free content from you. So you can turn that into marketing because your articles will be spread all over the place and they will have your URL in them. You insist upon that as a condition for their use.

**Fred:** So you have an article that exists; people want to put content on their site. They can use your article but they must include the contact information or whatever you demand from them in exchange.

**Bob:** Yes.

# 21.

## ONLINE ADVERTISING

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**Fred:** Ok, what about pay-per-click advertising?

**Bob:** Both of us use pay-per-click advertising.

**Fred:** I used it early on, but as the price of it went up, I got really gun shy.

**Bob:** I only use them for myself or for my clients in very specialized niches—to bet on a keyword that are not outrageously expensive. But, basically, you can...instead of traffic being driven directly to your Websites, you can pay for traffic. You can go to Google and say, I'd like to pay for an ad so when someone searches a certain term like Peruvian poetry or whatever it is, my ad will show up in the paid ad section of the Google Search Engine Research Page (SERP).

And you can buy ads and pay based on what you bid on the keyword and that's the way to drive traffic. You add the URL to your site.

**Fred:** How coincidental because I was just reciting some Peruvian poetry last night, too. So with this pay-per-click advertising, in order to get opt-ins, because that is what we're trying to do here to build our list, in certain niche sites, it's probably worth considering.

**Bob:** The more common and popular the ad is, the more it is going to cost. So, if you're selling a product on Internet marketing like we are, this product here is not a good product to do pay-per-click advertising. It's expensive and there are a billion people bidding on that site. However, I have a Website on tropical fish and if I were going to do pay-per-click advertising on breeding

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beta fish, there are not a lot of people doing breeding beta fish or neon tetras or whatever.

**Fred:** There you have it, a niche worth considering. How about writing articles for other e-zines?

**Bob:** This is a great way to get free promotions. You approach people who have free newsletters that reach your target audience and say to them I'd like to write an article or give an article or guest blog post—write for you. You don't get paid for that. But when the article or the blog post runs, it runs with your URL and so it drives traffic to you.

A lot of bloggers and e-zine publishers to your surprise will offer very readily, because again, they want content. Content is the bottleneck and you're solving a problem they have which is they just can't get out enough.

**Fred:** Sounds good. What about e-zine advertising?

**Bob:** A lot of e-zine newsletters—if you can't write articles for them either because they don't take articles or they're just not interested, have paid advertising. A big one that you can take a look at is Computer World magazine, which goes to an IT audience, and they have a newsletter a week or every other day and they have a paid ad in there for companies selling to IT professionals.

**Fred:** Is that something you would ever click on?

**Bob:** I would. I have, because I am interested...They are typically offering something useful. Like, if they are selling a computer security system, there is a free whitepaper on improving computer security. I think there is going to be something interesting in them. In fact, I click on these ads regularly and get direct marketing, which is my specialty field, direct marketing newsletters like Target Marketing and DM news and they write ads for whitepapers and often use those whitepapers to put items in my own newsletter.



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Like, I saw one the other day. Someone was offering a newsletter, how to write better subject lines. How can I not be interested in that?

**Fred:** Absolutely. Good, something easy in advertising. What about prices for that?

**Bob:** Here is the price. The rough price: Whatever the cost would be to rent that e-list, that e-zine subscriber list—let's say it is \$200 for 1,000 or \$300 for 1,000 names, putting an ad in that is about a tenth of the cost of that. However, starting with an ad is better than renting a list because it's much less expensive and it tells you whether that list is going to work.

**Fred:** Explain to people what you mean by renting the list?

**Bob:** Because the e-zine newsletters are not published every day. They are published once a week or twice a week and even if they publish once a week, they may publish it several times a day. So, they will always get e-mails to their list more. You might say, I'd like you to send my e-mail to your list and I will pay you \$300 for 1,000 names on the list.

**Fred:** Sounds good. What are squeeze pages? What are they and how do we use them to build a list?

**Bob:** Very similar to what we've talked about before. You set up a page, Bly.com/reports. You set up a page online where people can go to get a free offer, a gated offer for them to be able to take the free content; they will have to give you their e-mail address. Building goodwill can be down through building an ungated offer but it doesn't build a list.

**Fred:** Sounds good, now what is a true pop under and how do we use that?

**Bob:** If you end up on my site and you decide not to buy, the only choices that you have are to buy the product or go away and not buy it. Those are the only two choices –there is no navigation. There are no puzzles. It's just that.

**Fred:** Either buy or not buy.

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- Bob:** Buy or not buy. So, if you choose not buy and you click away from my Website, the landing page, a pop up window—we call it pop under because it comes after you leave the Website—a pop under comes on and says, wait, don't leave yet before claiming your free gift. And it offers them a free, special report in exchange for them opting into your list by giving an e-mail address.
- Fred:** Another good way to build a list from people who decided not to buy. What about floaters, what is a floater?
- Bob:** It is very similar to a pop under but a floater is when go on someone's Website to check out someone's product and all of a sudden, from the side or from the bottom, or from the top, a window slides across your field of vision and blocks it. That's a floater.
- Fred:** How effective are they?
- Bob:** Floaters are effective because a pop under can be stopped by a pop up blocker. A floater is part of the same code as the Website and cannot be stopped.
- Fred:** It's a technical computer issue here that allows the floater to happen regardless of whether or not people have certain things on their browsers or their site that prevents pop ups from coming up or pop unders.
- Bob:** Exactly.
- Fred:** What about free PR? You wrote a book on this topic.
- Bob:** We're here to give information and not promote ourselves.
- Fred:** Why not?
- Bob:** But I wrote a book on this subject called Public Relations...
- Fred:** You have a book on just about every subject.

# 22.

## DRIVING TRAFFIC WITH FREE ONLINE TOOLS

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**Bob:** I do when it comes to marketing. I have a book called PR for Dummies and you could use free publicity to drive traffic to your Website and I will give you an example. On the main Website, Bly.com, there is a tool which I put up. If you go to Bly.com and look on the left side of the screen; you will see a picture of a calculator. And it is a tool you can use to calculate return on investment for direct mail—or a breakeven response for direct mail. So, I send out a press release to marketing publications saying, Bly.com offers free tool for calculating direct mail ROI. And a number of publications ran little items about it and I got a two-sentence write up in the Marketing Report—a progressive publications newsletter—not a huge write up. And we got people who have used the tool...

**Fred:** How much time did it take you to put together a press release?

**Bob:** About 10 minutes.

**Fred:** How did you send it out?

**Bob:** And the tool was easy to do, too. Because I knew the calculation. I don't program. I knew the calculation. It's a real simple calculation. But how do you create an automated tool? I wrote it out and I sent it to a freelance programmer and he did it for \$45.

**Fred:** Got it, so for \$45 and 10 minutes for the press release, this is a great example of the kinds of things...if the people in your marketing...if you're listening to this program, if you're listening, need these types of tools. I think I told you this before. I was going to this fancy real estate seminar and I was paying a bunch of money. It was \$1,500 or \$2,000. It was a three-day

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seminar. Before I went there, I said to myself, you know, I really have to figure out something that I can promote at this event. I have all these people that paid \$2,000 to be in the room, they are real estate related. What can I do?

So, I remember from my years of being around real estate people. They always use the words, and by the way, if you go to the site right now, it's been disabled, but you'll understand the concept here. People in real estate always use the phrase, do the numbers work? I registered [dothenumberswork.com](http://dothenumberswork.com). What happened at an opportune point during the seminar, I raised my hand from the back of the room and I said, by the way, we're talking about all this return on investing stuff, did you know there is an automated tool? Has anyone ever seen the site, [dothenumberswork.com](http://dothenumberswork.com)?

So, out of that, I think about 120 people from the seminar—I had checked my stats over the next three days and about 30 percent of the audience went there and signed up to get access to that tool. And I did, similar to you, had hired a guy to do the programming to run this simple spreadsheet thing in which I gave him the components just like you did.

