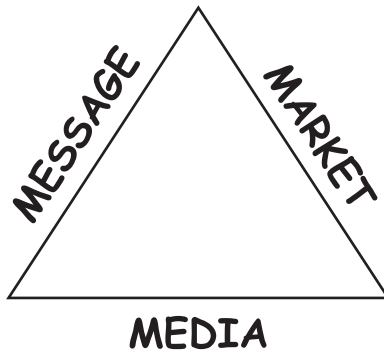


How to Make the Internet Work for You

By Corey Rudl
Internet Marketing Center



How would you like to wake up in the morning, grab a cup of coffee, and turn on your computer to discover that you've just had thousands of dollars *automatically* deposited in your bank account? Or lie on a beach knowing that, while you're on vacation, your business is running itself—*automatically* making sales and depositing profits into your bank account?

Note: Shortly after completing this chapter but before publication of this book, my friend Corey Rudl died in an auto racing accident. He died very young but while doing what he passionately loved. The information in this chapter is just as valid, and the work at the Internet Marketing Center that Corey founded continues under the expert direction of Derek Gehl.

It can happen to you, just as it's happening, right now, to thousands of small and home-based business owners all over North America—people who never imagined they'd be making six-figure incomes! Ordinary people now enjoying incredible prosperity . . . all thanks to the Internet.

Ordinary and Unusual Businesses Can Profit from the Internet

Absolutely every business can benefit from going online.

It doesn't matter what you sell—whether it's jewelry, real estate, or even swimming pools—by simply putting up a basic Web site (with nothing more than a bit of sales copy and a few relevant pictures) and then using a handful of tested and proven Internet marketing strategies, you are *guaranteed* to make more money!

Let me give you some examples. . . .

Let's pretend that you own a hair salon. Some people may go online to search for a hair salon, but a whole lot more people will probably look in their Yellow Pages, or get a recommendation from a friend.

So why should your salon be online, if you're already listed in the phone book?

Here's why. If you're a smart entrepreneur, every time someone comes to your salon to have their hair cut or colored, you're going to get their e-mail address from them while they are paying you. Then you're going to make note of the date and kind of service you performed for them.

This is extremely powerful information!

Why? Because three weeks from now, when you realize that business is slow, you can simply sit down and write all of your customers an e-mail like this . . .

Dear (insert customer name here):

Thank you for your visit on July 10th, 2005, for the cut and perm.

I just wanted to write and thank you for your business. I also wanted to let you know that for the week of September 17th, 2005, we're offering a special 20% discount on haircuts to all of our valued customers. However, you must book your appointment within the next 48 hours for this offer to apply.

We look forward to seeing you again soon!

Sincerely,

YOUR NAME HERE, Owner

Elite Cuts Hair Studio

This kind of simple e-mail can start your phones ringing and fill your salon quickly.

Will this technique generate more business? Definitely! How much time did it take you? Almost none! Did it cost you anything? No!

Let me give you another example. . . .

Okay, you cut hair for a while and decided it wasn't your thing. So now you own a grocery store. Great! How can being online benefit you? Once again, you can use the Internet to keep in touch with your customers and improve your customer service!

You simply get the e-mail address of every person, letting them know that you'll be sending them online coupons every week. By doing this, you are going to remind thousands of people, "Come back to our grocery store, because we're going to give you thirty cents off yogurt, a dollar off milk . . .," etc.

Are they going to come back? You bet! Why would they go back to the grocery store down the street that doesn't communicate with them, when you're there, not only keeping in touch with them, but offering them an incentive to come back?!!!

All you need to do is remind them that you're there. And it costs you nothing!

That's the beauty of the Internet. It has literally done the impossible—it's given people the power to contact hundreds—if not *hundreds of thousands*—of potential customers literally in seconds, with almost zero cost.

Every business—I don't care who you are or what you do—should be online. If you're not online, you're losing money.

Let's say you want to have a wine and cheese party . . . or you're having your year-end blow-out sale . . . or you want to remind everyone that during the Christmas season they should book their appointments early to avoid being disappointed. You just e-mail your customers in advance to notify or remind them.

Perhaps your salon is starting up a new massage service. With this technique, you could be fully booked the day after you open, simply by announcing it via e-mail.

