

# INTERNET CASH

# Genie



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Now that we've got that out of the way, let's get on with the good stuff!

# Introduction: The Opportunity

Congratulations! By opening this e-book, you have *unleashed* an amazing opportunity that will dramatically transform your business from where it is today.

The information you're about to receive is nothing short of priceless, ultimately putting you in a position where your competition will no longer matter.

Not only because their business will be virtually irrelevant, but because your business will be so secure you won't have any serious competition.

How is it done? Actually, it's quite easy...

Inside these pages you'll find specific strategies, ones that will allow any type of business to stand above everyone else in their customers' eyes. And by implementing these strategies, your business will be seen as the only possible source for your products.

Most importantly, you can start experiencing that kind of success within minutes of completing this book. In fact, you'll probably even get your first "eureka" moment within the first few pages!

Before you begin, though, make sure you grab a pen and paper. With so many new ideas and how to apply these tactics to your business, you're definitely going to feel the urge to take notes.

I'm confident you'll gain a lot from this e-book and I appreciate your trust in making the decision to purchase a copy. It's an amazing opportunity to uncover knowledge that you can *immediately* use to add more cash into your bank account.

Let's get started...

# Who Is Your Competition?

Naturally, before you can crush the competition, you must first identify exactly who they are. You're probably aware of a few of them. But, chances are, there are many more flying under the radar... **stealing** your potential customers. So the first thing we need to do is define who they are...

The true definition of your personal competition is this: **anybody who competes for the same customers.**

In many cases, the ones you think might be your competition really aren't. Just because someone offers the same type of product or service does not necessarily make them your competition.

Let's say, for example, someone is offering the same type of product but caters to a higher-end clientele. In that case, they are **not** your competition. Why? Because they're targeting a different group of customers, people who currently would not want your product.

Of course, that type of scenario could easily change. You may very well decide to go after the higher-end clientele in your market at some point. Those same businesses would become your competitors because you would then be competing for the same customers.

This is very important to keep in mind, mainly because there are many opportunities where partnerships can destroy your competition. And trust me, mistaking friends for foes can be extremely costly to your business.

For example, one successful technique is trading off leads with a business that targets higher-end customers in your market place. Here's how it works...

When you get a client who is not interested in your product because they're looking for something more, you can then refer them to a product that would fit them better - and vice-versa.

Needless to say, that would result in a big increase of sales for both parties involved.

So, although you're selling the same type of product as a competitor, you may not be competing for the same group of customers. We'll discuss many more opportunities for partnerships, but first let's talk about how to uncover your hidden competition.

As you know...

The World Wide Web is a gigantic place. There are opportunities where anybody around the world can open up shop without spending money from their own pocket.

This means you can have a significant number of under-the-radar competition... and hidden in some of their "online shops" are little innovations each of them have developed.

When you are able to take those innovations and improve on just a few of them, your business will be on the cutting edge of your market place. Nobody can beat you.

Now, keep in mind, since the internet is new in many markets, the competition is so clueless you would NOT want to copy anything about their business. For those particular markets, you will be able to **effortlessly** dominate using the strategies in this book.

But first things first... defining who your customers are. If you don't have a clear picture, there is no way to know which businesses are competing with you to capture them.

A simple definition of your potential customers is **all of the people who would want your product.**

To find out exactly who these people are, we're going to do a little research.

There are 3 methods we're going to use and you should spend some time with each one. The first step is to uncover exactly who is looking for what you have to offer.

***New Advertising Solution***

Visit <http://www.Amazon.com>. While you are there, you're going to look at what people in your market are buying. What books or magazines are they consuming? What is on the magazine covers that helps sell them?

Just looking through this information will give you new ideas on who your business needs to cater to.

Use a keyword tool like the Google Keyword Planner to find out what people are searching for in the search engines. What are they looking for, desiring, and need an answer to?

Our objective is to find out what people are looking for in your market which in turn will tell us who your customers are.