**Bob:** Tools—that's another good way to build traffic and build your list, by the way, is to build a tool. Tools are gated.

**Fred:** Absolutely. And to do it with PR, but here is the point, if they want more information on how to get this PR and how to do it, they should just refer to your book, correct?

**Bob:** Yeah, Public Relations for Dummies.

**Fred:** Ok, so now co-registration. We talked about it earlier. But explain to people a little bit about it before we go.

# 23.

## CO-REGISTRATION

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**Bob:** I use this a lot. Basically, if you've ever been on a Website or you're registering on a Website or you're signing up for something, you do it by clicking a yes or no button. You click the button and then it says, are you interested in these other offers? There is a list of five other things where you can click them off—that is the co-registration guild. Those other people have paid to be in those registration slots to get leads from the traffic that came from the primary offer.

And you can buy from any Internet ad agency. Generally, you can do this through an ad agency like eTactics.

**Fred:** Are you suggesting that our listeners consider this? Or to offer it themselves?

**Bob:** Yes, I do it. They should consider doing it as a way to build their own traffic. I do it for a lot of my financial clients because there is a lot of co-reg offers in that space and there might be another industry that says, well, so again, you make a deal so that when you do it...Some of them charge a flat fee. Most of them charge a per name fee.

**Fred:** Now, you have actually put together an e-book on this topic, right?

**Bob:** Right, if you go to [coregcomplete.com](http://coregcomplete.com), you can read an e-book for more details on this topic.

**Fred:** Please do that. Great e-book on the topic. What about the viral e-book?

**Bob:** Now have you done this? I think you have.

**Fred:** I have. I try to do a viral site which we both did at my [billioinsinminutes.com](http://billioinsinminutes.com).

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**Bob:** Tell them about that.

**Fred:** I did a site in which I basically spoofed all of the Internet marketers who were trying to make all these outrageous claims. So, I put together this site called [billionsinminutes.com](http://billionsinminutes.com). The point of that was to get people to get together, take a look at this; this is pretty clever and shows other people.

So, similarly, a viral e-book—I've put together various kinds of e-books where I have hoped that people would get so excited about it that they would share it with other people. Now, in that e-book, there are all kinds of what we call what we've called before as bounce back offers to get people to go somewhere else and hopefully people will either opt in my list or buy something.

**Bob:** Yeah, so, a good example of a viral e-book and I have a similar thing to your viral Website—I have one called The Copy God. Where it boosts all these copywriters who have massive egos and I put a picture that says it is me but it is really Matthew McConaughey. The copy says, this is really me, not Matthew McConaughey's image ripped off from Google. And it is [thecopygod.com](http://thecopygod.com).

**Fred:** Ok, are there any things that we've left out for people in terms of helping them build their list? We've given them a lot of things to do, should they do all of them?

**Bob:** I would say patently no. One or two things to subscribe to that appeal to you that seem interesting and easy to do and start with what people would like to call, the low-hanging fruit. There are probably 50 to 100 methods to Internet marketing and if you only do three, you could probably make a good living.

# 24.

## ONLINE CONVERSION

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**Fred:** Good. Excellent ideas. Let's move on. Now, let's talk about conversion, which is really one of your bailiwicks because you are in the copywriting space. You still are in the copywriting space and it relates to how we make people make a buying decision or an opt-in decision on one of our sites. So, once you have a list of products, how do you make money?

**Bob:** You have a list of people. You have an inventory of products. Now you need a way of selling those products to those people. The way you do that is through conversion. You need to have for every product that you sell, its own unique Website—really more accurately called a landing page or a microsite.

**Fred:** I am chuckling because a couple of years ago, you were sitting in my lecture saying oh yeah I really can do this because you haven't even started. So, it is possible to start from scratch like you did.

**Bob:** I started this from scratch and the only thing I had...I had articles from Writer's Digest, so when it came to doing my first product, I had a shortcut. I didn't have to sit down and write my e-book.

**Fred:** So let's tell people what happened here. You came here six or seven years ago and you sat in on this half day three or four hour presentation and I laid everything out about how to do this.

When you left there, what did you do first?

**Bob:** I have things that some of our listeners don't have. I have content that I had already previously created.

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**Fred:** Audio tapes...

**Bob:** I had a lot of content. And eventually from that content, I must have made at least a dozen products. To start off with, I said what is the easiest content to put together? I'll use these articles. So, I had a graphic designer put them into an e-book. Once you have the text of the e-book, if you're good with InDesign, you can do it yourself. But, I don't like to waste my time that way.

**Fred:** So you had them fancied up.

**Bob:** I had them fancied up. I had them put into typeface, if you will. I had them put into a nice e-book design. I think I did it for \$100.

**Fred:** What about the Website? Did you already have Daniel working with you? Did I send you Daniel?

**Bob:** You sent me Dan, my first Webmaster. I think you did give him to me.

**Fred:** Stanley is my Webmaster and Daniel is his brother. So, Daniel worked with Bob and still works with Bob.

**Bob:** Yes, and has ever since and put together the first landing page or microsite which is a Website on one product. And the purpose is to sell that product and essentially a long copy sales letter posted on the Web. That's what it is.

I don't recall the Website for that one, but if you want to take a look at mine, go to [myveryfirstebook.com](http://myveryfirstebook.com). You can see how my landing pages look. So, you need to put together a landing page for the site, post it, have it hosted and post it on the Web. You need to put a domain name for it...

**Fred:** And by the way, you can get that at [ultracheapdomains.com](http://ultracheapdomains.com). And here is another example of something where I have an affiliate relationship set up with a large company in which I offer people domain names as cheap as they can get them and here is another one of those sources where it is not five figures monthly, but it is moved to four figures monthly.



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So, four figures monthly, where I am which getting automatic money, no customer aggravation—they handle everything. Now, if people want to do this themselves, let me just blatantly promote this. If you want to register 50 or more domain names for yourself or if you have other people who you want to sell domains to and this is something you should think about doing—is a site I call selldomainsforprofit.com. That is my wholesale store. My retail store is ultracheapdomains.com. If you want to buy the occasional domain, go there. At sell domainsforprofit.com, you can set yourself up—whoever you are listening to sell domains to other people.

Now, this would only make sense, and this is where I am going to chastise Bob, because this is money he is leaving on the table.

**Bob:** I haven't done this.

**Fred:** This is such a no-brainer for you because you are so much in this space. It is easier money—it is not quite as big—but it is easier money than Web Marketing Magic. Which is that selldomainsforprofit.com, this is your assignment: You should go home tonight and for \$199, you set yourself up as a reseller. And within a very short period of time, you should be getting a check and as it grows and grows, you will say to me, Fred, this is one of the best things I have done. If you're listening and you think you can do that, take a look.

**Bob:** And you'll be surprised how quickly you can buy 50 domain names.

**Fred:** Absolutely, especially if you're in the business. What is our next thing to talk about as it relates to conversion?

**Bob:** I like some of what you've talked about with me in the past of naming conventions for domain names. One of your little tricks is to pick domain names that are easy to remember.

**Fred:** And easy to spell.

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**Bob:** And easy to spell. Why is it important for it to be easy to remember?

**Fred:** A lot of times, if you hear a domain name mentioned in passing, if it's complicated and not easy to spell or remember, it's going to be gone because you get bombarded with so much stuff all day long that you need to do that. So, when I came up with dothenumberswork.com or selldomainsforprofit.com, it's a serious word because one or two of the really short domain names are long gone.

But instead, we can put together a series of short and preferably, words that are not easily misspelled. So then, think about people...That's why I own Fredgleekspelledincorrectly.com without the "C" because people will make that mistake. As it relates to domain names, make them easy to remember, easy to spell and make them as short as you can; make the words as short as you can, and go with the dot coms and register them like I said at least until you get your site at ultracheapdomains.com.