Is this technique going to make you a millionaire? No, it isn't. Is it going to make you more money? Absolutely! So think about that. Use the Internet creatively. Use it to create the kind of loyalty and rapport that turns a first-time customer into a lifetime customer!

Even Fifty-nine-Year-Old Grandmothers Now Have Web Sites

Back when I was first starting out, if you wanted to start an online business, it was a very different process than it is today.

If you wanted a Web site, and you were on a tight budget, you had to know HTML and be prepared to do all the dirty work yourself—like figuring out how to make all of your software, ordering systems, and databases work together (ugh!).

Fortunately, these days, getting a Web site and preparing it to accept credit card payments from your customers is much easier, and I still can't believe how cheap it's become!

There are now tools and software that will do it all for you, step by step, often in less than a few hours, and often for a low monthly fee (usually less than the cost of dinner and a movie).

And the best thing is that if you're a newcomer to the world of online business, you have the opportunity to learn from those who have gone before you. You get to benefit from all of our successes and failures, all the trial and error we had to go through during the early days of Internet marketing.

Let me give you an idea of what I mean. . . .

I didn't even know what the Internet *was* when I first got started online. I had to learn everything from scratch. I had to learn HTML programming. I had to figure out the basics of Web site design, mostly through trial and error. And I had to figure exactly *how* to market a product online.

Back then, there wasn't a whole lot of useful information about Internet marketing—there were so few people who were trying to do it. There were no resources for me to consult, no books to tell me what to do. I just had to wing it.

I took the marketing concepts I'd learned from people like Dan Kennedy, Jay Abraham, Gary Halbert, and Ted Nicholas—people who charge up to \$15,000.00 for some of their three-day seminars—and applied their techniques to the Internet. I quickly learned that although some offline marketing techniques translated beautifully to the Internet, some were dismal failures. And what really surprised me was that it was virtually impossible to predict which would work and which would fail.

I worked eighteen- to twenty-hour days for *months on end* testing different strategies. I ended up doing so many tests in those early years that I could hardly see straight!

Luckily, *you* don't have to put in this kind of effort. These days, to get started online, you don't need to be a marketing genius or a computer whiz at all. There are resources that are cheap and easily available that will help you take your business online—every step of the way.

Let me ask you this. . . . Can you send and check e-mail on your computer at home? Have you ever typed into *www.something.com* and surfed the Web?

Well, then, congratulations! You have all the technical skills you need to take your business online.

I am dead serious. I know successful online entrepreneurs—people who are making hundreds of thousands of dollars a year, or more—who knew nothing about computers when they first decided to try launching an Internet business.

Let me introduce you to a couple of them. . . .

“He Was Afraid to Touch a Computer. . . . Now He’s Making \$1,000,000.00 a Year Online!”

Preston Reuther has faced incredible personal odds to build and grow not just one profitable online business . . . but three of them!

A few years ago, Preston was having a really tough time of it. He was suffering from a serious illness that prevented him from holding down a full-time job outside his home. While in the hospital being treated for his illness, he started making wire jewelry as a hobby. Stuck at home without any way to make money, Preston decided to turn his hobby into an online business.

There was only one problem. . . . Preston didn’t know the first thing about computers.

“At the time, I could not turn the computer on. And when I say I couldn’t turn it on, I mean that literally . . . I was afraid to touch the buttons!” he remembers.

However, that soon changed. Now, just a few years later, Preston and his wife are running *Wire-Sculpture.com*, a business that generates over \$1 million a year!

For Preston, the change came when he bought my course and started following my simple step-by-step lessons on how to get started online.

“I was just days away from giving up,” Preston confesses. “Then I sold over \$3,500.00 in goods and services in three days! I now use about 75% of Corey’s techniques and my sales are up to \$90,000.00 EACH MONTH—very consistently.”

“He Was a Poor Teenager Living in the Inner City. . . . Now He Makes \$500,000.00 a Year—And He’s Still in His Early Twenties!”

Jermaine Griggs was living in the inner city and working from a corner desk in his grandmother’s living room when he began dabbling online. Building on his piano-playing prowess, he decided to experiment with a Web site called HearAndPlay.com. It teaches clients how to play the piano by ear—through the Internet!