Let's take the example of selling televisions. In that instance, typing the term "televisions" into the Google Keyword Planner brings up the following search results:

The screenshot shows the Google Keyword Planner interface. At the top, the search term "televisions" is entered in the "Your product or service" field. Below this, the "Keyword ideas" tab is selected, displaying a table of search results. The table has four columns: "Keyword (by relevance)", "Avg. monthly searches", "Competition", and "Suggested bid". The results are as follows:

Keyword (by relevance)	Avg. monthly searches	Competition	Suggested bid
tv's	49,500	High	\$1.26
samsung tv	135,000	High	\$1.19
flat screen tv	90,500	High	\$1.54
l c d tv	9,900	High	\$1.36
plasma tv	18,100	High	\$1.51
cheap tv's	40,500	High	\$1.16
hdtv	22,200	High	\$0.90
tv for sale	33,100	High	\$1.40
tv sale	40,500	High	\$1.41
tv's on sale	40,500	High	\$1.25

Now, let's say we sell different kinds of televisions on our website. The keywords, "samsungtv", "flat screen tv", "lcdtv" and "plasma tv" would all be keywords you would want to make a note of.

You want people looking to buy a TV, not looking for information associated with watching television programs. So make sure you largely ignore any unrelated terms.

As you can see from the "televisions" data return, there is a large number of searches and high competition. Also, pay close attention to the Suggested bid price when using the Google Keyword Planner.

You can also see what people are paying per click for each of these terms at: <http://uv.bidtool.overture.com/d/search/tools/bidtool/>

The higher amount people are willing to pay per click for these terms, the more money there is to be had.

That takes care of search engine data. Here is the third method you should implement.

Visit forums people in your market frequent. While you're there, look to see what products and websites people mention.

What problems are they trying to resolve? What questions keep on popping up time and time again? What slang do they use? Make notes of all this type of information.

To find message boards visit:

<http://groups.google.com>

<http://groups.yahoo.com>

Or just do a search for "Your Topic Forum"

Only after you fully investigate who your customers are will you be able to determine who you're competing against.

And, while conducting this type of research, you will want to take notes on every aspect of your consumer. For example:

- What do they worry about?
- What is their average age?
- Do they tend to be a certain sex?
- What are their biggest problems?
- What do they like to do in their spare time?
- What is their average income and how much of it do they usually spend on your product or service?

Once you've gotten a good idea of exactly who your customers are, it's time to search out where your competition is (so you can "surpass" them).

To accomplish this, we're going to do some more reconnaissance work.

So, for the televisions example, we might take the term "plasma tv". Then, we'd go through each of our competitors' websites, making note of who is a threat (based on who is going after the same customers).

While at Google, be sure to look at the Sponsored ads on the right side of the screen. These are from competitors paying money to actively market their business.

Also, pay attention to 1) who you see over and over again, and 2) who is always ranked near the top. Make note of your toughest competitors - for what you'll learn later on.

In addition to search engines, be sure to see what resources people are recommending in forums, message boards, and other discussion groups.

Accessing these forums is like having the opportunity of viewing your customers chatting at a bar. Just like when consuming alcohol, the amount of anonymity prompts people to open up, saying and doing things they normally would not.

We'll be talking more about how to interpret people's comments a little bit later.



Ok. Now that you know how to find out who your competition is, I've got some really good news...

### **New Advertising Solution**

# The Competition Is Irrelevant!

It doesn't matter.

Yep. You heard me right. It makes no difference what your competition does. Why? Because they only serve one purpose.

You see, it's easy to get caught up in what your competition does. They lower their price, you lower your price. You offer free shipping, they do the same thing.

It's a never ending game. Whenever somebody makes a move, there is a rush to follow.

Well, guess what? You may be surprised to learn you don't have to worry about having the lowest price. You can forget about having to match the competition's advertisements. Best of all, your customers and prospects could soon care less who offers these advantages.

There is a better way. And it works in 3 easy steps:

1. "Spy" on your competition. Uncover what they are doing successfully and unsuccessfully.
2. Improve on what they are doing.
3. Forget about them and focus on the strategies (you will soon uncover) which will separate you from the crowd by leaps and bounds.

Let's look at some examples of companies successfully using this formula:

## **Case Study # 1: *Krispy Kreme Doughnuts***

You may be familiar with this company. In only a few short years they became a phenomenon, completely wiping out their main competitor *Dunkin' Doughnuts* in countless cities across the United States.

