Common Online Marketing Mistakes
Terry Gibbs interviews Tony Blake

Terry's most recent book about marketing is "The Marketer's Guide To Facebook." Improve your Facebook Marketing at: www.profitablefanpages.com.

Terry: Hi, this is Terry Gibbs. I'm here with Tony Blake, and we'll be discussing common online marketing mistakes. These common mistakes may be costing you money in lost sales. Actually, maybe we should call this interview "Quick Ways To Improve Your Sales."

Are you there, Tony?

Tony: I'm right here, Terry.

Terry: Alright. Can you give the listeners a little more background about you?

Tony: I've been online since the early 90's. Actually, I was online before the internet was considered the internet. I used to market through the BBS's, the bulletin board systems, the original America Online. It was called Quantum, CompuServe, Genie, Prodigy, some of the early systems.

And then when the Net began to expand in the early 90's, I moved on onto the Net that way. I've been an offline marketer. I have a mail order company and an offline direct sales company, as well as an online marketer.

I run a very successful online discussion board that's been around for over 14 years, and consult with anything from clients that are as small as mom-and-pop all the way up to large, multi-billion-dollar transnational corporations.

So, I've been around the block a few times on both online sales and offline sales.

Terry: So, you come from the direct marketing/direct response environment pre-internet.

Tony: Correct. I think that a lot of us that achieve some measure of success online, in the early part of the internet and have continued to build from it, came

from that background. We took what we knew offline that worked, and applied it to the rules of online marketing, and used that to build this new frontier. Many of us actually designed a lot of what works on the Net today.

Terry: I came from that whole direct response or direct marketing environment, sales letters and small space ads, things like that. And I think that the people who made that transition have a better grounding. Because when we were out, for example, spending a couple of thousand dollars to buy a full-page magazine ad in order to get somebody to call a telephone number and leave their name and address so we could mail them a free report, which was actually a sales letter, we had all of those costs involved. So, we paid a lot more attention to it then, than what the average internet person does, because there aren't a lot of costs.

And I know that one campaign, I used to watch one thing, and if the cost per lead went above $30, I started paying more attention to it. And when it went above $90, then I started really worrying about it.

Today, I see people that are doing pay-per-click ads and they're trying to get a 5¢ ad or a 10¢ ad, and they're worrying about are they going to make any money. And we were paying $30, $60, $90, just to get somebody's name and phone number.

Tony: We come from that same world, where we did a lot of direct mail. We work with list brokers to rent lists, which aren't cheap. You're talking anywhere from $130 to $150 sometimes, depending on the quality list, $200 per 1,000 names. And you had to buy a minimum of 5,000.

And then you had your mailings, whether it was postcards or full-blown 8-page sales letters, and then the returns.

As you know, the average return in direct sales is anywhere from 25 all the way up to you've done real well if you get a 1½% return. You've done extremely well if you get a 1½% return. So, for every 100 letters you sent out, you're lucky if you get half a response.

Terry: By return, you mean actually the people taking action, not returning.

Tony: People taking action or buying or raising their hand and asking for more information, or whatever.

So, the costs have dropped down, but the reality is irregardless of whether you're offline or online, offline is always going to be more expensive because there are physical attributes to it. But whether you're offline or online, marketing is marketing. The old adage of "It takes money to make money" is true. Online has

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reduced those costs. But if you really are a progressive marketer, I know marketers that are spending $30,000, $40,000, $50,000 a month just on Ad Words campaigns. They are doing considerably well. For that $30,000, they make a profit of $20,000 or $30,000 that month. So, they're making anywhere from an 80% to 100% return. But they are laying out some serious cash to bring in leads and to bring in potential prospects.

Terry: Before we get into these lists of mistakes, actually, this could be the first mistake.

Tony and I are talking about doing lead generation and buying people's names or buying their attention, so that we can then turn around try to sell things to them, and spending money.

If you're just starting out, you don't want to go out and spend a lot of money on the lead generation side until you've got your sales and you know that you can actually make sales on the backend. Otherwise, you're going to be generating names and you're not going to be able to convert them.

So, you need to concentrate on that first, then go over and start concentrating on learning how to do the lead generation. That's very important. I see a lot of people go out and start advertising, buying pay-per-clicks and everything before they have a sales letter in place that actually converts.

The path is you make the sales letter convert. You get some free or dirt cheap traffic in order to test it. And then, once you know that you can get the sales letter to sell, then you can go out and start spending a lot of money bringing the people in. That will prevent you from going out and spending lots of money that you might be needlessly wasting.

Before we get into all of these mistakes, I hear these rumors that you're called the angry marketer. What's that about?

Tony: The Angry Marketer is actually a moniker that was given to me by some friends a few years ago, during a cruise that I hosted.

But the angry marketer is my direct viewpoint as to what I see in the world of marketing and what I see in the world of entrepreneurship.

You and I have talked about this a lot, Terry. There's a lot of BS that goes on in this business. There are very few people that are willing to call other people out on it, that are willing to point some fingers and say, "Why are you doing this?" or "This is wrong!" or "This is what should get you upset."

It's an outlet. One thing that's known about me is that I'm very unabashed when it comes to my opinions and I am extremely willing to share them. I'm an outrageous marketer, in that I do some very outrageous things in order to attract attention and stuff, compared to other people who are much more reserved.

It's not the tactic or the tact that a lot of people choose to take, and that's fine. It's something that works well for me.

But it's an opinion point. That's really what it is to the Angry Marketer. It's just to be able to allow myself to rant about some things that I just sometimes don't think is right.

Terry: So, you talked about the type of people, and that would be the personalities and things. One of the first mistakes I've made when I was getting into all of this marketing stuff on my own and actually went out on my own, was I had seen these people like Dan Kennedy and other people that I've worked with, and they had an attitude that they had superior knowledge. And in many respects, when you look at them, they almost come across as arrogant.

Over the years, I've seen a lot of people get involved in doing marketing and then immediately fall into the whole deal of their arrogance.

For example, I worked with one woman for a while that you'd call her on the phone, she would answer the phone, "Yeah, this is Sonya's assistant, blah, blah, blah." I don't want to mention this woman's name.

Then, I would say, "Well, this is Terry Gibbs for what's-her-name." "Oh, hi Terry, how are you?" And this woman was actually answering the phone using a made-up name and this different voice, in order to make her clients perceive that she had an assistant and that she was hard to get a hold of, and all of this arrogance.

I've seen other people do that, too. This actually harmed me for a while. I think that's an easy trap to fall into. What I've done, and I know Tony's done the same thing, and this comes a lot with the self-confidence and actually having the knowledge, not having to pretend that we have this knowledge, is I've just become this humble person that's kind of open. Basically, if someone can capture my attention, they can have it. If they can't, I'm not talking to them.

So, it's a different deal. And the positioning, there's a big emphasis online, especially online with people positioning themselves as experts and glorifying their results. I think that that's extremely damaging.

Tony: It's problematic in that there's a lot of people out there. There's an old adage that goes, "Fake it until you make it." And you and I, Terry, have talked about this before. We know a lot of people that are doing this. And what it does

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is it presents a face that's not true. They're claiming to be making lots of money, they're claiming to have huge mailing lists, they're claiming to be the kind of people that people dream about being. But in reality, they're nowhere near that.

Really, they're doing 2 things. Number one, they're fooling themselves and setting themselves up for potential damage to their reputations and to their believability.

And number 2, they are setting up and damaging their customers, their prospects, their visitors, the people that actually come around to believing in what they're talking about.

It's very common and very pervasive in the marketing business, to do this. I know guys who claim that they're living in multi-million-dollar houses and they're making money hand-over-fist. But if you really look closely, they are in dire straits, they have serious financial problems, and they're not doing 1/10th of what they claim that they're doing. It's impression. It's sort of like opening up those opportunity magazines and seeing the pictures of the guy standing next to the leer jet and the Ferrari.

For those people who don't know, that will swallow it hook, line and sinker, the reality is that that leer jet was rented, and so was the Ferrari. It's pervasive in this business, especially if you're selling opportunities, especially if you're trying to teach people things, you want to basically show, "Hey, look at me, I've got all of this money, I've done extremely well, and that's why you should be listening to me," oftentimes, if you dig deep, in reality you don't even have to dig deep, if you read between the lines, you can often pretty much get an idea of what they really are.

One of the pieces of advice I give people when I do conference calls and teleseminars and stuff like that is when the gurus give you advice, don't really listen to what they're saying. Watch what they're doing. Oftentimes, they'll tell you to do one thing, but they do completely the opposite. They're not doing what they're telling you to do. They're actually either doing something completely the opposite, they're not doing it at all, or they're just basically putting up that information because they're putting it out there.

I think many of us have learned a very serious lesson about questioning a lot of what comes across the table. I question everything.

Terry: The Ronald Reagan line "trust, but verify?"

Tony: Especially in this type of business. I question everything. When somebody presents me something, unless I have hardboiled facts, I question it.

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When they tell me, "I'm making this amount of money," unless they open up their books to me, I question it.

Now, a rule I made for myself a very long time ago, and I think it's a very strong rule, is I don't make money claims. I don't tell you I'm making $50,000. I don't tell you I'm making $100,000. I don't claim to tell you that I'm making $1-million a year, that I'm a millionaire, that I live in a big mansion.

I'm very humble when it comes to where I live and what I drive and the kind of money I make. I make a comfortable and nice living, I live in a nice, quiet neighborhood. In fact, right now, when we're recording this, I'm actually sitting in my backyard, in my gazebo, in a very quiet neighborhood, enjoying a nice, warm California spring day.