**Bob:** Great. So we've picked our landing page—our domain name and we post our landing page under that domain name.

**Fred:** Yup.

**Bob:** What are the goals of the landing page? They are basically two-fold. One is to sell the product—people go to the landing page, read the copy, and order the product.

**Fred:** And what is the fallback?

**Bob:** The fallback is if they go the landing page and they decided not to order the product, you at least want them to get onto your list by giving you their e-mail address, which is what the pop under or the pop up window does, which is a window that pops up upon exiting that says, wait, sign up here and get some free gifts.

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**Fred:** So this point bears repeating which is when you get them to a site to sell a product, try to get them to buy the product. Your fallback goal if they don't buy the product—by the way—what would say for a product is a high-converting landing page? What percentages of the people who go there buy? Three percent?

**Bob:** Yeah, three percent is pretty good.

**Fred:** If it is three percent, that means 97 percent of the people who go to the site are leaving there without buying, therefore, the importance of the pop under or the importance that you give people the fallback position because now you're dealing with the great bulk of people who went there.

**Bob:** Yes, you are leaving a lot of the money that is used to generate traffic, because people, no matter how good your landing pages are, most people are not going to buy the product.

**Fred:** You actually have a great program on how to create landing pages but first let's go over the teaser of what those components are. What are the essential components of a landing page?

**Bob:** First, is what I call the credibility pre-head. The way I like to start—all of this can be seen as an example on [myveryfirstebook.com](http://myveryfirstebook.com), if you would like to look at this while you're listening, which is also very easy to remember.

The first part is the credibility pre-head. This is the headline before the headline. What it does is it instantly establishes the credibility of the marketer, because people are very skeptical when they read or see things online. So one of the things that you want to do early in online copy is to overcome that skepticism.

**Fred:** And I know that you, Bob Bly, use one repeatedly that seems to work pretty well.

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- Bob:** It says, Bob Bly, author of 80 books and the man McGraw Hills calls, the most successful copywriter, now reveals...and then underneath that is the headline—now reveals how to build your list fast and easy or whatever it is.
- Fred:** What that does, is it basically says to a person who doesn't know Bob Bly, this guy knows what the heck he is doing. He has written 80 books and using an outside source, McGraw Hill, naming you as top, big shot in your field.
- Bob:** Right, it's a quick credibility builder. The next part is the headline itself.
- Fred:** For the credibility, you have a left column too right?
- Bob:** We have a credibility header above the headline. If you look at myveryfirstebook.com, the main part of the landing page is at the main part of the screen. The column in the left margin that goes all the way down and this is also a credibility builder. It starts off with my picture and a bio of me.
- Fred:** And it is very thin.
- Bob:** It is very thin, it is a narrow column and it has my picture and bio. It says what they say about Bob Bly and there is testimonial after testimonial and it goes on the entire length of the landing page. People who are listening are saying that I cannot do that because I have no testimonials. Of course you cannot do that now, but as you get them, you add them. The testimonial hock, wherever you can get them, get them. For example, I think you do this Fred. At your seminars, don't you take people aside and videotape testimonials?
- Fred:** At the Fredinfoboot.com, you can take a look at these. Every single person who has come to the boot camp and who is willing, I have asked them if they don't mind saying a few words into the camera about what they learned and I would encourage people to go take a look at those to give you some good examples. And again, testimonials, we can talk a little more about that later, but the more dollar-specific they are, the better.

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**Bob:** It's better to say I made \$75 a minute using Fred's program versus, I really love Fred's program.

**Fred:** Right, exactly. The one is kind of useless so let's move on. Let's go to the headline itself, did we miss anything?

**Bob:** The headline, just to let you know what it is. What is the purpose of the headline? The headline's purpose is to get attention. Underneath, we usually have a second headline, and that is different. The headline's purpose is to get attention. The sub-headline's purpose is to draw you into the body copy. The next thing under that is the salutation, Dear Friend. Dear Internet Marketer. Dear Potential Internet Millionaire. You want a salutation that will resonate with the reader.

And know that they are talking to the right person. Sometimes I use Dear Internet Millionaire in parentheses. Or, soon-to-be Internet Millionaire, so I don't reject the person who is or isn't; so it has a broader appeal. Underneath the salutation, we have the lead, which is the first screen. It is the first page of the letter, so to speak. And the lead talks about the problem that your product solves, not your product. Your problem that the product solves: Are you tired of working at a 9 to 5 job with a boss that you absolutely hate? Do you feel trapped in a career that doesn't mean anything to you? Do you just rush out of the office at 5 o'clock as fast as you can?

**Fred:** At this point, would you say, would you enjoy going on four or five vacations a year? That's not the problem though so...

**Bob:** No, but that also resonates...it's either the problem or the desire. So it is what is their problem? What do they want? What do they need? And that's the lead. And absolutely, if you want to say, do you want to go on four or five vacations a year? You're probably saying that you're not going on as enough vacations that you want.

**Fred:** Ok, good. So what comes after the lead? The promise and the problem?

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**Bob:** I usually have a subhead after that with the name of the product that says, now here is something that can help you, introducing...And then I put the subhead with the name of the product. Program XYZ. And then it says, this product will tell you how to do what you just said you want to do.

Next is a list of bullets. After we've described the product in a paragraph or two, not exhaustibly, you know, this e-book written by so and so is your guide to doing XYZ. In it, you will discover...and then I put a long list of bullets that reflect the contents of the product.

**Fred:** Ok, why? I've seen some of the bullet list that you and I have come up with whether it is for this or for any other program, why do the bullet lists have to be so long and extensive?

**Bob:** First, you never know what bullet is going to cause someone to buy.

**Fred:** Someone may buy just because of one bullet.

**Bob:** I have had that in seminars. I have had where someone would come up to me within the first break of the seminar in the middle of the day.

**Fred:** One idea that you gave me that worked great for the whole seminar...

**Bob:** One promotion, they would bring the mailing and would circle and say when are they getting to this? And that is what they came for. You never know what will make them sign up. And if you don't have a lot of bullets, it seems insubstantial. It seems like you're not getting a lot for your money. So if you have an overwhelming preponderance of content, people will think they are getting a lot for their money.

**Fred:** After the bullets. And by the way, there is a whole science to writing those, but you can take a look at some of the ones on...

**Bob:** The gist of the science is the bullets are a tease. It doesn't say eat apples to get rid of arthritis. It just says the one fruit to eat. The one magic fruit you could eat to get rid of arthritis.

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**Fred:** Now oftentimes when you're dealing with print products, you might say put after that bullet point, page 29.

**Bob:** I do it with an e-book. I don't do it with our audios because we don't divide the tracks that finely, but with e-books, I do it with all our e-books.

So first I have the bullets. Then I have the testimonials. It will say, here is what our customers, readers, listeners are saying about Bob and Fred's programs.

**Fred:** Now, I know that you haven't much done this because I know much of your sites. You've been using primarily written testimonials. Have you played around with audio or video testimonials here?

**Bob:** I haven't had the opportunity to collect video testimonials because I don't do my own events.

**Fred:** So, here is my thought for you Bob. Here is my suggestion as a mentor on this. Why not give people an incentive after they buy the product? Within seven to ten days, send them an e-mail saying, I know you've just bought this product. I hope you're enjoying it. If you are, I would like to give you a bonus in exchange for you putting up a YouTube video which you can just take the embed code.

**Bob:** That is a great idea; really a brilliant idea. This is why I tolerate him. [laughs]

**Fred:** This is why we tolerate each other. This would be kind of cool because all of a sudden...they do it for you.

**Bob:** They always say that you should use videos on your landing pages and there I would get video from when I am speaking at other people's events including yours and then instead of doing an original video with a flip cam, which I can easily do, I often like to take a segment of content video and use that on my landing page.