How'd they do it? Well they did not offer a cheaper doughnut or the latest and greatest new treat, or by using any other marketing ploy. Nope.

Rather, they offered something different... a total experience. Instead of just offering doughnuts, they gave consumers the rare opportunity to see how the doughnuts are made.

It was a place where customers could take their kids to the store and watch as their doughnuts are taken off the conveyor belt and served to them... hot, ready to eat.

This was a great improvement over their competition. There was no way *Dunkin' Doughnuts* could do the same thing.

Why couldn't they?

Well, for one thing their stores were already established. So changing the design would not only cost a fortune, it would not work in many stores. But more importantly, they also could not duplicate the story told by *Krispy Kreme*. That is, the story of having a special treat that the whole family could enjoy.

As a result, *Krispy Kreme* created excitement all of the country, greatly expanding and rapidly destroying *Dunkin' Doughnuts* (in many markets) in a matter of years. All this without doing the old "see and copy" game.

Let's talk about another example:

### **Case Study # 2: *Ben & Jerry's Ice Cream***

Millions of loyal consumers see *Ben & Jerry's* far and above the rest when they head to the ice cream section of their local supermarket. It's not because it's the cheapest or the fanciest.

But rather, they offer a superior product in the minds' of loyal consumers. When shoppers are looking at the ice cream section they don't see ice cream, but a fun, thick, and tasty treat.

Additionally, if you're a shopper, you probably also know where this product originates.

It's from the state of Vermont... where life is more laid back, workers are treated right, and with an image that makes you feel just plain good. You just don't feel the same way when you buy the supermarket brand.

In fact, even if they raised their price a little bit, it would most likely not matter. That's because consumers don't make their decision of what to purchase based on a product's advantages, but the way it makes them feel to get it.

Let me repeat that as it is a key point for your business as well:

...consumers don't make their decision of what to purchase based on a product's advantages, but **the way it makes them feel to get it.**

Whether the feeling is prosperous, smart, secure, healthy, or even sexy... keep this in mind...

Shortly, you will uncover the secrets to turning your business into one with a loyal following, almost cult-like... where your customers just won't feel the same by going with somebody else.

In other words, your competition will be irrelevant. It won't matter one bit. It just serves one purpose...

To "spy" on them and gain inspiration for improvements. You don't have to worry about them as a business threat, because they will no longer be a serious threat to your bottom line.

You should also know this...

It does not matter what kind of business you have. These strategies can be applied to anything. From affiliate marketers to website owners to Fortune 500 companies. Every type of business can gain significantly from applying the lessons you are about to learn.

So, let's get started with the \*most\* important step to utterly creaming your competition...

# The “Secret” Ingredient To Every Successful Internet Business...

It has nothing to do with the latest, greatest marketing technique... or a special new piece of technology. Nope.

In fact, it has been around for thousands of years. Can you guess what is?

If you said it's your story, then you're absolutely right. Nearly every successful business has one... and every business that stands above their competition DOES have one.

Sometimes the customer comes up with the story themselves based on how they view the company... but smart companies are the ones that go right ahead and tell the consumers what it is.

If you're a little confused on exactly what I mean by a story, then listen up:

Stories are everywhere. They are how your customer or prospect thinks about your business.

Whether your product is thought of as “exotic,” “folksy,” “trustworthy,” or whatever positive emotion you want to associate with your product.

Now, before we get any further, we need to dispel a possible misconception.

By story I don't mean “image.” It is much deeper than that. It is an experience that prompts your customers to purchase. An image, on the other hand, is much too simplistic. It does not create the opportunity for your customers to relate and bond with you.

Adversely, a powerful story allows you to gain an amazing power. One to **sneak** right past your customers' defenses, which have been built-up against anyone who might be trying to sell them something.

More than that... the right story is what will make your sales go crazy for years to come, mainly because it is the single most powerful tool of

influence.

Think about this... person does not have to admit they were wrong to agree with the lesson taught in a story. And that means, the right story can allow nearly any pre-existing belief customers might have to be wiped clean.

Pretty powerful, huh?