Needless to say, this is not the kind of product one would typically associate with an online business—and yet Jermaine has managed to turn a \$70.00 investment into a highly profitable business.

“I started this site in November 2000 and I made just \$60.00 that first month,” Jermaine says. “It wasn’t until March of 2002 that I started making over \$5,000.00 a month. That soon doubled and then quadrupled.”

Last year, Jermaine reached a whopping \$500,000.00 in annual sales, and his business just keeps on growing. And he’s still in his early twenties!

“The site has allowed me to become independent from my parents at an early age, while everyone else I know either still lives at home or depends on their parents,” he says. “I have been able to live alone, furnish my home, upgrade my music studio, and attend college without worrying about finances.”

Preston and Jermaine are proof that you don’t need to be a computer programmer or a Web designer or an M.B.A. You don’t really need any technical know-how at all! Anyone can start an online business. And everybody can do it successfully.

How to Take Your Business Online for Less than \$25.00 a Month

One of the best things about marketing through the Internet is that it's cheap. You can have a Web site available for the entire WORLD to see for less than a couple hundred bucks!

For example, one of my clients, Jordan McAuley, started his online business when he was going to college full-time. Like most college clients, he barely had two nickels to scrape together. He had to scrimp and save to get the money he needed to launch his Web site—which he did for under \$200.00. Now his celebrity contact information site, ContactAnyCelebrity.com, makes \$500,000.00 a year!

Another successful client, Dianne Beiremann, spent only \$100.00 to launch her “automotive gifts and gadgets” site, PWMEnterprises.com. That's how much it cost her to buy the domain for her site and purchase the initial catalogs from her supplier. She was on a tight budget, so she designed the site herself, even though she had no previous background in Web site design. Within months, her business was making a profit. Now it makes \$100,000.00 a year—a thousand times the amount of her investment!

And an online business can be just as cheap to run as it is to start.

Once you have someone's e-mail address and have been given permission to contact them, you can send as much promotional material as necessary to make a sale—FREE! Not only is this a great way for you to turn leads into customers, it's also a fantastic opportunity for you to test copy you can use in your offline campaigns.

Another of my clients, Chad Tackett, is an expert at this. His site, Global-Fitness.com, is a members-only Web site that offers customized meal plans, fitness tracking software, personal consulting, and related information to help his clients achieve their fitness goals. On his site, he offers ten valuable fitness tools that his site visitors can access free of charge. These include a fitness analysis calculator, a nutritional food database that gives nutritional breakdowns for a huge range of foods, and a fat calculator. To use these free tools, his site visitors have to enter their

names and e-mail addresses and opt in or opt out of receiving his free weekly fitness newsletter. More than 80 percent of his visitors choose to opt in—he receives more than 350 subscribers a day!

Thanks to these promotions and other great advertising strategies, Chad's site pulls in more than \$1 million a year!

Paid Advertising on the Internet Costs Pennies!

Did you know that you can BUY traffic from the search engines for literally *pennies*?

It's true! Some search engines allow you to bid for top-ranked listings within their search results. For each person who searches the keywords you've bid on and then clicks through to your Web site, you pay whatever you bid. And keyword bid prices start from only 5 cents a click.

Best of all, when you use "pay-per-click" search engines, you only pay for advertising *that works* because you only pay when someone actually clicks through to your Web site.

Rosalind Gardener of Sage-Hearts.com is yet another incredibly successful entrepreneur I know. She makes over \$50,000.00 a *month*, with a whopping 40% to 50% profit margin—and she does this by promoting other people's products!

According to Rosalind, "*Pay-per-click search engine advertising is the ultimate method for getting targeted traffic quickly.*"

Your Internet Business Can Run Automatically— *While You Sleep!*

If you're not familiar with the ins and outs of running an online business, the extent to which you can automate your business will probably astound you.

With an online business, it's now possible to automate most of your sales process. You can also automate many of your advertising tasks *and*

much of your communication with leads and customers. This will save you literally dozens of hours each week—time you can spend *growing* your business instead of running it!