It's not a huge home, but I live comfortably. I want for nothing. But I'm not going to tell you that I'm making billions or millions or tens of hundreds. I do well, but that's about all that my people need to know. I don't need to be showing you my Paypal checks and my ClickBank receipts, and stuff like that.

Oftentimes, that's doctored.

Terry: I see 2 things with that. One of them is you and I, we kind of have reputations as slackers, because we're not telling everybody what we're doing and all that. John Lennon, said, "If I want a pool, I'll write one." And he was saying, basically, that if he needed money he just wrote a song.

Once you get to this level of knowledge and skill, skill is the application of knowledge, that becomes true. I know it's true for myself. I know it's true for Tony, from the talks that we've had. We're not out there trying to build an enterprise. We're not out there trying to support a multi-million-dollar house with the $17,000-a-month electric bill. We're just out there living our lives. And when we need money, we don't write songs, but we write something or we do something and that changes the whole focus.

Whereas the people that are out there with the pictures of the cars and the pictures of the expensive houses and all of that stuff, they're selling dreams. We're just living our dreams is the difference, I think.

Tony: Terry, I'm going to lay a truth that I share with people at seminars a lot. I think it's something that when you discover this, you realize the difference between someone who really wants to help you and those that are just trying to sell you the dream.

The truth is that somewhere along the line in your marketing career, you're going to come to a fork in the road. And at the top of that fork in the road, before it

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slips, there's a sign that says, "People are more willing to pay for their dreams than they are for the results."

That says a lot. A lot of people are willing to pay just to get their dreams. They're not looking for results, they want to satiate whatever dream it is. And whatever dream it is can be if they buy that e-book or they buy that $1,500 course, or whatever it is, they've reached their pinnacle there. They have no intention of actually going any further, of cracking open a book or actually doing anything.

Marketers have learned that. They've learned that they can sell the dream to people, because most people won't take action on those dreams. And even fewer people are going to go for the results.

Now, when you get to that fork in the road, you have to decide what kind of a marketer you want to be. You can go down one fork, which means that you create products and services that actually help people realize those dreams, or you go down the road where you basically sell them almost anything because you know that the majority of people will buy their dreams, and they'll buy it over and over and over again, and you'll laugh all the way to the bank.

That's unfortunate. It's a reality that a lot of marketers realize. It depends upon the kind of marketer you want to be in the long-run.

My whole thing is I don't put out anything unless I know that it works, I know that it is viable. I don't even endorse anything by anybody that I know doesn't have value or is of immense use to my list and to my buyers and to people that actually listen to me, because I respect my listeners, my visitors, my buyers, my people that are my customers, my prospects.

I don't like being fooled. I don't like being lied to. I don't like being sold to just because I need the cash. So, why should I be doing that to somebody else?

Terry: Let me jump in here real quick. The difference between selling a dream and let's call it selling the skills, people who sell the dream make more money. And usually they end up going down in flames after a while; FTC investigations, like that.

The people who sell skills, and that's what I sell on my website is skills, you'll learn how to do things, you'll get better results as a result of these skills, that is harder to get the sale. But once I get those sales, the initial sales, the people become customers for life because I don't have to remotivate them. I don't have to sell them a dream again, knowing that they just bought a dream from me earlier and then woke up.

So, it's actually easier. It's harder on the front-end, to get that first sale when you're selling skills and benefits. But it's easier on the backend and in the future, to take those people that you're dealing with and build them into champions, which are people that go out and tell everyone, "Oh, this guy, I've learned so much from."

If you get into the model of really delivering and really helping people, they will become champions. They will want to go out and tell others about you. Whereas if you're selling pipe dreams, there will be some of that, with people wanting to talk about you because of the fact that they need to get their dream reinvigorated, I guess is the word. But it won't be as longstanding and it won't be that long relationship.

I have customers now that are in my IWantCollectibles stuff, that I've been dealing with since 1998. These are the same people that buy my materials and call me on the phone for coaching, and all of that. And it has become just a joy to deal with those people, because they're doing stuff. And many of them are now what I call my private inner circle. These are the people that, when I'm testing things, I get them on the phone and say, "Hey, this is some new stuff. Can you try this out and get back to me and tell me what happens?"

So, I'm building these relationships with my client base, and that keeps everything going. Whereas I don't have to maintain this fiction and everything else.

It's so much easier work. I'm not in that harvester mode, where I'm going to drop something out and try to make a million dollars in a day or a week or a month. I don't know what I'd do with it if I had it. I'd probably spend it in a day or a week or a month.

But I'm not in that. I'm in the "Well, I need some money, so let's do something, and this is interesting," so I'm motivated. And that's the difference in attitude. And that's something that all of us will have to come onto.

One more thing before we start going into…

Tony: Before we go to the next point, I wanted to talk about one little thing that you mentioned earlier.

You quoted John Lennon, that he could write himself a pool. I think the one positive thing, one mistake a lot of people make, and a way of correcting it, is they keep on making the same mistakes over and over again. In other words, they keep on trying to reinvent the wheel over and over again, and they don't learn from their past. They don't create what I like to call formulas.

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You and I have formulas. We know that if we have a project or we want to go out and buy something or we have something that we need, or whatever it is. Whether we need to resolve a challenge or just something to enjoy, whatever it is, we have these formulas we can bring out, dust off, and use over and over again to be able to generate cash. We know exactly how they work.

I'm a big fan of watching Saturday afternoon PBS cooking shows, and there's a guy named Ming Si, who every week shows a master recipe. And we have these master recipes that we can take off the shelf and apply a little bit of this, a little bit of that, tweak it a little bit here, and use that master recipe to be able to generate new products and services, etc., that will bring us the kind of income that we need.

Now, they're not junk products that we're putting out. We're actually putting out quality products. But they're designed around things that we know will work and that we've used before. We're doing one right now. You and I are actually talking and creating a recording, which becomes a product. It can become a very profitable product.

And most people don't realize that whether you're selling on eBay, you're selling on the Net, or whether you're selling offline or whatever, the idea is to be able to, every time you create a product that's successful, you write down the recipe, the steps, the ideas. You create these little files with these master recipes, so when you come along and you decide one morning that you want to go buy a new car, it's much nicer to walk into the dealership with cash and say, "I want that one right there," and hand him cash rather than having to find a contract where you're going to pay them X amount per month in interest.

You can do that. You can use that recipe to raise the cash, or at least a portion of the cash, whatever it is. If you need to go on vacation, if you have a family emergency, you have these formulas that allow you to take them off the shelf, revise them a little bit, add a few little segments here and there, and provide not only a product that brings cash to you but value to those prospects that you're actually delivering this product to.

The one big mistake that most marketers make is that they don't create a database of their formulas.

Now, this could be in your head. I write a lot of my formulas down on pieces of paper. I love using index cards. I have tons of index cards that are clipped together or stapled, which have my little formulas. And whenever I need something, I can actually go through the formula and say, "Hey, this worked before. How can I tweak this idea? What steps did I do before, that I could

actually use to create a brand new product that brings value to those people when I deliver it to them?

And I'm very upfront about it. I'll tell them, "Look, I want to go buy a new car. You can help me be part of buying this car by participating with me. Your little tiny piece will be part of that car. You'll get to be part of this car. In return, I'm going to deliver massive value to you."

And I have the formula to work over and over and over again. Irregardless of whether you sell on eBay, irregardless of whether you sell by a website, using Paypal or ClickBank or whatever it is, irregardless of whether you sell offline in retail or through the mail or in wholesale, these formulas can save you and they can be extremely successful.

Terry: One thing that I want to mention on that is that these formulas evolve. I don't call them formulas or recipes, but really that's what they are. Really, it's just the system that I use to convert my knowledge and my products into cash. And they evolve.

The way these things evolve for me is by finding out what other people are doing. An example would be this interview. Those who are listening to this or reading it are going to find out new things that they can do.

I also do these afternoon phone calls. I try to work in the mornings, and then in the afternoons I call different marketers around the country, people I've known for years, and talk to them – Tony's one of these people – and talk to them about what I'm working on and get feedback. And they share, "Oh, I did this once, and it was great," or "I did this and it kind of failed. But I thought if I did it again, I would change it so it was like this, and maybe it would work better."

So, those become new things that I incorporate into my recipes, new tools, and then I test them and see what happens.

Some of them, because of my personality and my lifestyle and just the way that I work aren't things that I want to do just because I don't want to have employees and run an enterprise.

But other things that I learn from people do come in and add to my ability. I'm becoming a better chef, I guess, to fit in the analogy that Tony was saying.

So, that all fits in, and it will evolve as a result of doing it.

Tony: And it's having the tools and the ingredients to be able to do this. An interesting story. For a large portion of Pablo Picasso's life, he never paid for anything. He didn't have cash on him. If he was hungry and he was in Paris,

and he wanted to have an exquisite meal at Maxine's, he would go to Maxine's and order the exquisite meal.

And the way he would pay for it is he would take a napkin and he would do a drawing on it. And he would sign it "Picasso," and that would be payment for the meal. Why? Because that drawing had massive value, and that paid probably for more than one meal.

If he wanted to adorn his apartment or his home, all he had to do was draw a couple of drawings and use that. It's the John Lennon write-a-song-for-a-pool analogy.

And once you have these tools, once you have these ingredients, once you have these formulas, these recipes, the systems, you can use them over and over and over again.

So basically, just like Picasso, if you need something you can pull it out and use that.