With that said, let's look at an example:

### **Example # 1 – *Wal-Mart*, one of the largest businesses in the world.**

Love or hate 'em *Wal-Mart* is an excellent example of having a story. Why?

Because people have two different stories for *Wal-Mart*. The first one built the empire. The more recent story, threatens to damage their bottom line.

*Wal-Mart* has grown to its massive size and crushed the competition because people see them as the “ultimate store”. A place in small towns where everyone can gather... and where all the family shopping can be done. It fits the top wants of millions of consumers.

The story that built the empire is the one *Wal-Mart* tells its customers: “Get your needs satisfied quicker, easier, and cheaper, while going to the friendly family store.” They even have senior citizens welcome you inside the door.

Now here's the story some folks believe, the one that threatens to damage the bottom line...

*Wal-Mart* is a big, heartless corporation. This because of the aggressive tactics they use to keep the prices low. And of course, this story is what people have arrived at without influence from the company.

What you should take away from this is simply that your business might have two stories... the one you want your customers to know and the one they come up with on their own.

If you don't even tell them a story, your customers and prospects will most likely develop their own. Possibly negative, possibly positive... it all

depends on the individual.

However, when you are able to formulate a successful story (and subsequently tell it), you will automatically gain an instant connection with your customers. That in turn will create a non-stop stream of sales allowing you to out-distance your competition.

But before we talk about how to create a successful story, let's look at a few more important points with...

**Example # 2 – Google.** How did they come to dominate a large majority of search traffic, especially when there was so much competition in the early days of the Web?

Well, you guessed it. They told a story. They became known as, “The customer friendly place to get superior search results.” In other words, they were doing everything possible to give the searcher the best possible results.

And it didn't matter if they really provided the best results, this was what they told the searcher... and in the early days of the Web, relevance was what they demanded most.

Now, you might be thinking *Google* doesn't have much of a story. You're right. You don't have to overcomplicate this. **It just needs to be enough to create belief in your customers' mind** of your superiority. It is why they should care what type of search engine they use or what superstore they go to.

So how do you create a compelling story for your business? One that is even more compelling than any corporate business might be daring enough to try?

Well, I've summed up the process in 3 quick and easy steps:

**First, you must uncover your USP (Unique Selling Proposition).**

What is special or unique about your business? What advantages do you offer that your competition does not?

Do you:

- 1 Wrap gifts?**
- 2 Offer lower prices?
- 3 Give faster delivery?**
- 4 Have superior features?
- 5 Have more experience?**
- 6 Have a better track-record?
- 7 Provide more to choose from?**
- 8 Offer better technical support?
- 9 Personalize the product or service?**
- 10 Offer more extensive customer service?
- 11 Have higher customer satisfaction rates?**

Essentially, you are uncovering the logical reasons someone should do business with you rather than the competition. Once you have made a list of your advantages, your Unique Selling Proposition will begin to emerge.

Your object is to choose the single biggest advantage over your competitors. Here are some examples:

- 1 Video store claiming, “The Movie You Want Is Always In Stock” or “No More Late Fees”

Do you see how powerful those are? They both address frustrations the consumer has when doing business with the competition. It answers the question of why the consumer should do business with this video store versus others.

- 2 Affiliate marketer claiming, “Detailed and Honest Reviews of Dog Training Products.”
- 3 Search engine optimization expert selling their services by saying, “Search Engine Optimization Expert Gets Top Rankings For Key Terms Using Proven Bag of Little-Known Tricks Reserved Only for Clients.”

In this case, it doesn't even have to be unique. All search engine optimization experts have a proven bag of tricks they offer to their clients. This is still a Unique Selling Proposition because it highlights advantages



others do not.

A famous example of this being done is associated with the legendary copywriter Claude Hopkins and his work with Schlitz Beer about 70 years ago.

He highlighted the fact that the beer is produced in amazingly hygienic and pure conditions. Although others had the same process, nobody talked about it in detail.

This gave a huge boost in Schlitz beer sales and decimated the competition. Quite simply, the idea that others had less hygienic conditions was forever ingrained in the consumers' mind.