Take my client, Bert Ingley, for example. He runs VGSports.com, an online business that sells strategy guides for a number of popular video games. His video guides are electronic “eBooks” that can be delivered to customers *instantaneously* right over the Internet. Bert has automated his entire sales process so he doesn’t have to be involved in closing the sale or delivering his product at all. Best of all, delivery doesn’t cost him a dime—and his business makes well over \$350,000.00 a year!

“Thanks to all the great automatic tools, it takes us only 14 hours a week or so to run our business,” Bert says. *“The rest of the time is spent writing and researching new products—in other words, playing the heck out of new video games!”*

“I’m now able to work at home and spend quality time with my wife, two boys and baby girl,” he says. *“Because the business is so fully automated and able to run itself for extended periods of time, I can go on vacation or take time off without the whole business grinding to a halt.”*

Automation even helps you increase your sales.

You can send out automatic “follow-up” e-mails to customers who have recently made a purchase that tell them about other products you sell that complement the one they just bought, and give them a discount if they buy right away. By offering them a deal and creating a sense of urgency, you can immediately increase your revenues by 30%! How much extra money would 30% be for YOUR business?

Reach Millions of New Potential Buyers from Every Corner of the Globe

Maybe the most profitable aspect of taking your business online is being able to get the word out about your products or services to a *much* larger audience. . . .

With an online business, you have the opportunity to advertise your products and services to entirely new markets, all around the world, for absolutely NO extra cost.

Take Larry Dague of ScubaToys.com, for example. He runs a diving gear shop in Dallas, Texas, hundreds of miles away from the nearest ocean—not exactly the best place to sell scuba gear. However, thanks to the great Web site he’s developed, his business makes \$4 million a year! According to Larry, a lot of business owners think that a Web page is a great way to bring their stores into people’s homes. But for him, it’s a great way to bring people into his shop!

“I’d say over 80% of the people who walk into my store do so because they found it on the Net,” he says. “Many times I’ve had a customer drive in from up to 300 miles away with a printout of our Web pages. They come into the store and point at the printout and say, ‘I want two of these, and three of these. . . .’”

Larry’s site averages 150,000 unique visits a month—and many of these site visitors become buying customers.

Here’s an example of how impressed people are by his products and services: A man living in Ohio ordered a full set of gear from Larry’s online store. His town has a population of less than 2,000 and doesn’t offer much in the way of dive shops.

The man liked his gear so much, he bought another full set for his wife a week later. Within two months, eight of their friends and relatives had also bought products from Larry. In the course of a year, Larry sold more than \$18,000.00 worth of scuba gear to that one little Ohio town!

Larry says that his Web site has also had a major impact on the amount of local business he gets. *“The larger our Net presence grows, the stronger influence it has on the local area. . . . We have become known as ‘the place to buy’ in Dallas.”*

The Internet also makes it especially easy to find and communicate with niche markets. The best thing is, these niche markets may seem small

when confined to a particular geographic location, but they're huge when considered globally. Your business can be much more specialized than it would be otherwise.

Let's say you sell pet supplies. The Net makes it easy for you to target dog owners, cat owners—even rare-bird owners—and tell them about your products. It's much harder (and a *lot* more expensive) to do this offline.

One of my clients, Taylor Knight of YourParrotPlace.com, is a perfect example. She has a Web site that sells pet supplies exclusively to parrot owners. Her online business generates \$100,000.00 a year!

Can you imagine running a business like that offline? How many parrot owners do you think there are in your hometown? Probably not enough to keep a \$100,000.00-a-year business afloat!

Thanks to the Internet, your business no longer has to be confined to a particular location. You can sell your products to anyone . . . anywhere . . . anytime. When it comes to marketing a product, geographic borders have become a thing of the past.

Resource!

The Internet Marketing Center's complete Course, *The Insider Secrets To Marketing Your Business On The Internet*, contains over 1,000 pages, including step-by-step, illustrated instructions to build, automate, and create traffic for your Web site and, for advanced marketing, to turn an existent Web site into a "money machine." Go to www.marketingtips.com/kennedy for details about the Course. Also, one of the lessons in the 12-Week Ultimate Marketing Plan Course delivered by e-mail has been prepared by Corey, and you can enroll free at www.UltimateMarketingPlan.com.