His tool was his drawings, his paintings. And he knew that had massive value. There was massive value because of that. His name had massive value.

Same thing with a lot of the tools that people have.

I think the other thing of massive value is that you always treat your customer list and your prospects right, because they are the real core of your moneymaking. They are the ones that either will make you or break you. If you treat them like junk, they will run away from you, they will flee from you. If you sell them crap, if you sell them stuff that's not worthwhile, if you lie to them, if you try to cheat them, they will learn and they will run away real quick. Then, what do you have? You can have all of the formulas in the world and they're worthless.

If you treat your customers and deliver to them and give them stuff that has value, that they understand has value, that you considered for them, that you respect them enough that you're willing to give them something of value or worthwhile, they will, over and over and over again, reciprocate with either donations or cash or assistance or information. It's amazing what you can get from your customers, your prospects, your friends, your list, if you treat them right.

Terry: One thing on that. I forget who it was that told me this, but it's probably something that's been bouncing around for decades. And that is we don't talk about our prospects and customers, we don't call them prospects and customers, we call them clients. I call my people clients and students. And that changes the attitude.

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When I say someone's a client, it means I have an ongoing relationship with him, rather than a customer is somebody who just buys something and leaves.

And that reminds me that I need to treat him like a client and build that ongoing relationship. The student is even stronger, and that's what I've been talking about lately, as I talk about the people who actually buy things from me. They're my students. They're the people that I'm helping improve their eBay businesses. I'm teaching them and I'm like their teacher, which gives me this role of I need to treat them right.

You wouldn't see a teacher doing some of the things that these internet marketers out there are doing. A teacher has the best interest of the pupil, in most cases, in mind.

Tony: Obviously, you haven't studied the California educational system, Terry.

Terry: While we're on the whole idea of advice and seeking out advice, one of the things that's so important is to watch out for wrong advice. I call it bad advice.

For example, over the past 6 months or a year, there have been a lot of posts on discussion boards, emails floating around, people slamming ClickBank. "Oh, you shouldn't sell stuff on ClickBank. They don't track." The big claim is that the people buy stuff with their own affiliate links, so you don't get paid, blah, blah, blah.

None of these people are actually tracking anything. And even worse, some of them, and I'm not going to mention names, some of them are actually selling other systems that compete with ClickBank. And they're doing this by attacking ClickBank.

I track my clicks, and I know Tony tracks his stuff too, through databases that people go out and then you can put your sales in and find out what percentage of people went through ClickBank to some other site and ended up buying. And I'm not seeing any difference in the numbers that are converting today, than I was seeing in 2, 3 years ago. It's the same. That means that there isn't anything going on.

Yet, these people are out there slamming ClickBank because they're selling their own program. Other people are starting to buy in, and they're perpetuating this myth of ClickBank is insecure.

But the truth is that ClickBank has actually improved over the last couple of years, in order to maintain their dominant status, and still does well.

One other thing on this whole advice stuff. That's an example of somebody giving you advice because they want to change your attitude, so they can sell you things.

Other people that give advice, and a great example of this is I bought a package a couple of years ago for I think $430. I got 2 CD's, a little 30-page workbook, a couple of sheets of paper that were like 6- and 8-page reports and stuff. Like I said, it was $400 or $430.

One of my friends was over here and the box came in, and it was sitting there on the couch. And he's like, "Oh, what's this?" I'm like, "Oh, that's the stuff I bought from Burt. That's great, killer stuff." And he's like, "Let's see!"

So, we open it up, and he finds the receipt. I'm pulling out the 2 CD's and the little workbook and stuff. I'm looking at them like, "This is great stuff!" And he looked at the receipt and said, "That's all you got? You got ripped off!"

I looked at him and I was like, "You don't know what you're talking about! This is killer stuff!

To me, that $400 or $450 that I spent was a fantastic investment in my future. But to my friend, it was, "You paid $400-something for a couple of CD's and just that little book?!" And those aren't the people you want advice from. That guy, if I have problems with the car, I'll call him and he'll come over and help me work on the car. If I want to go shoot pool, we'll go shoot pool.

But he doesn't give me advice on my business because he doesn't have that right attitude, where he values information. He has the attitude where he values volume.

Tony: Remember, there's a lot of people out there, Terry, there's that old adage that we eat more with our eyes than we do with our stomachs. There is a thing in marketing, and you and I have talked about this before, called padding or bulking. It's called the thud factor. The more stuff you get, the more people are excited about it.

Irregardless of those 5 DVD's and those 10 CD's, those 10 CD's are just the audio from the 5 DVD's, and those 3 manuals that you got are actually just the transcripts from the 10 CD's and the 5 DVD's, so they bulk things up.

A little padding is fine, because obviously it's very hard for someone to justify. And again, it comes to buyer's remorse. Spending $1,000 and getting a 3-sheet report.

But I know some companies out there that spend $1,500, $2,000, $3,000 for a 5-page report that has tactical information that will take that $3,000, $5,000, $8,000, $10,000 and turn it into hundreds of thousands or millions of dollars.

Again, it's going to be dependent upon what you do with the information.

Now, just because a package is padded does not necessarily make it a better package. It just means they've added more bulk to it, to basically get you hot and hungry and have you cough up the $400 or $500 or $800 or $900.

So when you get the package, first off, it weighs a lot. Second of all, you get that big thud factor. This is something very common that's done in the software industry. Go down to your local CompUSA or Best Buy or a Frye's, whatever it is, and pick up some of the software packages. And you'll feel that they have heft to them. They have weight.

And yet, when you come home and open it up, it's one CD and a pamphlet, because they're not even putting manuals in anymore. They're on the CD as a PDF file. And what they've done is they've packed extra cardboard in there, so that you'll feel good about paying $97 or $147 for a piece of software that only comes on one CD.

Terry: Yeah.

Tony: I think it's really kind of funny, because you and I kind of come from the same base. I was trained by a guy named Jay Abraham, Dan Kennedy, and stuff like that. Dan's stuff is ugly as all hell. It's not pretty. It doesn't have beautiful covers on it. A lot of it is mimeographed and reproduced. Yet, what's in between those pages is golden for those of us who go in there, read it, learn it, extract it, and apply it.

To the average person, they may get angry that they spent $350 and all they got was a binder with 150 pages in it.

Terry: One thing about creating thud factor, if that's done.

The first thing I ever bought was the JPDK.

Tony: Yeah, the Jeff Paul package.

Terry: The Jeff Paul, Dan Kennedy thing. With that, that was, I think, 6 cassette tapes and a little rack that held them, a manual, and then a transcript booklet. And that was the whole thing, and it came in a box, a Priority Mail box. I think it was $140.

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With that, there's not a lot of thud there because all they're doing is putting the transcripts of the tapes in there. But they were doing that. I talked to Dan about this, and he said it was done that way, 1) because it increased what was in the box and tapes are cheap; 2) because some people prefer to listen to the tapes, whereas others, like myself, prefer to read. So, they're doing that in order to increase the accessibility to the material, too.

That's something that I do with my stuff that I sell, is I design it so the material is more accessible to the user, not so it's pretty or heavy, but so that it's accessible, so that a user that's an audio learner, that wants to hear things, gets the CD. A user like myself, who sits down and reads the transcript booklets gets the transcripts.

I try to design my stuff so that it's accessible to the widest range of people. That's a difference. It's not, "Let's cut this into 15 different things." I've thought about that with the last package. And when the printer told me the price it was like, "Nope, that's going to be one book." I didn't feel the difference was big enough in terms of helping with the accessibility.

Tony: I think the one common mistake a lot of people make when they buy products is that they're looking at all of the goodies they're going to get.

And the reality is they're not looking at the most important thing is it's not all of the goodies that you get, it's how good is the information and how applicable is it.

A lot of the packages that are out there that are sold, most of them are junk. And they're just padded to make you feel good, because they know people. I go back to that thing. We know people are more willing to pay for the dream than they are for the results. They're more willing to pay for a big box that makes them feel good, than for something that is direct, because most people won't get past page 12.

I think I've told you the story before, Terry, and this is a mistake that a lot of marketers make, it's a mistake a lot of people in business make, they don't do their homework. They don't keep up with what's going on. They buy things and they don't read them. I call them dust gatherers.

There's a well-known opportunity-maker who one day got a call from his duplicator, his audiotape duplicator. When they mass-duplicate audio, they go from reel-to-reel. It's not done cassette by cassette. Nowadays, it's CD's. But back then, it was cassettes. They actually take a large reel-to-reel with very large reels of magnetic tape, and basically load all of the cassettes at one time, and then it gets loaded onto the cassettes in the next step.

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In these duplicating machines, there's a couple of magnetic heads that do all of the recording, and there's a magnetic head that follows the recording head, which does erasing, in case it needs to be done.

Well, he called this marketer up and said, "Listen, have you been getting a lot of returns? Have you been getting a lot of people who have been angry and have been upset?" And he said, "No. In fact, our returns have been minimal." And he said, "Why?" He said, "Well, we found out that the erase head was not retracting completely, so while it was recording the audio it was actually erasing it right afterwards."

The package they were selling was fairly expensive. It was like $500, $600, $700. It was a big 500-page manual and I think it was like 12 tapes. And he said, "Tapes 2 through 12 are blank." And yet no one was complaining or saying, "How come these tapes have nothing on them?"

And the reality is what had been discovered was the average person doesn't get past page 10 or 12 in a manual and past tape one on a tape set.

You can't really judge it by the weight or the girth or how much stuff is packed in a package, whether it's a digital download or it's a physically-delivered product. You can only judge it by the information inside of there.