**Fred:** I really like that idea but what you said was good...

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- Bob:** What you said about testimonials, that is something different.
- Fred:** And then after the testimonial for the product, whether audio or video or whatever, you've got to make an offer.
- Bob:** And then I make an offer. The offer is basically the regular price for this program is \$149. Order it now and you can get it for \$129. You will save \$20. And we guarantee that you will be happy. If not, you can return it within 90 days for a prompt and full refund. That way, you risk nothing.
- Fred:** So, you make the offer and after you make the offer, it is time to close.
- Bob:** We close. We ask for the order. Usually, I bring up one more offer between the offer and the close. I often use the words, one more thing...and then I would make another sales point that I want to make: This will really change your life...
- Fred:** One more thing, do you hold your power until the end of the site?
- Bob:** No, I just make it another point. I don't save. I try to make my most powerful point upfront. But there is always more stuff that I could think of, so I will add another sales point. In infomercial marketing, this is the "but wait, there is more."
- Fred:** Now, after that, you've got the P.S.
- Bob:** Right, I use in my point, P.S. in my landing pages. I have, and you can do them differently, I say in my P.S. order now and you can get with my order, free special gift, this e-book, and then I would just give the title of it. I would be sure to say, retails for \$29. Yours for \_\_\_\_ it contains \_\_\_\_ and then I would list bullets for that.
- Fred:** If you're just getting started, rather than trying to figure this out, just do what Bob is saying; just use the P.S. for the bonuses.
- Bob:** I would do that.



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**Fred:** So now, we've talked about this but we haven't talked about the design for the landing page. Do we have to do something fancy? Can we just copy what you do?

**Bob:** You can copy what I do and what other people do, but basically, what you need to remember is a landing page is different from a conventional Website. A conventional Website is used to use content in an engaging way and to give people navigation and choice in how to best find and locate that content. A landing page is not designed to communicate content as much as it is to make a sale—it has one mercenary objective.

**Fred:** So, when someone says to you Bob, I don't think your landing page looks very good, what do you say?

**Bob:** I'd say, what is your conversion rate? I have a landing page where one of the conversions is higher than the other and when it's done to my list, it is actually a 32 percent conversion rate.

**Fred:** Do you want to share that with us?

**Bob:** Myveryfirstebook.com. It's a good product. There are a lot of reasons. But I had people tell me the design is shit. And then I say, wouldn't want to know the sales before you pronounce that?

**Fred:** It's unbelievable to me because of what criteria? Well, my wife doesn't like the way it looks.

**Bob:** As a copywriter, I've had that all the time. I've had many...I have been a copywriter for many years, and I have today, 30 years ago and in between, people tell me exactly that: My wife is a high school English teacher and she feels that this stuff doesn't make sense. And she's sold how many dollars worth of anything?

**Fred:** Exactly, what is her expertise in this field? What about colors? Talk to me about colors in a landing page.

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**Bob:** Black is a very good color, especially in headlines. It's bold. Red, blue or bold colors. Green can be ok. Yellow and gold tend to wash out, as nice as they look. So stick with bold, primary colors.

**Fred:** What about images or pictures? What should you show?

**Bob:** What's interesting is that tests show different images can out pull other images in terms of total response in sales. There is a famous quote from Bill Jaime that says, "Everybody but newsletter publishers know that pictures sell." And the typical pictures that you can show for an information product, because you can just substitute information marketer for newsletter publisher.

Information marketers think that pictures don't sell but everyone else knows they do. The three basic pictures are the product itself, a picture of this beautifully-packaged audio CD package with the discs spread out before it; the picture of the offer himself—Fred or Bob or June or Janey and a picture of what we think are the typical prospect or customer. Making use of the product or even just being pleased with the product which we generically call the happy, smart young woman. That seems to be the most—a professionally-dressed young woman who seems happy. And those seem to be some of the things that sell best.

**Fred:** What about audio and video? We talked a little bit about them earlier with testimonials.

**Bob:** Generally, you can use videos in testimonials, but you can also use them on your first page of your landing page. I often have it where your image would be on the first page of a landing page. I make that image a video image with a click button with a long launch video.

**Fred:** I got annoyed by the self-starts.

**Bob:** Yeah, I was about to say, I don't do self-starts and I have no statistics to show whether one is better than the other. But mine, you have to launch the video.

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You could do audio if you don't have video. I never have though; I've always done video or nothing.

**Fred:** Ok, what about—what are response options on a landing page?

**Bob:** They're none, either you can order, you scroll, order or leave.

**Fred:** And we talked about this earlier—capturing the person's e-mail address if he or she does not order.

**Bob:** You have a pop up and it is really more important than other people think. Fred is right, if you get a 3 percent conversion...let's say you get a 30 percent conversion rate. That means seven out of ten aren't buying. Why would you want to waste that traffic? So, you really want to use non-responders to your landing page as a prime list-building tool.

**Fred:** So now, we've talked about the landing page as if it is going to be selling something. There is another version of this which is strictly trying to get an e-mail address called a squeeze page.

**Bob:** What you can do is put up a two-step process of a series of landing pages. The first one is called the squeeze page—it is short copy, usually offering some free content if people are offering their e-mail address and their name and hit register. And if they do that, it will bring them to a long copy landing page on the same topic and offer. And the meaning behind that is if someone is on my landing page, their e-mail address has been captured. So we have a higher e-mail address capture rate. And also, everyone on the landing page is now more qualified because they had to read through and pass through our first gate to get to us.

**Fred:** Ok, so then what situation would demand that we send traffic to a squeeze page versus a landing page?

**Bob:** The rule of thumb is, if you're talking to strangers, you're getting traffic from Search Engine Optimization, pay-per-click advertising, people who don't

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know you—send them onto a squeeze page first and then pass them onto a landing page. If you're talking to people who already know you—your e-zine subscribers, you don't need to send them to a squeeze page, send them to the landing page directly.

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## E-MAIL

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**Fred:** Ok Bob, our next topic is, once we've created this landing page, we've created the product. Now we need to drive traffic to the landing page to get people to buy the sucker. So, how do you send people on your e-zine subscription list, because you have developed this list of people, how do you make that happen?

**Bob:** There are two ways: First, you can put ads for your own products in your e-zine. You have a series of news articles in your newsletter. If you have five articles, item number three, instead of being an article, is an ad for one of your products. And that will drive traffic to your landing page for that product—because you put the URL in. The second way is to send periodically, at different frequencies depending on a variety of factors—the main factor is, how much will your list tolerate?

If you can send them an e-mail a week and they're happy and then you do two a week and they're just as happy, send them two.

**Fred:** And make twice as much money.

**Bob:** Absolutely. But you send what we call, solo e-mails—an entire e-mail driving traffic to that landing page promoting that product to that list and that's how you generate...

**Fred:** Well, let's use a real-life example. We're about to embark on putting together some products like this one that will be made available to license. A good number of those people will probably be on your list and on my list and we will be sending them to a common page. This is something that would demand a solo e-mail, correct?

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**Bob:** Yeah.

**Fred:** It may demand numerous. How will our decision be made as to knowing when to stop sending solo e-mails?

**Bob:** On this product?

**Fred:** Yes. In other words, I've always heard that the first time you send something out, you will get X response. When you send it out—the same exact offer, you may get less but still very profitable. How does someone, who is looking to make money online, determine when they should stop sending out an offer if it continues to be profitable?

**Bob:** Well here is the way I do it which I think you do it a little differently. You develop a line of multiple products and you test each one with solo e-mails and they perform either well, so so or terrible. The ones that are really terrible, you might never send out again.

**Fred:** True

**Bob:** Or, you might tweak the offer or rewrite the copy, even in some cases to completely change the product or abandon it. The ones that do medium or really well, I generally wait two months before sending out a second e-mail on the same product. That is what I find is the minimum waiting time.

**Fred:** If not, then people will feel like they're getting beat up by the offer.

**Bob:** There's this one guy that I mentioned—and again, you don't know what their results are. He claims to be successful, but we don't know.