As you can see, uncovering the USP can give you a powerful advantage. However, a USP alone is not always going to cream your competition.

Even in the Schlitz beer example, it is a total story of purity about the beer that ultimately ended up selling it. The USP of how the beer is created is only a feature in that story.

It only offers a single component to creating an effective story in the consumers' mind. One that makes them **forget** about your competition and make them only want to do business with you.

The other component has to do with tapping into your customers' emotions... the aspect which makes the consumer change their habits and beliefs about the business they like best.

Although the USP works to bring in customers who don't already have a preference in who they are going to deal with, it is usually not powerful enough to change the buying habits of customers and get them to become loyal to you.

This then leads us to...

**Second, come up with your "emotional lever"** that pulls the customer into your story (I like to use the term "hook" because it attaches and reels your customer into your story).

The difference between a hook and your USP is that the hook is not just an advantage you have over your competition. It relates more to how you are going to attract the attention of your customers and prospects.

Usually, the hook will have the Unique Selling Proposition built-in.

It is what grabs the customer and **forces** their interest into your business, product, or service.

To come up with an effective hook, we first need to consider a few questions.

Mind you, these question might seem pointless at first. However, by answering them, you'll soon reveal a hook that is so powerful it will drive new customers to you in droves day in and day out.

While answering the questions, be aware that you are looking for an interesting little morsel that would grab somebody's interest even if you've never met them before.

You may even want to have somebody else ask you the questions. Then, as soon as they stop and ask you to elaborate on an answer, you can assume you might just have found your particular hook.

Let's begin:

- 1 Is your product or service produced in an exotic location?
- 2 Have you had an unrelated career before you jumped into your current business?
- 3 Is there something unusual about somebody with your background working in your business?
- 4 Have you worked with or met well-recognized figures in your market?
- 5 Do you have any unusual claims or results?
- 6 What would you tell a potential client if he or she asked you what your qualifications were? Do you have any case studies or testimonials from clients?

- 7 Can you make any eye-catching claims based on those qualifications?

Now, once you've answered these questions, is there anything that sounds interesting to potential consumers that they would like to hear more about?

Make note of these potential interesting points.

Then, all you have to do is look at the examples below to get ideas for creating a hook that will fit your business.

1. Let's say we produce wine from the countryside of France.

Your hook might be, "Discovered! Mouth-Watering Wine Previously Only Enjoyed by a Secluded Group of Villagers... Accidentally Stumbled Upon in the Rural Countryside of France by an Out-Of-Work Traveling American Tourist."

2. Or you might have an affiliate marketing business and in your previous life you had a 9-5 job as a truck driver.

Then your hook might be, "How a 61 Year-Old Retired Truck Driver from Michigan Made a Killing with His Dead-Simple Internet Business!"

3. How about selling "how-to" make-up and hairstyle books for women.

The hook might be, "Former Celebrity Hairstylist Reveals Her Most Closely Guarded Beauty Secrets That Transforms Hollywood Stars From Average to Glam!"

4. Moving on to a result based hook. If you have a weight loss product or service, then your hook could be as simple as...

"Attention: Working Mom Loses 13 Pounds In Two Weeks!"

If you were in the market for these products, would any of these catch your attention... and make you want to find out more? You bet!

You have brought interest into your business. You have grabbed your customer or prospect with a taste of your killer story.

To gain even further inspiration for coming up with hooks you should pick up a copy of the top selling publications like the National Enquirer and other popular magazines.

No matter what you think of these publications, the hooks of the stories contain powerful interest attracting words and a structure which you can apply to how you describe your business.

Now that you've got the two vital components - logical and emotional - it's time to move on.

### **Third, combine your brainstorming... and tell your story.**

Once you've got your Unique Selling Position (your biggest single advantage) and your hook (your connection to an emotional hot-button of the customer), then you are ready to combine them for your business' story.

Your story will be integrated into your sales message. It is what you want your prospects and customers to think and feel when they "envision" your business.

Every time your prospect comes into contact with your sales process, you want them to hear your story. It could be in your website, in a sales letter you distribute, on the phone with your sales team, in your advertisements, even on your products' packaging.

So, with that said, let's put it all together...