I've bought reports that I paid $50 for, that are 2 pages. But within those 2 pages is enough information, that I could take that stuff and it didn't matter that I spent $50 on that report because that information will make me multiples of that $50 within 24 to 48 hours.

Terry: This brings up, and this is actually on the list of mistakes, seeking perfection rather than progress.

I see a lot of people that start out, and they spend a long time trying to make everything perfect. And we won't define what perfection is because it's different.

I actually did that myself. The first thing that I did, actually the first product I did, I did on a Saturday afternoon and dropped it off at the duplicator's on Monday, but the second product I did, I spent months going over. I had seen the manuals with the little area on the outside margin of the book that said, "Notes," and there's that blank column with the line there. I spent maybe a month trying to figure out how to put a column over there with the notes at the top.

Really, I should have spent that month writing the sales letter and all of the other stuff that was involved, because that's most important.

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I'd gotten some idea that I had to have a little notes column on the outside edge of the page, and it prevented me from getting out there and selling stuff.

What I do today is I go out and I get things done, and then launch it, and then I look at what happens and improve or change things.

So, rather than this goal of it has to be perfect, it's a goal of get it done well enough. And as my skills have improved, the quality has greatly gone up. And then, work towards incremental improvement, which is I've got money coming in and now if we tweak it and change it and test and track and those things, I'm going to improve it.

Tony: Yeah. Understand that, first off, nothing is ever going to be perfect. That's number one. We all have to admit that. But people use perfection as a procrastination factor. It allows them to put off something that they may not necessarily want to do or that they're tentative to do or put out.

Does that mean put out crap? There is a marketer that basically says, "Sell crap." He doesn't mean sell junk, he means it doesn't have to be perfect or pretty, just put it out there because, if not, you're never going to get it out there.

I think the biggest problem is that most marketers will delay things and not take action if they can. There's a lot of people out there. Some of the things that we've talked about, as far as online mistakes, is procrastination. It's a lack of focus. They want to make it perfect because they're focusing on too many different things or they're jumping around.

I think one of the biggest problems in this business is that we have people with what we call "grasshopper minds." They go from project to project to project. They're trying to be serial entrepreneurs without ever completing one thing.

They use "It's not perfect" or "I haven't gotten it to the perfect state yet" as an excuse to jump to the next thing.

It's a dangerous thing. I'm a bit of a perfectionist. I have background in graphic design and layout and stuff like that, and I want my products to look good. But they don't have to be all lights and fireworks and special effects. They just have to be appealing enough to be able to deliver the message I want to deliver, which is whatever is contained within the information or the product or the service that I'm trying to sell.

Terry: I think some of this comes down to fear of exposure. I know that I did that with the big package I spent months on, trying to make it perfect. That was my first really big thing and I was selling in a market where I was already well-known. I didn't want to be embarrassed.

Maybe that's about vanity. So, I got caught up in all of that.

What happened was once I released the thing, the people were so overjoyed to get the information, that nobody cared.

Another thing, and this fits in with the whole being a perfectionist and the fear of exposure, fear of humiliation about doing something and having people say, "Oh, did you see he's just got a single-color cover? This is embarrassing!"

This is something that I learned years ago. I think I was in college. I actually wrote a paper about my procrastination for one of the classes, or my tendency to procrastinate. And in writing that, I realized that I would set goals – and back then, it was you had to turn in a term paper or do something by such-and-such a date, so there were deadlines, they weren't just a goal, it was a deadline – what I would do is I would tend to put those things off and then jam it all together at the last minute because I'd been slacking off.

That gave me an excuse for it not living up to my expectations or my need for perfection was, "Well, if I had spent more time on it, it would have been better."

I do that same thing now, in my business. I set deadlines and I say, "Okay, I'm going to do this by this date, and that's when I'm going to launch it. That means I've got to get it done by then. It also means that whatever I have done, and there have been times when I've said no and put it off because things came up in my life and I wasn't able to spend the time, so I redid the deadline, but in most cases when I hit those deadlines or I do hit this deadlines, I have something that's good enough.

My stepfather says, "It's good enough for the girls I date," which my mother hates that line. But that's the truth. We're not after perfection, we're after getting it done. We're not buying into vanity.

I know a lot of marketers started out with these information packages that are information, the whole Dan Kennedy model that Tony mentioned earlier. And then as they get bigger and they start to get an enterprise, employees and all of that, something along the way happens and all of a sudden everything is fancy 4-color copy or 4-color covers, well-bound, and it changes. And yet, the basic information, what they're selling, what they're providing to their clients and students hasn't changed. It's just somewhere in their head they got into this vanity that says, "Oh, I need glossy covers."

I see a lot of that. I see people, and I buy a lot of stuff from one guy, and I won't mention his name, this guy, everything he does is full-color binders. He has binders printed, and they're full-color. And I look at those and it's like he's paying

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an extra I think it's about 40¢ per color to do that. So, instead of one color, he's got 4 colors on there. So, he's paying $1.60 extra per package, and it does absolutely nothing in terms of the information.

Now, it might be, and I've never asked him about this, but it might be that that lowers his returns because of the market that he's in, but I doubt it.

I think it's just the whole vanity factor and stuff.

One of the things that I mentioned in a couple of different ways but haven't said it specifically, and that is doing unproductive tasks. That's something with the column to the right of my books or, for example, this interview.

When I get done with this interview, it goes to Michigan and Sandi transcribes it, and then it comes back and I read through it and highlight what I want removed. And it goes to Chandler and Lauren will edit it and burn it onto a CD. Then it gets shoved into a package and mailed.

So, I really do just the creation of the outline and the interview itself, and then I read the transcripts in order to mark what needs to be removed.

But I don't sit and do the actual editing. I certainly don't sit here and, for an hour-long call, I'd probably have to spend 15 hours transcribing it. That's not a productive use of my time. And I think that's very common, that people want to get into doing all of these things. Sometimes, that's because people are cheap and they don't want to pay. And other times, maybe they don't have the money, so they can't do it.

If that's the case, then you'll have to do the things yourself and then learn how to do it. But as far as getting into that stuff, it's remembering the focus. What I do is teach people. And I should be doing the actual teaching, not editing audiotapes and things like that.

With cheapness, this is one of the most common things that I see online, is people coming into discussion boards, "How do I make a PDF?" If you're selling information online, you need to be able to make PDF's.

Well, they're looking at websites where, for a couple of bucks, you can paste your Word document in and it will make a PDF for you. They're offering, "Oh, you can get this, it's only $9.95," and everything else.

Well, you can go to eBay and buy Adobe Acrobat. Not the reader, the creator program, and buy version 5.0 for $30, $35, and get everything you need. And it integrates right into Word.

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So, why would you spend $10 for a program that you're going to have to learn how to use, when you could spend $30 or $40, because you only need version 5.0. I think right now they're up to version 7.1, and 5.0 is good enough for what we do. It's cheap. And you just paste it into Word and it gives you a little button. You click on that and it creates a PDF.

So many people will go out there, "Oh, how do I do this and I want to do it for free?" Don't try to do it for free. Get the tool, the best tool for that application, because that's something you're going to be using over and over again.

The same thing with autoresponders. A lot of these autoresponder companies, the newsletter companies, will give you a free account. What good is that? You're going to send somebody a newsletter with someone else's ad at the top of it, in order to save $12 or $15 a month?" That's just being cheap.

You don't do that, do you, Tony?

Tony: No. I actually have a small factory in Korea that does this stuff for me. And I hired the Keebler elves.

Actually, I do some of the stuff myself because I have certain control issues. But that's something completely different.

I have this thing, where I like to keep my fingers on a lot of things. There's a lot of stuff that I do outsource.

Those things that I enjoy doing, I will do. I'm not a prolific producer. I'm a prolific marketer, but I'm not a prolific producer. In other words, I'm not turning out a new product every day. I'm not turning out a new product every week. I'm turning out a new product maybe every 2 or 3 months.

So, it gives me time to do some of the things that I do enjoy. Those things I don't enjoy, I have no problem outsourcing. And there's plenty of places to have stuff outsourced at very reasonable rates. I've got contact with people in India who will create entire websites for me for $100.

If I need stuff ghostwritten, I know places like eLance or Guru.com or RentACoder.com, where I can actually get stuff ghostwritten for a couple hundred to a couple of grand, depending upon the length of the product, the amount of research, etc., and obviously the skill of the writer.

I have a dear friend of mine who is incredible at graphics and an incredible writer. He wanted to put up 5 websites with 5 different products, in an area that he didn't really fully understand himself, but he knew that there was market for it and very good advice.

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So, instead of writing the product and spending the time researching, he actually bought the time of a very good writer, who ghostwrote 5 reports for him, and it cost him an average of $2,000 apiece.

That's going to sound like a lot for a lot of people but, trust me, he'll get that $2,000 back in almost no time because of the quality of the product.

Instead, he spent the time doing the graphics, which is something he really enjoys and finds value in.

Now, some people will basically say they do none of that. And that's fine. And some people will want to do everything. I write my own copy and I've designed my own websites, but they're things that I enjoy. They're things that I do. And if I don't enjoy them or if I don't have the time, I also understand delegation and being able to go out and find and spend the money to have the stuff done.

I built a web of resources of experts in areas that do things, that either I can't do, am not willing to do, don't have the time to learn to do, or don't want to do. And I think that the part about being cheap, at the very beginning, when you're trying to start a venture with bare-bones money, we might forgive you being cheap at that point because there's not much you can do about it. You're trying to create a few sales that you're going to reinvest back into your business, etc.