He just sells one product. And just being on his list—he has nothing new to talk about. So it just feels so redundant. It feels like selling not helping.

**Fred:** So he would be best advised to start selling more products.

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- Bob:** He'd be better off with multiple products. He also should be selling his list, which he does do in between the product sales pitches' content—e-mails that are pure content and my rule of thumb for that is that if you're e-mailing to your list, sales e-mails, and e-mails that are pure content like your e-zine issues, 50 percent of the e-mails or more should be content.
- Fred:** We had and I remember that you had a period of time that we had a discussion where some things really got hurt in terms of the numbers.
- Bob:** I didn't know this to start off or I didn't listen. I was just e-mailing sales pitches all the time...
- Fred:** And then all of a sudden, Bob came to me and said uh oh, people are not buying or they are unsubscribing. What was the problem with that?
- Bob:** First of all, our open rates went way down and when your open rates go down, everything goes down and that was the problem. But I was getting white mail. Those are personal mails from people on your list, not automated with people telling me that you're just sending me too much.
- Fred:** You're sending me too many offers. That's when you and I had the conversation. I said, Bob, I usually do use the 3:4:1 ratio. I want to make sure that I send three elements of content to one element of sales. People will never begrudge you making a sales pitch if they feel you've first delivered value. That is the bottom line. Wouldn't you agree?
- Bob:** That is sort of a trick. I arbitrarily divided e-mail into sales e-mails and content, but there is a hybrid third. There is a third e-mail which is a sales e-mail but sells by educating. For example, I send out an e-mail on...we have a product that we did together on getting your book published. I sent out an e-mail about this topic and my e-mail began: "If you want to get your book published, don't write it. At least not yet. Publishers don't want to look at a finished book. They want to look at a book proposal." So, even though I am selling something, I just gave them a huge tip. Most people don't realize—as you have, I have been advising wannabe authors for years. Most people

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don't realize that publishers don't want to get a manuscript. It's a huge counterintuitive...

**Fred:** Ok, so let's get back to the traffic generation here. You generate traffic using your e-zine as well. How?

**Bob:** You generate traffic as we just said, to your landing pages, by putting ads in your e-zine. Or even articles. Sometimes I will have an article in my e-zine on a topic and I will happen to have an information product on that topic. So I will write the article and there will be no selling in it; it's pure content. But then I will add, P.S., if you want more information on this topic, visit...and I will put the URL for the product.

**Fred:** And how does that work?

**Bob:** It will get me incremental sales. It will not sell nearly as well as the sales e-mail, but if a solo e-mail got me \$2,000 in sales, it might get me \$300 in sales; \$400 in sales.

**Fred:** But again, we don't know if those people would have responded to the solo e-mails, so it might be \$300 additional. Now, generating traffic using e-mail marketing to your list.

**Bob:** Right, that's what we just said. The idea is that you send solo e-mails to your list and some of them are pure sales messages. By the way, I want to say something about that. If you are using e-mail to drive traffic to a landing page and I say to people, what is the purpose of the e-mail? And I say, to sell the product. They say no it isn't. The purpose is to drive traffic to the landing page and I heard someone describe it this way: An e-mail to drive traffic to a landing page is like a classified ad for your landing page. You're not trying to sell the product. Like, I had one e-mail that worked incredibly well and here is what it said...

I had a product—an e-book called, How to Make \$250,000 a Year as an Independent Marketing Consultant. And my e-mail was, do you want to



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make \$250,000 as an independent marketing consultant? Click here. And they clicked a link—it was 15 words. Tremendous.

**Fred:** That was the solo sales e-mail?

**Bob:** That was the solo e-mail to get them to go to the landing page. The selling is being done right in the landing page.

**Fred:** Should these e-mails that you send out be text or HTML?

**Bob:** I have a text e-zine and if you have one, your e-mails should be text. If you have a text e-zine or e-newsletter and people are used to getting X from you and then you send them a promotional e-mail that looks like advertising—it's color, it's HTML. They will think it's spam. It should be what it is. Now, if you happen to have a nicely graphically-designed HTML e-newsletter, then your e-mail should look like that as well.

**Fred:** In other words, you don't want to signal that this is something different, probably sales, and therefore, people will get turned off.

**Bob:** Exactly.

**Fred:** What is your technique for writing an e-mail marketing message? How do you do it?

**Bob:** I use the AIDA method. I follow an outline AIDA stands for ...

**Fred:** Spell it for them.

**Bob:** Attention, Interest, Desire and Action. First, I do say something that gets their attention, like how to make \$250,000 a year. Then I gain their interest: Do you want to make money as a marketing consultant?

**Fred:** This e-mail that you mentioned—this sort of one line—sort of violate this a little bit because it is a curiosity factor.

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- Bob:** It is a curiosity factor but it is still the basic ideas. You get attention. You generate interest. I did all of that in a compressed one line. And then it creates interests and it creates desire. In this case, it created desire to click on the landing page link, and the landing page has the A for action, the call to action.
- Fred:** Talk to me a little bit more. You have some examples of things here from people that you know...One of the things is that you want the tone of this to be conversational.
- Bob:** Yes, e-mail marketing works best—when you don't know the psychological reason why this is so—e-mail marketing works best when it is conversational in nature. Short sentences; not slang, but contractions; conversational tone. You want to talk conversationally. Let the landing page do the selling as you have said. Let the e-mail drive traffic to the landing page. One thing that works very well in an e-mail marketing message is promising to reveal a tip or a piece of content. Do you want to know what Madison Avenue's biggest ad agencies do to get millions of people to buy thousands of products each year, click here now for details. And I made that up off of my...

# 26.

## SEO

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**Fred:** Ok, let's talk about sources of traffic for your landing pages. We've got a number of them, but for now, let's talk SEO.

**Bob:** Some of the traffic methods we discussed about building your list, also applies to providing traffic to your landing pages. One is Search Engine Optimization, which is creating a Website that naturally attracts more traffic. And I will give you an example. I am a freelance copywriter which I have mentioned several times. My Website is Bly.com and there aren't many three-letter domain names out there.

**Fred:** By the way, how long ago did you get that name and how did you get it?

**Bob:** So many years before I got into the Internet it isn't funny. I was late to the Internet. But I knew, eventually I would, so I grabbed it. I said how you could not grab it for like \$8 or whatever.

**Fred:** So you didn't have to buy that from anyone; you bought that yourself?

**Bob:** Yeah, I bought it...

**Fred:** Do you remember what year that was?

**Bob:** I don't.

**Fred:** It was in the mid-90s probably?

**Bob:** I'm sure it was. So, if you search for direct response copywriter, it describes what I do. And it will come up in the first page of the results. Usually, it

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depends on what computer you search from. But usually I come up number one, two or three.

**Fred:** By the way, if you search from your own computer, you will get higher rankings, you know that right?

**Bob:** That's why I said usually. Yeah.

**Fred:** So SEO means that you have to have certain words in there that...

**Bob:** There are certain things that you have to do. You have to, as you were saying, have certain words in there which people call keywords. So, when you write the copy for your landing pages, you use those keywords in the pages. For me, if you look at my page, Bly.com, look how many times I have the phrase, direct response copywriter. I think I've written it in such a way that it is unobtrusive. It's not grating or obnoxious, which is the goal. Because if you overstuff or overdo, it will be grating or obnoxious.

**Fred:** And the search engines will ding you for it, too.

**Bob:** I have the keywords in my Web page copy for every page in my Website. The other thing I have is the more content you have on your topic, the higher the search engine rankings. I have a blog which I am constantly adding content to, so that raises my search engine rankings. And I have an articles library on my Website that I have at least 50 articles and that I add to from time to time.

**Fred:** Got it.

**Bob:** So these are some of the ways I was able to optimize the Website with the search engine.

# 27.

## GENERATING WEB TRAFFIC

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**Fred:** We are not or claim to be experts on search engine optimization, but we have and promote others and which you will hear once again if you're on either one of our Websites. Talk to me about e-zine ads.