Let's say you offer a computer repair service.

Your Unique Selling Proposition is that you actually come to the person's house to fix their problem. They don't have to travel.

And your hook is, "Get Your Computer Problem Fixed In 1-Hour... Or You Don't Pay!" (Notice how it taps into people's emotion of utter frustration when dealing with computers. They want to feel like they're going to get a solution... or somebody is going to face consequences. They desire the feeling of security).

Now, put it together.

You would then convey the story to your customer of being ultra customer friendly... the customers' one-stop shop for computer problems. No more worries, frustrations... only solutions.

See how this works? By adding your Unique Selling Proposition and hook into your sales process (on your website, emails, or other sales interactions), then you are able to easily convey this story in an effective way.

The result? Just look at these dominant companies:

- 1 *Toyota* (in the American market) – Tells the story of Japanese perfection. Your car is superior because of how it is put together. This is the idea many consumers have, even though many of the manufacturing plants are in the United States.
- 2 *Nike* – The shoes your favorite athletes wear. They improve your performance.

And, of course, there's the companies we've previously talked about. They all have stories their customers buy into.

Just like all of these business "giants", you'll soon begin to develop a cult-like following of loyal customer, people who are glued to your business.

But why stop there when you can expand your influence by implementing the "x" factor...

# The “X” Factor Which Determines Whether You Crash and Burn... or Grow Exponentially!

The “X” factor. It can instantly send a surge of sales your way. Of course, failing to do it the right way can crush your business just as fast.

So, what is it? And how can you make sure you’re doing it correctly?

The “X” factor is the relationship you build with customers, workers, and partners.

Basically, it’s what determines whether somebody is motivated to work with your business and help it grow... or could care less about your business and possibly even want to damage it.

You see, with good relationships comes trust... where you can easily answer the question of why somebody should be willing to work with you to build your business.

Successful joint ventures, loyal customers, enthusiastic workers, and partners who are determined to help you succeed. That is what good relationships mean to your business.

On the other side, failing to build successful relationships can result in damage to your name. People are less likely to have faith in your product or service.

They also don’t trust your word (the one thing you’ve always got even if you lost everything you own and worked for).

Lacking trust in your word equates to one thing: customers are less likely to believe that you have something valuable to offer... and the people you work with could care less about your business.

Although you may not see the damage this does to your business in an obvious way, it will **KILL** your business slowly and painfully. Little by little

with...

- Customers speaking poorly about your business.
- Workers apathetic to doing their job right.
- Less people who are willing to partner with you.
- Fewer people who will want to endorse and promote your products.

What's more... people you don't have a relationship with are less likely to look at your product or service in a positive light. They are skeptical, as compared to someone you've built a successful relationship with.

If somebody has done business with you, trusts and appreciates you, then they are much more likely to see your product or service in a positive light (dramatically increasing your sales).

And with enough previous - and therefore repeat - customers, your competition just can't compete.

Enough said? Then let's get started with...

### **The 10 Truths To Profitable Relationships**

1. **The "I like this guy, he's just like me" principle.** People like anyone who is like them. Have you ever felt an instant rapport with someone when you found out they went to the same high school or college as you? What if you've traveled somewhere and found someone from the same city as you?

When people see you as someone just like themselves, they instantly have a higher degree of trust for you. After all, wouldn't you trust yourself?

The more you're just like your prospects or customers, the more they will instantly trust you.

2. **Keep your word.** This may sound obvious too some, but there is much more to it.

Often, there are circumstances that arise where you are let off the hook. You don't have to do what you said you would. People forget,

circumstances change. A new excuse may come up where you feel like you can't keep your word.

But here's a sparingly used strategy to win you friends and gain profitable, long lasting relationships. Keep your word no matter what... and when you can't, find another solution to make sure the other person is more than happy.

Just imagine how good you would feel if... you did some work, all was forgotten about it, and then a few months later you get a check in the mail.

Would you feel like the person who sent you the check is an honest and trustworthy person? You bet. They kept their word even though you forget they had to.