But as you go along and expand your business, it behooves you to bring people in. We talked about those fancy packages. Don't design them yourselves. There are people out there that will actually design the package for you. If you want a nice-looking package, there are people out there that will design the package and make it look nice for you.

I had a friend of mine who wrote a very nice book, in fact I'm consulting with her now, a really nice book. She's been working on this for a long time. She said, "I've got it all in Word and it looks nice, but it's not the kind I want. Do you have anybody?" And we found somebody, a book designer, that would design the layout of the look of the book. It isn't fancy of anything like that, but it reads better. It's clean. It doesn't look like it was done on somebody's word processor. It's one step beyond. It's not perfect. It's not Random House or Simon and Schuster, but it's also not done by Jill Ann in some secretary pool.

We found someone for her to do that, while she concentrates on other things. She's come to me for advice and consultation and direction, understanding that she doesn't understand that and she's willing to spend money on it. She paid me a good amount of money to give her the guidance.

I think that being cheap or not cheap but super-thrifty sometimes can hurt you, because there are people out there that can do things better than you can, that serves your time better to let them do that.

A lot of guys hire copywriters because to learn how to write copy isn't something you read one simple book – and effective copy, by the way – you don't read one simple e-book and you can write copy tomorrow.

Copy is not that easy. There's a lot of psychological factors, a lot of formatting factors, a lot of factors for persuasion and presentation, and passion that's involved in it. And a lot of people are not great writers. So, it's easier to hire a copywriter.

And then there's copywriters that you can find as low as $300 and copywriters that will cost you $30,000, $40,000, $50,000.

You find someone you're comfortable with. You should understand copy, so that you can look at the copy they give you and realize whether it's good copy or bad copy. But it doesn't necessarily mean you have to spend the time to write the copy, which is actually very time-consuming. You can pay for it.

If your product is worthwhile, if you've researched the product, you find that the market is looking for a product – by the way, this is the biggest common mistake, people create a product and then go find a market to sell it to, the biggest mistake people make – the reality is you need to find the market first and then create the product for that market, or find the market first and find a product that already exists to sell to that market, that hasn't been sold to that market in a certain way.

I've taken products that exist off the shelf, that have been badly marketed, remarketed to the market, to become wildly successful with.

Terry: I did a whole interview with your friend Michael Holland, all on starting with people, rather than products, a couple of months ago. So, most of the people that are listening to this will already have that.

But that is the biggest mistake is not thinking in terms of people, rather than products.

Tony: I taught Michael quite a bit. Michael's an old friend of mine. I did the launch for his niche mastery system. We talked for a couple of years before that product came out, and I tried to teach him a couple of things which he didn't fully understand.

I think the 2 things are 1) you have to find a market and then create a product for that market or find a product that will match that market, something that they're yearning for. And sometimes, it's a product that's in a completely different market, that hasn't been sold in this current market, if it's a physical product or a product that already exists.

The second part is you have to understand that market. I think that's another common mistake is we're not willing to do the research to understand the market. We don't understand how they think, what motivates them, what turns them on, what turns them off.

I call it the Playboy questions. In the centerfold of every *Playboy*, there's some beautiful, naked girl in there. But there's also what they call their turn-on and turn-off questions. And it tells you their name, age, etc., a little bit about their background, what turns them on, what turns them off, what they like, what they don't like. And that's an extremely important thing when you understand the marketplace. You have to really understand their mindset, how they think, because it allows you to market to them much more effectively.

If you understand the psychology, if you understand their motivations, if you understand their mindset, if you understand their buzzwords, if you understand how they communicate with each other, if you understand what their challenges and their problems are, what their wants and needs are, you can create products and/or market existing products to them in a much more effective manner, because now you understand. You're walking a mile in their shoes, to use an old cliché.

Because now you can actually understand why that product may not be selling to them correctly or why the product has never been sold to them, if it's coming from another product area, or they're hungry for this solution, this report, this information, this book, whatever it is, if you're creating a brand new product for them.

Understanding that, doing that homework, people find that painful.

The reality is it's not all that painful. All you have to do is ask some questions.

Terry: Also, and this brings up another common mistake, is falling in love with the product or the market.

When I started with my business, IWantCollectibles, my goal was to sell information to help people buy antiques and collectibles. And I still do that today, and that's something that I really enjoy doing and I do myself. I have a good background in that.

When I first released that package, which is the collector strategies package, that was $230 for the manuals and there were some cassette tapes in there and some other stuff. It sold okay, but it didn't sell great. It was really poor. Actually, I spent $10,000 the first 3 months, trying to sell 10 of them. So, I lost quite a bit of money.

So, I sat down and I thought, "How can I do this? Obviously, it's not working to run these advertisements and do the lead generation and all of that." And I thought, "Well, most of these people who are buying antiques and collectibles, they're selling them on eBay.

So, I went and I think it was $1,800, I spent a day and a half in a production studio and shot a video on how to sell antiques and collectibles on eBay.

I decided what I would do is I would take that video, wrap the sales letter from my package around it, and sell the video for $20.

Well, what happened? I started running ads, just little bitty, really cheap ads for that video. It went kabam, and I sold an awful lot of those videos. The video itself became a profit center.

That opened my eyes to the fact that, yeah, there were people out there and still are, that want to know how to buy antiques and collectibles. But there's a much larger group of people out there that want to know how to sell antiques and collectibles on eBay.

So, as a result of that, my business changed from antiques and collectibles to antiques, collectibles and eBay. And eBay now makes up probably about 80% of my revenue, teaching the eBay skills.

Whereas if I had said, "No, I teach people how to buy antiques and collectibles," I would have missed out on all of that. And that was the testing and trying new things, and all that. It opened my eyes to something that I'd missed. And I actually knew, because I had sold eBay information as early as 1998, just little 6-page booklet that I had printed and I sold it for a couple of bucks on eBay. Those sold really well, how to do pictures, things like that.

But I'd never thought of that as a profit center. I'd never thought of that as my business. I just put together this little booklet and sold it, and made a couple hundred bucks a week doing it. I was actually blind to that whole area, because I was so focused, I was so much in love with the whole antiques and collectibles and everything else.

Tony: I'm going to agree and disagree with you a little bit on this, because I think there's great advice in not falling in love with your product or your market.

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But there's also a big mistake in not falling in love with your market and your product.

And the reality is if you are not in love with your product, you will not find the passion to sell the product. It's very difficult to sell a product you are dispassionate about.

I fall in love with every one of my products, to the point where it becomes part of me.

Now, it is a finite love. And I think that's where people make mistakes. They fall so in love with the product, they're not willing to let it go if it fails.

Terry: Let's change that from falling in love with the product or market, because I do think that's important. Especially for me, that whole passion and motivation and being thrilled with what I'm doing is so important to getting stuff done.

Tony: And it shows to your customers. This is an old example that's used in marketing all the time.

Have you ever been a supermarket with a child who's either in the cereal aisle or the toy aisle? In fact, lately I've been in supermarkets and they no longer have toy aisles. But when I grew up, there was a toy aisle. And they always wanted this one thing. And they'd look at you with these huge, puppy eyes, and they gave you every single reason why you should buy them Captain Crunch or buy them that crappy little plastic airplane, or whatever it is. They are very passionate about what they are. But they're passionate for the moment. In other words, once they get it, the passion may continue. But if they realize it's no, they let it go and go on to the next thing.

And I think that one of the biggest challenges of marketers and one of the biggest mistakes that marketers have been told for a long time is, "Don't fall in love with your product or your market."

There's a truth to it and there's a falsity to it. Don't fall so far in love that it makes you blind.

Terry: Let's change that to don't fixate or be obsessed, to use dating terminology. Don't be obsessed on your product or market.

Tony: I think that's the biggest problem. I think that people become extremely fixated. They come bulldog-like or pit bull-like, where they clamp their jaws around it won't want to let go.

There's that old line from Star Trek, "He's dead, Jim." Once you realize it's dead, you may have a chance to resuscitate him, but chances are it's time to move on. And I think that a lot of marketers become so fixated in the product that they themselves are not willing to give it up. They're not willing to realize that maybe this just isn't working.

And I know a lot of marketers who have lost a lot of money because they are stuck. They're going to, by hook or crook, one way or another, ram it down their customer's throats, and the customers don't want it. And they can't figure out for the life of them why their customers don't want it.

There's a wide variety of things. I think a lot of people think that every project that you do has to be a success. And the reality is that out of every 10 projects, if you get one or 2 that are successful, you're actually batting extremely well. Not every project is going to be successful.

So, understanding, having passion for the product, realizing what the product means but also understanding that when there is no pulse in the product, it's time to give up the ship.

Here's what some marketers do. If you ever watch infomercials, it's real smart. They'll put it up on the shelf for now. Because life is a moving parade. Life changes from day to day. Those people who didn't have money yesterday may be filthy rich tomorrow.

So, I never write off people who didn't buy from me yesterday, who didn't have money yesterday, because I never know what their situation's going to be the next day or the next week or the next month. They may win the lottery, and they're now wanting to buy everything under the sun.

The same thing with products. Products that may not necessarily sell today, the market may not be ready for it. And you may be able to bring that product out in 6 months or a year or 2 years. You've already done the homework, you already have the product ready to go. All you need is some fine-tuning and some cleaning up or updating.

But most of the work is there. It may sell 2 years down the line.

Did you know that the Ipod was created 15 years ago?

Terry: Yeah, and then Steve Jobs said, "We could do this, and do it better," and nobody ever heard of Samsung or whoever it was that was in Korea, that was making the things earlier.