**Bob:** This is something that we've mentioned already, that you can run small ads in your e-zines or someone else's. Now, when you advertise in someone else's e-zine, they're going to give you a specification. You contact them, do you take advertising? Yes I do. What is the cost? And what is the spec? That's what you want to say. What's the spec? And they will say, well you have a 10-character headline, a 250 character body copy and a URL. You will have to write it to that spec or the ad will be rejected.

**Fred:** A lot of these sources of traffic to your landing pages are similar to the ones we discussed earlier. You just mentioned them in passing. You can do pay-per-click advertising, which we just talked about. And neither you nor I are experts on that, nor do we do a lot of it, and again, Google AdWords—Perry Marshall had written The Definitive Guide to Google AdWords. If you want more on that, that would be the place to go.

PR, which we have talked about fairly extensively. Lastly, I know that you wanted to throw in a few more items. I noticed that you left a little note here talking about my car. I wanted to put that in because I wanted to give people some real data: What happened; what I did and what I shouldn't do. Now, what I was doing driving around in this previous vehicle. I had a couple magnetic signs and I paid \$120 for two magnetic signs to put on the outside of my front door left and front door right of my car and it was a fairly decent-

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sized sign and it had my domain name that I was directing people to. So, I figured if some were good, more would be better.

What I did with my next vehicle was I had the car wrapped. I put the big... Basically the whole car is an ad. It's wrapped in this thing; it uses the URL, and the whole entire car. The \$120 expenditure went to \$2,200 with the wrapping of the car and that proved to be not a good use of funds.

So, if you are going to do some type of advertising on your vehicle, just like any type of advertising... there was no intermediate step here. You couldn't half wrap the car to see how it worked. I would suggest to people that if you're going to put advertising on your cars put cheap, inexpensive advertising in the form of these magnetic signs and do not get your car wrapped. That is the bottom line.

**Bob:** My wife is a home stager. If you watch HGTV, you'd know what that is and she uses magnetic signs. But here is something you won't hear anywhere else. If you have magnetic signs, God forbid you get in an accident, take the signs off and throw them in the back seat. If the police reported that you had commercial signs and you don't have commercial car insurance, your insurance company may try to deny the claim.

**Fred:** Interesting. Very interesting. So, in other words, you're telling me, I can't throw my wrapping...

**Bob:** So in other words, you're stuck. You might have to have commercial car insurance.

**Fred:** Wow, good point. And that is a method of driving traffic to your site. It's a little out of the ordinary.

**Bob:** Do you have any other oddball ones?

**Fred:** Yeah, I do. I don't know if you remember it sitting right here in front. I have these sandwich signs that I have worn out in front of Madison Square Garden

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that have domain names on them, because I am just crazy and want to do that kind of stuff. I put on these plastic sandwich signs and went out in front of New York City traffic where there are a lot of people coming out of Penn Station and out of Madison Square Garden.

I literally was handing out fliers, just because I want to do that kind of crazy stuff. Now, response rates, I didn't really see huge jumps in the numbers. But I saw some. So, if you're crazy enough to want to do that, hire someone to do that. I hired someone to do it in my last business. But again, in all of these things, don't invest in any of these things until you've tested it. Ok, so now we're talking about starting up the plan. We're getting towards the end of the program, and what do we do first? What are the steps?

**Bob:** Remember you need three elements: You need people to sell to; stuff to sell them and stuff to sell. You can actually get along and start with two of three. In other words, you can have an Internet marketing business with no products if you can have a list of people to sell to. You can do that by selling other people's products as an affiliate. Or, you can have your own products and no list and find other people with a big list and have them sell your product as an affiliate. But what would I do if I were starting out today? I think the most important thing to do is first decide what of the three categories of product do I want to sell?

Do I want to sell merchandise, information or services? Most of the people listening to this program, not all, will wind up selling information. The next thing is if I am going to sell information...

**Fred:** Am I going to do it myself? Or am I going to get someone else? Is that the next question?

# 28.

## GET RICH IN YOUR NICHE

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**Bob:** No, I was going to say, the thing is, when you have an information product business as we've said, you have to have a line of products. You will not be successful with just one product. And it's not just about the line of product. They all have to be on the same topic. A line of products is not going to be one e-book on gardening; another on adopting foreign babies and one on golf, which is what most people think they're going to do.

They think that they're going to be eclectic.

**Fred:** So, your approach was your sphere of influence has to do with copywriters and writers.

**Bob:** My existing sphere of influence had to do with freelance writers, copywriters and marketing people, so I started off with products appealing to those people. All of my products appeal to those people.

**Fred:** Tangentially appeal, but they have some appeal to that target market.

**Bob:** The first thing that I would do if I was going into an information marketing business is what niche of information. Again, and how would you determine that? You used the word earlier about passion, but I'd say you would need to do a self-inventory and say, what do I know?

If you're going to go into information products, information is stuff that people know. What do you know? What do I know? What do I want to know? What am I curious about? What has my education taught me? What are my credentials? What are my life experiences? What about my work experience? What kind of jobs have I had? What kind of hobbies do I love? What am I



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good at? What skills do I possess? Do I speak Spanish? Do I program in HTML or Visual Basic? What are my skills? You can make a list of all of these things, go through the list and say which one of these interest me enough that I can build a list around it? And then does the Aristotle test? Is there any one of these that can intersect with the needs of a hungry buyer public where I can make a living at it?

And then you will find that if you want to do something...we talked about Visual Basic. There is a guy out there and I don't know if you know him, named Mr. Excel. He sells information out there on how to use Excel. He is pretty successful. He told me what he makes and I believe him because he made a modest and not excessive amount of money. He is not super rich, but he makes the amount of money that most Americans would envy. And he loves Excel. And the way that he got into it was interesting. These are the things that you get into based on your life's experiences.

He was the finance guy at a big corporation and his boss bought a \$100,000 software package to do their finances, but it didn't work and his boss insisted that it would work. What this guy had to do was he had to learn to do Excel to do all these reports that his boss wanted and they just told him he did it on the package. He became an Excel guru.

**Fred:** So after you figured out those elements, the next thing is, how do you get cash? How do you get money?

# 29.

## TAKING PAYMENTS ONLINE

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**Bob:** Well, you want to be able to take major credit cards and PayPal.

**Fred:** And major credit cards—part of the Web Marketing Magic system and that is [webmarketingmagic.com](http://webmarketingmagic.com), has the ability to do all of these backend functions and that is Bob's Best Cart, right? Or Web Marketing Magic; either one. Bob and I have been using it over 10 years. You've been using it since I guess you've started. This will give you all of the elements you need. People ask me all of the time, why should I get merchant services to take credit card when I can just get PayPal?

**Bob:** A lot of people don't want to pay with PayPal.

**Fred:** Yeah, a lot of people don't want to pay with PayPal. But now PayPal has a service that allows you to pay with your credit card that will pay you. I think it has to do now with perception as well. I think that people look at people selling things where they only have PayPal as an option. They sort of look at them to say they are not really a real business.

**Bob:** Because a real business takes credit cards.

**Fred:** Credit cards without the need for the PayPal, because PayPal allows the—it says that if you don't have a credit card, [click here](#). It looks a little bit like you're not up to snuff. But again, that is a perception issue.

# 30.

## INTERNET MARKETING SOFTWARE

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**Fred:** Again, check out Web Marketing Magic for both of those. And duplication. In other words, now that we have a way to accept money in our backend system, and by the way, Web Marketing Magic does the e-zine list...

**Bob:** Web Marketing Magic takes the payments.

**Fred:** It does?

**Bob:** Yeah, PayPal or credit card. When we talked about building an e-list. Web Marketing Magic will maintain and manage that e-list for you. It will distribute e-mails to that list to you. It is your e-mail program.