Other areas in your business where you want to make sure you keep your word or else face the wrath of bad blood against your business include such things as:

- 1 Paying referral commissions or affiliate marketer's checks on time (even doing this earlier than expected is a good idea to make a positive impression).
- 2 Put a serious effort in to finish joint projects when agreed.
- 3 Having your full effort put into work that's agreed upon.
- 4 Keeping dates you set under most circumstances.

If you have trouble meeting things you've said or agreed to, then you need to set your standards lower so you don't disappoint someone else's expectations. Your goal is to exceed what is expected. In other words, over-deliver.

The reward? A loyal following of hard-working people that surround your business... because you have taught them you deliver more than what you promise.

And that alone is an extremely powerful motivation for someone to want to work with you. As opposed to your competition, who has much less to offer.

Moving onward...



3. **Give great customer service.** Let your customers know you offer superior service. Then, let your work speak for itself.

When you offer great service, you don't need to yell about it. It turns your customers off when they keep getting told what a great service they're getting.

If you provide a good a product or service, it will speak for itself. Your customers will detect when you are working hard to serve them and when you are not. So don't overdo it by yelling what a great job you do.

Naturally, it's good to remind them of what they get by doing business with you, but it should not come at the expense of providing a great product. It's a bit like "walking the talk, but not walking the walk." You should be able to do both.

4. **Show your appreciation.** When you have success in your business, always show your "thanks" to the people who got you there. From customers to partners... to other workers who made it happen.

You can do this by:

- Offering bonus gifts to customers. Whether it's a special report or a discount on their next purchase. You can make money and create goodwill with this appreciation technique.
- Give an incentive reward to sales people or affiliate marketers to thank them for their achievements and to keep it going.
- Or just give your appreciation with a "Thank You" celebration.

The little effort you give to show your appreciation will go a long way in building trust and help keep your successful efforts going. It cannot be over-emphasized in importance.

5. **Motivate others to action.** To make sure everybody is getting a fair deal, the people who surround your business should be motivated. They should feel like they have something to gain by doing their job.

It's easy to do this by having strong relationships with them and making them aware of future possibilities.

6. **Better educate your customers, employees, and others you deal with** regarding your business so they can gain a full understanding and have fewer questions and doubt.
7. **Make the people around your business aware of the future** possibilities of growth and benefits to be offered.

What are your future goals? Where do you see your business going?

By having a clear picture to tell your customers, employees, and partners (and what it can do for them), it allows everyone to know the benefits ahead by continuing their relationship with you.

8. **Show your confidence, not your doubt.** If you have doubt about a deal, product, or other venture, then of course you need to resolve that doubt. But, even more, you should radiate your confidence. When people see your confidence, they will gain it too. Just like a smile, confidence is contagious.

Not to mention the instant amount of trust people feel when they see you know what you're doing and aiming for.

9. **Personalize your sales process.** People like dealing with other people. Even on the internet where it can be impossible to get 1-on-1 interaction, you are still able to add little touches of personalization.

In direct response sales letters, simply writing a letter to a person using their name, such as "Dear Bob," instead of "Dear Friend" has proven to increase response by significant amounts time and time again (sometimes hundreds of percent).

Why? Well, it makes the person feel like you know 'em. It's like somebody coming up to you on the street trying to sell you something and they say, "Hey buddy," as compared to "Hey Roger." One says, "Hey, I am stranger" and the other says, "Hey, I know you."

Personalization with names are possible on the internet in two ways:

1. **First, in email.** It only takes a line of code, such as <\$FirstName\$> for the computer to input your customer's name into each email for you.
2. **Second, you can collect the customer's name first.** Have a web page where you send visitors to that says, "Sign-Up Here To Learn About a Solution To X Problem."

Then, on the next page, you can have a software script installed on your server (where your website is stored) that places the customers' name on the following page you send them to.

Now, the whole sales process is personalized. So, instead of "Place Your Order Now", you can say "Bob, Place Your Order Now!" The difference is enormous.

Although using a person's name in your sales process is one of the bigger techniques you can use to improve response with personalization, there are other things you can do. These include...

Offer personal interaction with a live person when possible. This may just be as simple as calling the customer after an order and thanking them.

You should also try to make the sales process catered to each customer's specific needs as closely as possible.