That brings up the whole deal there, it reminds me of 2 things. One, if you're into any of this pickup artist or dating stuff, it's real common for the clients to get a girl's telephone number and then the girl blows him off or doesn't return his calls, or whatever.

So, these new people into that whole area go back to the guru and say, "I got this girl's phone number, I call her, and she doesn't call back. What do I do?"

Well, the response that the guru gives is almost invariably, "Go get more telephone numbers."

Tony: I use one word. It's the word "next."

Terry: Right. And the second thing, and I think that's a great way of putting it, the second thing that that whole series reminds me of is because we're doing things and some of them aren't going to work, actually a majority of them might not be ballpark homeruns, as you get into this and you build up the skills, you're going to be able to hit a lot of singles, maybe some doubles and some triples, every now and then knock one out of the park. But that means that you don't work on these big, complicated, long projects.

I did some coaching and consulting with one of my students, who wanted to get into online marketing, and he'd been selling on eBay for a while and he decided, "I want to build a membership site."

And my response was, "No, you don't go out and build a membership site, because that's work, that's an involvement where you have to continually work on it. You don't have the skills to sell people into the membership. And you're not sure that this is something you want to do. So, you don't want to be obligated into delivering something every month. What you want to do now is maybe write a book, an e-book, build a website, start building a newsletter and building out some reach. And then later, as you've done a book or a second book, maybe some interviews, some other products, little things that you can put together, you can take all of that stuff and put it all behind a membership wall and then sell the membership program. Not, 'I'm going to do a membership, so I need to go out and spend $3,000 on a membership platform and do it.'"

I've seen some people do this. And usually, they fail because they don't have the skills, they don't have the reach. By reach, I mean the ability to get it in front of an audience of willing purchasers.

I always recommend that you work on smaller things. If you look at like these interviews that I do, I do one of these every month. And then every 4 to 6 or 8 months, I'll go in, because I have a bunch of these that I've done now, and I'll

grab 4 or 6 or 8 of them, whatever, that fit together into one basic premise, put them all together, and I've got a new package.

I haven't really done anything except reformat it into the bigger package. I've done the work and got paid for it as I went along. And, now I'm leveraging it into something else.

That's the key to success, is not to go out and say, "I'm going to do this," and get involved in something that is so complicated, so busy.

People talk about, "I want to build a big website and make money with AdSense," so they sit down and they start writing all of these articles.

No! Sit down, put together a little blog, start writing articles on the blog, and spend a day or spend an hour every day putting a new article on the blog, and put AdSense ad on it, and spend some time building the site up and learning that.

Don't build the whole thing and then throw it up there and see if you did it right. Start and work towards that big goal towards the end. If you do that kind of stuff, you will have 1) some satisfaction, achievement at getting things done, that will keep you motivated so you can continue; and 2) you'll actually be able to adapt your expectations as you move towards the goal of having that big site. You'll be able to see problems and make changes. You'll be improving your skills, and all of that. I think that is so important in what we do.

Tony: I agree with you. It runs into the situation where sometimes I think people try to take too big a bite on certain things. They don't qualify it. In other words, they try to take the leap. "This worked, why don't I go over here?" That's fine, but there's integral steps in between, as you told that student of yours. The next step, instead of opening up a membership site, which takes a lot of maintenance and time, etc., why not create the e-book? And from the e-book, create a slightly larger package. And then, build up to the membership site.

A membership site, depending on how they're run, they eat up a lot of content, they take a lot of time, you always have to satisfy your customers, they have a short lifespan, and most membership sites' members last from 60 to 90 days. And then, you've got to be constantly turning for new customers.

So, it's an important thing to understand the progressive steps. And sometimes, I think the biggest mistake we make is that we jump too far ahead of ourselves with great intention, but oftentimes without really realizing what the consequences may be.

Terry: I call that big eyes. It comes from your eyes are bigger than your stomach. You've never heard that. That's what I look at it as. Rather than the big eyes, I'm going to work on the small things.

I see a lot of people doing newsletters and making mistakes. For example, one of my friends, he has a newsletter and you never know what you're going to get from him. First of all, my newsletter goes out every Tuesday night. Sometimes, it might go out on Wednesday night, but it goes out every week and there's a new article in there. And that's done to build credibility and get the readers familiar with me, get them used to it.

Last month, with my father dying, I just kind of disappeared for 3 weeks. And I got hundreds of emails from people wanting to know what was going on. And that shows that, yeah, I am able to reach in there and touch people, and they do expect to get newsletters from me.

This friend of mine, he doesn't do that. He'll have a newsletter, you won't see one for 3 months, then he'll have another one. He goes off.

My favorite newsletter that he ever sent out was like 10 pages. It was a couple of days before Halloween, and he went off on this whole thing of how Halloween is the devil's work and all this. It's not a Christian newsletter. It's a newsletter about copywriting and how to sell things. And he's writing about Satan and he's buying Halloween, and it's evil, and you shouldn't let your kids trick-or-treat, and all this other stuff. And I saw that and was just like, "What are you doing?!"

It's one thing, if you have the spiritual beliefs and all of that, to let them come out in what you're saying. You don't have to hide your beliefs. But it's a whole other thing to be preachy, especially in the market. Nobody that's interested in what I have to say or my lists, my antiques and collectibles eBay people, they're not going to get upset if I put in there, "Thank you for your prayers during my father's illness." That's fine.

But I'm not going in there and quoting from the Bible and all these other things. That's not what they're reading it for. I'm not here to convert their religion or anything else. I'm here to teach them about antiques and collectibles and eBay.

Tony: I think a lot of people forget this one thing: it's not about you, it's about them. In other words, it's not about the person who's writing the e-zine, it's about the people who are reading it.

The reality is the people who are reading it probably come from a wide range of religions or viewpoints or opinions or thought. They may be republicans, they may be democrats, they may be libertarians, they may be socialists.

They may have opinions on same-sex marriage. They may have opinions on who should be the next president of the United States. Guess what? As a marketer, that's not your problem.

Now, unless you're specifically marketing to a group that is aligned with those exact things, for example if I'm selling Christian services and/or information to Christian groups and that group has the same mind thought that I do, that may fall into that position because I'm speaking on the same terms.

Same thing if I'm selling to a Jewish group or a Muslim group, or whatever it is. Political rants, if I'm selling to democrats, obviously if I use democratic talking points I'm more aligned to them. Again, that comes to understanding their buzzwords and their thoughts, etc.

But when you're selling general marketing products, getting involved in religion or opinion outside of whatever the product is can be extremely deadly. A lot of marketers make that mistake.

Now, I have that blog that we talked about, and I hit upon politics and I hit upon public thought, etc. But that is separate from what I do in my marketing end. Plus, they understand that they're going to get strong opinion from me, but I don't ram it down their throat.

I would never send out an email that was basically an e-zine that said, "Halloween's horrible," etc. For a lot of people, you might have witches in your buyer base and you've just offended them.

So, unless they're a specific group, chances are keep those things to yourself. Understand it, talk amongst your friends. You don't have to send out a Halloween notice to these people. It doesn't have to be a Halloween sale. It can be anything.

Just be very careful of the opinions you express outside of whatever that marketplace is. Again, you can give your opinions on product or services or ideas, or things that are happening on eBay or things that are happening online, because they fall within that context.

But things that have no context within whatever product or service or niche that you're qualified in, they only tend to become problematic and tend to alienate your readers and your listeners.

Terry: I think that you can also go too far with that. And this is common. I see a lot of newsletter people or newsletter writers that are afraid of being offensive or controversial.

I know that my readers, they get upset. This was one of the best newsletters I've wrote in terms of sales. I wrote something, I think the title was "Are You An eBay Whiner?" eBay had raised their fees, and there was an article in the *Wall Street Journal* about all of these people that eBay's going to charge them an extra dime to list something on eBay. And oh my god, that's going to eat all of my profits up.

Well, the truth is if a dime per transaction is going to change them from making a profit to having a loss, they're doing something wrong to begin with. Then they all get together and they had done a petition and all of that.

From my point of view, these people were just whiners.

Now, whining can be something that helps us find a level of acceptance or even resignation about things we don't have control over. But you've got to get past that and then take action.

So, I had people that sent me emails, "Oh, that's so terrible that you'd call these people whiners." Well, the truth is they are whiners.

Now, I didn't call them whiney, profanity, profanity, profanity, because when I write my newsletter I sit here and imagine that I'm writing to a 52-year-old woman who lives in Ohio. And I would not sit down with a 52-year-old woman who lives in Ohio and curse in front of her. This would be a grandmother or a woman with kids that are teenagers or in college. And I would not curse in front of someone that I just knew as a basic acquaintance, unless I hit my thumb with a hammer.

So when I'm visualizing writing the newsletter to that woman, I actually use a friend of mine's wife as the woman that I write to, because she fits right in there with my target audience. But when I'm writing to her, I'm not worried about whether she's going to be offended or not.

And at the same point, Tony talked about if he's writing to Christians or the Jews or the democrats, or whoever, that you don't worry if you're writing a Christian newsletter. You don't worry about offending the Jews or the Muslims, because they're not your audience.

If you're writing to democrats, you don't worry about offending the republicans. And actually, I would think that if you were writing to democrats, you would want to offend the republicans.

Tony: That's right. It's understanding your market, Terry. You wrote an e-zine of an opinion for a market that's exactly what the market was about.

If you had sent that same eBay market and sent that email saying to them, "You're going to burn in hell because you haven't accepted the Lord," it's completely left-field.