**Fred:** It will also deliver digital content to customers who buy it so you can upload digital products like an e-book or an audio product or a video and it will deliver them to the customers. It may deliver them in pieces. It will also allow you to do some very basic split testing—an A/B split testing. It will also allow you to do an ad tracker. An ad tracker—the domain name that I use on my car, which I didn't mention because I didn't want the numbers to get skewed—that domain name on my vehicle has an ad tracker associated with it and I can Web Marketing Magic system and see how many people have come through that domain name to the site that I am sending them too.

There's a ton of functions, all of which are valuable and in some cases, essential for anyone who is going to do this business.

So, if someone says to do one of these things cost \$100 a month, you know what? In order to run a business, in any field where you have a brick and

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mortar, you have to pay rent. This is just a minor investment. The trial is \$4 a month to try it. \$4 for the first 30 days. But I am telling you that there is no single thing that is more important to setting up all the things for your business than the Web Marketing Magic.

**Bob:** And what I like about it is that the Web Marketing Magic is an integrated software system for having an Internet marketing business. Now, you can go buy all of the components that Fred just described separately. One here and one there.

**Fred:** AWeber has auto response.

**Bob:** And Web Marketing Magic has its own auto responder. You can argue that by buying one here and one there; you're getting the best of breed. So what. Integration is so crucial. I tried in the beginning to buy them individually,

**Fred:** Well that is because you were using Constant Contact and I said Bob, wouldn't this be easier to have them all in one place? And you said yeah but I built up this entire list. And I said, yeah but you it would be nice to pull it in. To this day you still have to run them currently.

**Bob:** Yes, it's important that when you start—and most of the people in here are starting. Start right away with Web Marketing Magic, get it from day one and build your list from day one.

# 31.

## PRODUCT DUPLICATION

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**Fred:** Absolutely, so now they have a way to get paid; they have the Web marketing system set up. Now they need to duplicate products.

**Bob:** Products like an e-book do not have to be duplicated. Or a downloadable MP3 product doesn't need to be duplicated. But if you're producing a physical product—a physical book, a physical CD—they need to be duplicated. And I used the place that Fred took me to and originally Speaker Fulfillment Services to do the duplication of my video and audio programs.

**Fred:** And I mentioned the other one, Kunaki.com for the low-budget, simple, no customer service. Again, very different from Speaker Fulfillment Services. But another option for you...

**Bob:** Now, you do one thing I do not. You have, as part of your product lines, usually at the front end of your products—entry level products; low-priced products. You have physical books, which I don't have. Where do you duplicate those?

**Fred:** I do those through Create Space. Since all of my stuff—you're primarily in the big publishing world. You're in the publishing world. Since I am in the self-publishing world, I get all of my stuff done through Amazon at Create Space and Create Space allows me to upload my files, including the covers, etc., and they do a really good job of creating great-looking books and I got one of mine that I was going to give you anyway. That's something—createspace.com for physical books.

Now, what is the unit cost for your product? You should know these numbers.

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**Bob:** In my case, it depends on how many discs are in the product. Typically I want the cost to be 1/8 of the total purchase price. So, if I have a \$100 product, it's got to cost me around \$10 or less.

**Fred:** And I always say between \$10 to \$15, so if I have a \$100 product. My preference is if you have a \$100 it should cost \$10. That would be my preference.

**Bob:** You could go \$12.

# 32.

## GROWING YOUR INTERNET MARKETING BUSINESS

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**Fred:** Exactly. I am with you on that. Now, let's talk about growing your Internet marketing retirement portfolio. So at what pace do you grow your Internet marketing business so you can retire from the 9 to 5 world in say, 18 months?

**Bob:** I had someone ask us this question about posing a hypothetical entrepreneur who was living in an area where basic expenses were \$2,000 a month. Well, that would come down to \$500 a week. So at what point could you reach the \$500 a week mark? I think that it is realistic that it could happen in six months.

Now, if the launch of that person's first or second product didn't go well, then we might be looking at 6 to 12 months, but it is not going to be more than that. See, in my case...see, I had an unusual situation. I had some content that I owned and I already knew how to write advertising copy, which some of our listeners may not do.

**Fred:** May not do or have the ability to...

**Bob:** Or may not be able to pay for it. I could write the copy; I own some content. I also could write content although I didn't really want to. I also had a list. I had an e-newsletter before I ever got into Internet marketing, I had a newsletter that I sent to my copywriter clients and prospects—not as big as it is today but it had thousands of names.

So, from there I was able to get to about \$4,000 a week in about six to eight months. But I think realistically, to get about \$4,000 a week; I would expect it to take 12-18 months.

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**Fred:** And a way that I would do this personally. If I were counseling someone, getting someone started in this business and I do a lot of individual coaching in something like this; I would tell people to think of their individual products to pay for their individual expense. For example, I want to create a product and a landing page and a site that takes care of my electric bill every month. I want to create another product—a landing page and a site—that takes care of my car payment every month if I had one. I want another product to take care of this, so I actually don't look in terms of the big number of \$2,000 a month. I look at knocking off each...And of course, the biggest one there is my mortgage X number amount a month and I have three of them. Never mind, I don't want to talk about it.

So, what happens is, look at every one of your products as ways to take care of an individual expense that you have to take care of your life. Rather by painting this picture that you're going to make \$1 million overnight, let's show you how, in the next couple of weeks, to be able to have your electricity bill paid by your Internet business.

And after that, in another two weeks, how to have your gas bill paid by your Internet product—do it that way and you will get to the point, and I think your numbers were very reasonable—in six to 12 months to cover basic expense, I think it is very reasonable.

**Bob:** Ok, I like that.

**Fred:** Ok, we haven't really talked about...Let's talk about the three ways to increase online revenue to reach that weekly goal of whatever it is.

**Bob:** There are three basic methods: Number one is to increase the list size. Assuming you make \$10 per name per year; you add ten names; you just made another \$100. So increase the list size.

**Fred:** And we looked at ways to do that.



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**Bob:** Yup. Two, is to increase the e-mail click-through rate. You send out an e-mail and right now, you have a 2 percent click-through rate. That means you send it to 100 names, two people click and go to your landing page. If you can get 4 percent click-through rate, you double it and proportionately, you double your revenues.

The third way, after increasing list size and click-through rates, is to increase the conversion rate. Your landing page. For every 100 people who go to your landing page, you get two sales. If you get four sales, not only will you double the conversion rate, you will double revenues—all of these things are linearly proportional. So there are three ways: increase the list size, increase the click-through rate, and increase the conversion rate. And for the e-mail click-through rate and the conversion rate, the key is better copy. This course is not about copywriting. We should do one.

**Fred:** We should.

**Bob:** We promise that we will put together a copywriting course for you. And maybe in that case it should be video. We will do an audio or video course because that copywriting can take care of those three requirements.

**Fred:** Absolutely. So now, we haven't mentioned much about auto responder e-mails. Where do you feel it fit in? Where do you use them?

# 33.

## AUTO RESPONDERS

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**Bob:** One place where I use them is that if someone goes to one of my landing pages, and I will do this on every landing page because it is so much effort and work, but on my major landing pages, if you go and you don't buy, a window pops up and it says, "Give me your e-mail address."

The auto responder will say something like Thanks for visiting landing page X. We noticed that you didn't buy...And this is not the copy...This is the sentiment...Thank you for visiting landing page X. We noticed that you didn't buy. Here is why you might want to reconsider that decision...and that is what it is basically.

**Fred:** Well, let me tell you...my dad used to have an expression. He said, don't do as I do, do as I say. So, in terms of...I crank out so many products that I get way behind on what I should do with each.

**Bob:** Me too.

**Fred:** Let's talk about what we should be doing with auto responders. I think that every product that you produce, before it goes out the door, should have a series of auto responders. Probably at least 15 or 20 of them.