**10. Make sure questions and concerns are addressed.** When someone you deal with is filled with uncertainty, they are going to be skeptical of what you have to offer. Their worries prevent them from fully having faith in what you have to offer.

With customers, you would handle this with a customer support system... where you address concerns throughout your whole sales process.

Before the customer buys, you make it clear what you are offering and how your product works. You may decide to include a FAQ section that your customers can read, as well as being upfront about what's involved.

Next, after the sale, you need to make sure customers know how to make good use of your product or service and can get their questions and concerns answered.

Manuals, educational reports, and getting-started videos allow customers to solve problems on their own without waiting for your business to answer them.

Besides your customers, you should also have a way for others involved with your business to get their questions and concerns met. You may find the best way to do this is email, having set hours you can take phone calls, or other methods depending on your size.

Alright, now that we've talked about how to secure profitable relationships, let's talk a little bit more about what you can do with them!

### **First, there are co-promotions with other players in your market.**

A very successful method to round up a large number of potential prospects from your market place is to team up with others and create a **much bigger** promotion than you could have done on your own. Examples of what you can do are:

- 1 **Have a huge contest.** Tell your customers or subscribers of your newsletter about a chance to win. Also, tell them to let their friends or colleagues know about it, while you build your marketing list.

With partners' lists, it is much easier to get the word out and greatly expand the size of your promotion.

- 2 **Send out joint endorsements to your customer lists.** If you think your partner has a good product AND your list would greatly benefit from their product, then exchange endorsements and split the sales. You can even have this tied into an autoresponder so all new customers get the sales message.
- 3 **Create up-sells for each others' product.** After the customer has decided to buy your product, let them know they can also get additional benefits with your partners' product, and at a lower price than if he or she bought the product alone.
- 4 **Partner to create a new product** people on both of your customer lists want and desire... for bigger, larger profits.
- 5 **If you're an affiliate marketer, then you might create a new report**

to provide value to another person's list of customers or subscribers. In exchange for your hard work, you put your affiliate code inside.

If in doubt of what kind of report to create, ask the list owner what they want. After providing exactly what a list owner wants and doing a good job, then you are certain to get it distributed. It is also a good idea to provide within the report an income stream for the list owner (such as an additional product with their affiliate link or let them include any ad they want).

The bottom line is this...by having profitable relationships, making all these opportunities happen are now easier than ever before and might even **come to you** without any work on your part (at least, with regard to putting it all together).

Once you take advantage of partnerships, you'll gain many other benefits as well.

**Second, you can use your relationships to better work with employees and/or service providers you outsource work to.**

With profitable relationships, those around you want to work harder because they know their work is going to construct a worthwhile product or provide a valuable service.

In addition, there is more you can do. When possible, you can offer partnerships in projects with people who help develop the product. Often, this can lead to improved quality, because each person knows their effort directly results in more money.

Don't hesitate to give incentives to partners, workers, sales people, affiliates, or anybody else who helps your business grow.

**Finally, there are your customers.** When building profitable relationships with your customers, you are earning the most valuable thing you can get. It is not money, but TRUST.

Why is trust a lot more valuable than money?

The answer is simple. Trust allows you to have a lot MORE than one

successful promotion. That's because each time you offer them something new, your customers know you have a quality product to offer and your response will increase.

Then you can use your customer relationships to have new and exciting promotions happening all the time... resulting in a huge increase in your bank account.

Do you see how good relationships with others can pay off? Now, accomplishing more than your competition is possible with less effort, cost, and time. And the best part is, they won't know what hit them.

## **Conclusion: How To Turn Your New Opportunity Into Reality...**

By completing this e-book, you have entered a new, exclusive club... where you now have the knowledge to outsmart your competitors and dramatically grow your business FAST.

Out of millions of websites, you now have a powerful arsenal of proven tactics to dominate all your competition.

All it takes is “spying” on them, modeling their success and then simply using the strategies you’ve just learned to improve your own results.

By implementing these techniques and strategies, your business will expand its profits exponentially with MUCH less effort.

It is my deepest hope that you have not only gained a lot from reading this e-book, but you have also enjoyed it as well.

Wishing you much success!