Terry: I wouldn't do that. I'd send them an email saying, "You're going to burn in hell because you haven't given me any money this week."

Tony: Yes. What we're talking about is messages that are not congruent with the marketplace that you serve. It's not congruent with what you are about or why they have signed up for your e-zine list.

It is perfectly fine for you to send out an email criticizing the whiners in the eBay marketplace to an eBay list. But sending them a religious message is 180°, it is miles away from what your list is, and it's not necessarily what they want to see.

If you really want to see a drop-off rate, do that. I'm not picking just on religion here. We're talking about anything that has nothing congruent with what your list is about. To my list, I don't send them the daily prayer. They're marketers. All they care about is building their business, growing their business, making more money, creating better products, and building their list and their customer base.

Telling them how to solve global warming or telling them how, unless I show them a way of making money off of global warming, that's a completely different thing. I show them the opportunities of being able to cash in on global warming. That's an entrepreneurial venture, and they're willing to accept that.

But if I get all preachy Al Gore on them, or if I become Jerry Fallwell-like, or if I become highly-political and send to my list of entrepreneurs 15 reasons you should vote for Obama, most of my list would find that highly offensive, because that's not what they signed up for.

If they wanted to read political rants, they would have signed up for a list that's aimed at political lists.

If they wanted to read religious information, from whatever viewpoint, depending on you're Hindu, Muslim, Buddhist, whatever the heck it is, they would have signed up for that.

They signed up for your list for a specific reason. They want to get your opinion, your guidance and your information within that one niche.

I sell in multiple niches. I sell on eBay. I've sold on eBay. I'm not an eBayer, per se. I understand the eBay marketplace. I've sold on eBay. I've done well on eBay. I've sold some very unusual items on eBay. But I don't have a list for eBay.

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But I can send to my list an article from you, for example, because I do have people within my list that are eBayers. But if I sent them an article from Hillary Clinton on how the world is a village or Al Gore on why we should all hold hands and sing green songs tomorrow, I would get a major revolt.

Terry: Right. And if you sent them an email about eBay and then sent them an email about eBay, and then sent them an email about eBay, and then sent them an email about eBay, people would get tired of that.

It's okay to go off and say, "Okay, a small segment of the list is interested in this area." For you, that would be eBay. For me, that would be people that want to build a website and make money off a website as a follow-up to what they're learning on eBay.

So, there is a segment in there, and it's okay to talk with those.

Now, one thing, and I mentioned this earlier, about the guy Burt that's the tree-hugger, his newsletter, that's one of the charms of it. This guy's like a tree-hugger. He's actually really nice. I'll bet he wears Birkenstock shoes when he's not speaking and stuff.

That's part of his allure. At least to me, that's part of his allure, because that's one of the things that I want to learn how to be this open and engaging person, like he is.

So, I'm attracted to him not just because he has the knowledge that I want to learn in terms of doing the public speaking and all that, but also because he's living this lifestyle, the tree-hugger lifestyle like that, touchy-feely kind of guy that I want to be. So, that's part of the personality.

Now, his newsletter on September 11th, with the planes into the World Trade Center, he started putting digests out every day, which actually fits in with his personality. It's not about public speaking, but he started putting digests out. And for the first week or so, it was alright. And then it just got to be too much, at least for me. And I'll bet some of his other readers felt the same way.

And after about 2 weeks of it, he stopped. It was like, "Okay, that's enough of this. We could go on with this forever. Let's get back."

That was a significant event in our society. So, there's a little bit of a difference there.

Tony: I also think that possibly the reason he stopped is he started seeing the numbers of people that were unsubscribing, or he started getting a large amount

of email of people complaining. And the reality is there's a certain point where you have to realize you really are alienating your audience.

Your audience, while they may be concerned and they have been interested or whatever, they're getting it from all sides. They don't necessarily need to get it from Burt.

Everybody was shocked.   The first few days, they'll accept it because it's something we're all talking about. But after a while, it just gets old.

Terry: I'm sure that that was it.

With him, it kind of worked, and then I think he went a little bit too far. And once he realized that, whether it was from the complaints or from the people unsubscribing, then he stopped and went back. He did follow-up, after doing that, with some really hard-hitting, excellent newsletter articles that were really on-topic and really strong.   And I think that whole deal was to reaffirm to his readers why they had subscribed in the first place.

I think that's okay, because it fits with the personality. And I think the newsletter has to have personality, especially today.   Whereas 6, 7, 8 years ago, there weren't so many newsletters. Now, everybody has a newsletter, and you need to be able to stand out.

The easiest way to do that is with the personality. You put that out there and you go on.

I guess this is just 2 weeks ago now – I sent out the newsletter announcing that American Cancer Society fundraiser and telling the people I've been gone for a month because of my dad's illness and his death, and all of that.

It wasn't done as an excuse. I'm not excusing that I took off a month. I don't really need to make an excuse. It was just done that these are my students and they want to know what's going on in my life, and I'm telling them and then I'm moving on.

I've already moved on and I'm not hammering them every week with that. I did it, it's there. And now we're going back to what we're doing.

And that's important, I think, as long as we remember the personality.

Now, one of the things that I see in the newsletters all the time is people who are obsessed with the number of subscribers, rather than the income per subscriber.

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I look at it, with my newsletter, I take the total number of people that subscribe and divide that into how much money I make when I sell something, and I come up with a number that used to be $2 or $3, when I had very few subscribers.

As my subscriber-base grew, it's dropped and dropped and dropped. Now it's down to 25¢ or 15¢. Actually, now it's going to go back up because I just threw out 40% of my newsletter list, moving it over to GetResponse. I got all of the dead weight out.

But when I emphasize that, it reminds me that, "Hey, I don't have to worry about offending somebody. I don't have to worry about selling too hard and driving somebody off. I see a lot of people that become fixated. "Oh, I've got 50,000 newsletters or 50,000 readers.

When I see those, usually or almost always, those people do not do a good job of selling in their newsletters, because they're so obsessed with the quantity of subscribers that they don't want people.

I gave away a book, _44 Ways To Improve Your EBay Auctions_." That's free. And I had complaints from people. Here I am giving away a book, that has more information about how to improve your eBay auctions, mistakes people make, how to do things in your auctions right or better, has more information in it than many books that are sold about eBay. And I had people complaining because I was just giving them a book. And in the back of the book, it says, "Hey, if you want to learn more, you should go buy this."

And it's, "Fine, I'll remove you from the list, if you're upset about that." It's not, "Oh, that's terrible! I write a 10-page newsletter article and, at the end of it, and that's 10 pages of content, it says, "If you'd like to know more about this, you can get this package at such-and-such. Go check it out."

I have people that get upset about that.

Tony: These are the people that the reality is, and let's face a couple of realities from some subscribers, some subscribers just join because they want to get the freebies and they don't want to be marketed to.

Well, you know what? The reality is that we have these newsletters for a specific reason: we are marketers. We know the value of our list. If they don't want to be marketed to, they're not willing to buy, they're not willing to listen to a marketing message, there's no real reason to have them on our mailing list. So, if they want to remove themselves, let them remove themselves.

There's that old adage that out of 100 people in a room, if there's only 2 people who want to listen to your marketing message, the only 2 people you talk to are those 2 people. The other 98 can go play Tiddly-Winks.

That's a hard thing for some people to understand. There's a difference between putting out a newsletter that's altruistic and you're doing it for altruistic reasons, and there's another reason for putting out a newsletter that provides good content but also with the understanding that hey, every once in a while, I'm going to have a special offer for you with a product and service that I think that you might be interested in. This doesn't mean that I'm going to force you to buy it. I'm presenting this to you. If you want to buy it, fine, I'll show you where to go buy it or to find out more about it. If you don't, you can skip that page.

It's like people that complain all of the time about television. You know what? You've got a remote control. Change the channel.

Terry: Yeah. For me, I completely lost that. I don't even care. But I do think that one of the things, and I used to do this with my newsletter, I used to get some sense of validation from people's comments. I'd send out a newsletter and I'd get, like the one with my dad died, I actually got hundreds, maybe 1,000 emails from my subscribers about that, all kinds of comments. Some of them were, "Hey, I felt something was going on because you just disappeared, and it's so unlike you" to people sharing about how they'd lost their own loved ones to cancer and things like that.

That is fantastic, and it shows that I'm connecting with my readers. I used to get those things and feel this sense of validation. I used to want people to send me those, because it made me feel good, and it still does.

But I don't design my newsletters in order to get the people to send those to me. And also, I mentioned this with the _44 Ways To Improve Your Auctions_ free e-book, with that, I get 200 emails from people who think that's great and thank you for it, and some of them go buy the package that I'm recommending in the back of it.

Then I get one or two people bitching because I'm trying to sell something.

It used to be that I would emphasize on the one or two people that complained. And then later, I would emphasize on the 200 people that thanked me.

Today, I emphasize on the 40-some people that went and bought the thing that I was pitching. So, I've made this transition.

Now, one other thing that I see with the newsletters, that not many people do, and I actually started this because I had my readers sending me emails saying,

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"Hey, could you start doing this in your newsletter?" and that is when I write a newsletter and it has 2 or 3 articles in it, I put a summary at the top. "This newsletter talks about 1) blah, blah, blah, 2) blah, blah, blah, and finally 3) blah, blah, blah."

That means that my readers can go right into the summary and say, "I want to read this," or "I don't."

Now, I also found that if I'm doing three articles, and one of them is a real short one telling them to buy something, I found that putting the one where they buy something at the top works better than putting it at the bottom.