In some of those auto responders, you should prepare some of the responders for people who didn't buy to get them to buy. And once they have bought that product, to get them to buy the next product or whatever it is you're recommending. Do we do this? No. Should we do this? Absolutely, yes.

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You only have so many hours in a day. And actually, if I were counseling myself again, I would say before you finish getting the product done, it really isn't done until you've done those two things. I think that would be the way to do it because it is so self-serving. If you do that, you will make more money. We have lost money because of that.

# 34.

## PUT YOUR INTERNET BUSINESS ON AUTO PILOT

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**Fred:** Ok Bob, how about we put this plan that we've put together for everyone on auto pilot? How do we do that? How do we do as little work as we need to and make a bunch of money?

**Bob:** Once we get this all up...and I am not talking about getting it started, which we've been discussing, but once you get it up, you can be in the position with an Internet information marketing business assuming that you are using Web Marketing Magic and an outside fulfillment house. In other words, you're not doing it yourself. You're not packing books in bubble bags and boxes. You're not doing the work yourself. Assuming that you use outside services—outsource everything; automate everything using Web Marketing Magic—that is the only software you need. If you didn't have that, you will have five or six software packages to achieve what it does.

You could be making six figures and by that I mean \$200,000 to \$300,000 or a little more, working at this for about an hour a day four or five days a week.

**Fred:** And this is after it is up and running?

**Bob:** After it is up and running.

**Fred:** Because you are an example of this.

**Bob:** Here is what I do in a week. I send out four e-mails. Two of them are sales messages. I already have a library of sales messages that are successful. I just pick one and send it. I don't have to write more sales copy. The landing pages are all written and up. The only e-mails that I do...I send out two content e-mails a week, so those have to be written.

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Then, there is the overhead of the business—paying attention of looking at the numbers; out of Web Marketing Magic would produce a sales report for me each week. I have an assistant and she does that. I have to think about...you have to think sometimes. I had to sit and think what product do I want to do next? Should I be adding videos to my Website? And if I do that, then I have to make the videos, so that is extra time. But on regular labor, it is very little. Matt Fury. Do you know who Matt Fury is? He is the guy who will show you, [killanybodywithyourbarehands.com](http://killanybodywithyourbarehands.com).

I saw him give a talk and he says, here is what I do. Every morning on my computer, I go clickety clickety click and hit the send button and the next morning, I will make \$10,000. That is the kind of business model that we have taught you to do. It is e-mail-driven and all you have to do is write simple marketing e-mails. Remember the one that I did about making \$250,000 a year as an independent marketing consultant—10 words, 15 words. This isn't writing War and Peace.

**Fred:** Yeah, but it took some time to write the landing page.

**Bob:** Yes, you have to write the landing page but that is already done. I am not doing that now. It is all there now. What will happen is we'll come out with a new product. Now, that month, I have to write a new landing page.

**Fred:** Aww, isn't that too bad. So how long will that take you?

**Bob:** Well, I am fast. I have a formula for doing it.

**Fred:** Not only that, Bob has copywriting clients who work on the corporate kind of client work. You then have this and you can do this a lot faster than you can do client work.

**Bob:** Yeah, because I know all of the information. It is my product...with a client. I had one recently, on self-directed IRAs. What do I know about that? Nothing. So, I had to really study it and I had to do a ton of research to write that landing page to make it effective.

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- Fred:** I am hearing all of this stuff that you have to do. What if you want to work and create more products?
- Bob:** You can expand the business again by researching, looking what else is out there and identifying affiliate products. See what else can complement my product line. I don't spend any time doing this and I don't think you do either because we're prolific product producers, but if we weren't, we would spend time looking for products and looking for what we could add as a licensee or an affiliate that we can add to our standard product line—make them part of our product line.
- Fred:** Absolutely. So now, will the Internet Marketing Retirement Plan that we've created for everybody here ever need sort of a tune up? Will it need to be tweaked? Will it need to be gone over?
- Bob:** Yes, because here is what happens. There are always new developments, that is why we are re-recording this program—Internet Marketing Retirement Plan 2.0 because new stuff comes up and there are new ways of doing things and new rules and new ideas like that new vendor that you came up with, Kunaki. We didn't know that when we did the first one. So, new things come up, so yes, you need to change and switch and I think another big development that has come up and we started this eons ago, video was a non-factor. Now it is a very big factor. So you have to be aware of that.
- Fred:** Now, mobile is getting to be a big factor. I actually, since we've talked, I have an app—my own app. You can go to [myveryownapp.com](http://myveryownapp.com), which is a place where they show...I just have a guy that I send them to...that they can use and set up their own app. And so again, things are changing. If you're in the Internet marketing business, don't expect things to stand still.
- Bob:** In marketing, things change. It is interesting that you pointed out mobile marketing, which has become a huge area and traditional marketing. QR codes, those little hieroglyphics that appear on every document, so there are always new things that you have to incorporate.

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**Fred:** Absolutely.

**Bob:** Unfortunately, there is nothing that you can do and just forget about the whole rest of your life.

**Fred:** Absolutely, so let's open up to some parting thoughts here. What would your thoughts be for someone who is just finishing up listening to this program; sending them on their way to make money and make good fortune?

**Bob:** I like what you said about creating a product to pay your electric bill. I say that the way that we do this that other people don't is think about and visualize and plan out the lifestyle that you want to have. What do you want your life to be like? There is a career consultant, Valerie Young. Do you remember her?

**Fred:** Yes, I remember her.

**Bob:** She has an exercise where she makes you write about your ideal day. Your ideal life.

**Fred:** I did something like that in one of my seminars.

**Bob:** Yeah, so, I did it. I hired her. And then, after you do that, design an Internet marketing business that delivers that day. If you want to be driving a Rolls Royce, what do you have to do to get there? Is that important to you? If it is not that important to you, then it is not that important to you to have so much free time.

And what is more important to you is maximizing your gross revenues per year. On the other hand, some people want to have a life where they don't have to deal with other people. Some people want to have a life where they can be done with work for the day by noon, which we can deliver to you.

So, what would you like your life to be like? And then design an Internet marketing business to deliver that life to you.

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**Fred:** For me, all of this revolves around saying that the biggest thing for people to know about completing this audio program is that things will not happen overnight. It might happen in three months. It may happen in six months. It may take a year. The key to understand is that most people and this is where I go back into this book, The Dip. Most people will not put in enough time.

**Bob:** I was going to say, this is an autobiography...

**Fred:** I don't know Seth so I can't say. Most people won't put up with the crap and the mire that you have to walk through...when you start playing golf, and I started playing golf when I was a kid, the first three, four, five months of a golfer is so bad. You play so poorly that most people quit, because they say, I just can't do this.

But if people will get through that dip, the three to four months of being a golfer, and get to the point where they say, wow, I can actually hit the ball. Wow, I am getting better. So, in this business, it is the same thing from an income standpoint because you work a lot, but you don't get a lot of return and then you say why I am doing this? The Internet doesn't work. That's what people will say and they are wrong. The Internet will work if you follow the steps we've given you here. This Internet Retirement Program will work if you follow the steps, be patient and understand that you have to put in the work up front. If you put in the work up front and you've created all those landing pages and now you're reaping the ongoing rewards.

And you have to have the tools to do it, whether it is Web Marketing Magic, Ultra Cheap Domain, all of the tools. You have to have the tools because it is just like sending out a carpenter with a hammer and a nail and that's it. You need a saw; you need other things as well. Those are my thoughts. Is there anything more you'd like to say?

**Bob:** That what you've said about not giving up. It's a cliché. But, Calvin Coolidge said persistence pays. Talent is not important. Intelligence is not that important. It's persistence.



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**Fred:** In Jeffrey Coleman's recent book, he said that talent is overrated. He says it in three words. I really think that this isn't about talent, this is about tenacity.

**Bob:** I would agree with that and on that end, I would say...

**Fred:** Thank you very much for listening folks. We will see you next time.

**Bob:** Thank you.