If I'm giving them something free, you put that at the bottom and you put the other stuff at the top.

And by orienting them that way, I can increase the people that see whatever is the goal.

Now, with my newsletters, in most cases, I have one action that I want people to take when they finish reading it. That might be to go read something on the website, go look at a video, go to a website that has a sales letter, or whatever. There's one action that I want them to take.

And my web pages are designed along these same lines. There's one thing that I want the reader to do.

The reason I do that is it provides a focus. And the summary is just there to capture their attention.

One thing that I've been seeing lately with newsletter people, and I think this is because – and I mentioned earlier – that when I had a small newsletter, I'd get $2.50 per subscriber. Now I've got a huge newsletter list and I'm getting 15¢ to 20¢ per subscriber. I'm seeing a lot of people that are sending the same newsletter out 5, 6, 7 times over the course of 2 or 3 days. And then 3 or 4 days later, they send out 2 or 3 emails saying the newsletter's now online.

Well, what I've been doing is deleting everything they send me, because I figure they'll send me another copy.

So, I'm pretty sure that I am missing things that these people have, that I would be interested in. And if I'm doing that, I would bet that there are other people doing that too.

Tony: There's a certain level of overkill. It is wise, for example, the easiest way of putting up your newsletter is basically installing a WordPress blog or even

getting a blogger account. And every time that you'd send out a newsletter, you post that same newsletter to your blog.

It allows someone to go back and look at the archives. It allows you to present graphical enticements for products or services that you recommend, direct links, banner ads.

It allows you to create a newsletter that can embed other things, rather than being pure text. By going to the website, they may be able to view a video that you found or that you created, or audio snip-its, or an interview or whatever, that can't be done over the Net.

One of the things I think that's really important when you put together a newsletter is if you do something like that, blogs are very easy. With Blogger, you don't have to do anything. Just open up an account, and you cut and paste your newsletter into Blogger and it's posted.

But if you entice them in a certain way, you get them to take action by clicking a link or visiting a site. They've taken action.

The biggest problem with getting a lot of readers motivated is to actually get them to take action. Once you get them to take action, the next step is obviously getting them to either sample and/or read your marketing messages. Because, again, let's face a brutal reality, a truth here for both the people that are listening as well as for you and I. We're in this business to make money. We're not in this business to fleece people, we're in this business to make a living, to make money to pay our bills, to enjoy some of the fruits of our labors and the fruits that life can give us.

Anybody who states otherwise, obviously they're either extremely wealthy or they're doing it for extremely altruistic reasons. And that's fine, too. But the reality is that we want them to take certain actions, because once they do we get them into our buying pipeline. And that's what we want to do with most of our subscribers with our clients, with our visitors, etc.

I think the one thing that I've seen on the Net that just drives me nuts is this attitude, and it's one espoused by a guy named Frank Kern, who is a wizard at email marketing. He believes that you should be hammering your list. And I think that could be extremely problematic.

I'm not a huge mailer. I don't mail a lot out to my list, because I told them upfront that I would respect them, that I was only going to be sending them an email 2 and 3 times a day. There are some marketers that I actually receive 2 and 3 emails from on a daily basis.

Most of the emails that I get out there nowadays, most people that have e-zines, aren't necessarily e-zines, they're just sending me nothing but offers.

Terry: So, you mean hammering the list by a constant stream of new articles or promotions, rather than…?

Tony: There are marketers, Terry, and I could go to my email right now and look at them, that send me one, 2, 3 emails a day, every single day, 365 days a year, no let-up.

One of the things that Frank Kern talks about is in order to make your list more responsive, you've got to hammer them. Yeah, you're going to lose some people, but the people that stick are more likely to buy from you.

It depends upon how you respect your list. I respect my list in that I don't want to waste their time and constantly be trying to pitch to them. In the long run, that's what you're only seen as. If you're not delivering any good content that they can learn from or have any other means, then you're just being seen as that late-night pitch man who all he cares about is selling the stuff.

There's a lot of marketers who have taken that upon themselves and have decided that that's what they want to do, they're just going to be 24/7 pitching, and you get hammered.

There's one marketer I know that sends me at least 4 email messages a day – 4 email messages a day!

Terry: I sent somebody an email a couple of weeks ago, and he put me on his list. Now I'm on an autoresponder where I can't unsubscribe. And since then, he has never responded to my email or question. He has been sending me, some days, it's 2, 3, 4 emails selling stuff. Some days, there's none. And then the next day there will be 2, and then 4. I can't get him to stop, because there's no remove-me link on it. Basically, he's spamming me.

So, I just told Outlook Express that anytime something from him comes in, it's to be immediately deleted.

Tony: There are some marketers that are under the horrible impression that if you send someone an email, you have every right to bombard them with emails back and put them on your mailing list. And that's not the way it works.

Terry: No. And also, to me, my newsletter is about teaching, it's about credibility, and it's also about revenue.

Tony: It's an invasion of your space, Terry. Another challenge is that if you have an e-zine or an email list or a website, or you send out an autoresponder sequence, which a lot of people have, it might be a 5-part educational series or whatever it is.

Irregardless, you're going to get people who are going to send you email back either in commentary or asking questions. And this is something that came up this week, which I thought was actually quite humorous.

There's a certain marketer who has an autoresponder sequence, and his thing is he tells you how to make money and how to expand your profit base. And somebody sent him back an email, a very simple email that basically said, "In your autoresponder sequence, you used the phrase 'You can make some serious money.' What is your definition of the phrase 'serious money?' I'm awaiting your response."

And this marketer went off the handle. He felt that the person was being rude and was being unfair. And the reality is the guy was just asking a very simple question.

We need to understand some of the words that we use sometimes, whether you're email marketing or whether you're blogging or whether you're writing a sales letter, or irregardless of how we communicate, we have to understand the words that we make.

This person, all they wanted to know was, "What is your definition of the term 'serious money'?

Now, I don't know about you, Terry, but to me the term serious money means nothing, for the simple fact it is a nebulous word. Serious money, big cash, massive wealth doesn't mean anything. It really doesn't, because it depends upon the context that you put it in. It is a weasel word.

Terry: Actually, it's non-specific is the problem.

Tony: It is non-specific. It's a weasel word. It is a word that's used basically as filler hype, and it is one of those things when somebody says, "You said I was going to make big money and I only made $5," and the person can weasel out and say, "Well, that could be serious money."

Or the person says, "I thought I was going to make $5,000 and I only made $500." Well, that's some serious money.

There is no definition. Like I said, it's a nebulous phrase. And this marketer became highly arrogant about it. "How dare he send me an email like that."

Well, you know what? Your list has every right to ask you questions, if you're going to put out advice. Remember, I talked about earlier, question everything. They have every right to ask you questions.

Now, you have every right not to answer it, but don't get pissed off just because they ask you the question. If you put it out there, someone is going to eventually ask. And the easy way this person could have done was basically they could have answered it in very simple terms: "I cannot tell you a finite amount for serious money, because for everyone it's going to be different, depending upon how much time in their market that they're willing to put into the product or services or whatever their list that they're trying to."

But he could have explained that to them in that way, instead of being very angry because this person was being rude, because they bothered to ask them.

Marketing today, especially if you're marketing online, it's a 2-way street, especially if you have the means for people to comment on things.

In the old days, when we did a lot of things offline, you sent out a newsletter, for example if you had a printed newsletter, whatever it was, and the average person that received it, if they had a question, would contact you directly. And in this case, this person did. They did it by email, didn't post it on a public board, or anything like that. The only time it appeared on a public board was when this marketer was whining about it.

For example, I have a discussion board and you've spent some time on my board and stuff like that. You open yourself to commentary, you open yourself to discussion, you open yourself to criticism. And you have to understand that that's something that you either choose to answer or not. But don't be arrogant enough that I'm bothered because somebody asked me a question.

Look, here's the deal. If I'm going to give you advice and you have a question or a challenge, I welcome it.

Now, that doesn't mean I'm going to respond. Chances are I will.

But a question like this person asked, I would spend the time to respond to this person.

Terry: One of the things, and I also think with email, because it's so easy for people to send emails, that people send emails without thinking. There's no cost involved and you just hit the reply, and bam.

Also, it's difficult to know what the person's mindset is. So, each one has to be looked at separately.

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Now, I mentioned earlier the whole deal of getting people to take action. This works on websites and on the newsletter. We want to get people to take action.

One of the things that I used to fall into was something over-complicated. Tom Hopkins, who's a sales coach, he talks about something called the yes ladder. When you're selling something, you ask the people a question, they say, "Yes, yes." Another question, they say, "Yes." You ask them another question, they say, "Yes, yes." Then you ask them for the order and they say, "Yes."

That works very well in a direct sales environment, like Tom sells houses, so it's a good way to sell a house.

But online, in a newsletter on a website, you don't want this big yes ladder. You want one action, then the next action is the sale, or one action, say for the newsletter. You want the newsletter to sales page, sales page to order link.

Or you want – and this works pretty well, too, if you want to get a little more complicated – you want the newsletter to sales page with video on top of it, that gives the watcher an example of how this all works.

Then, underneath that, it sells them the thing. So then you'd go newsletter, video, sales page, order.

That's about as long and as complicated as you want to get it. The same thing with newsletter, free report, free report has basic sales message at the bottom of it, drives them into a sales letter, the sales letter closes them.

You don't want too many steps in there. And if you're doing this online, you want articles. And I've put a lot of my newsletter articles up online, so you want articles. The people come from a search engine, they read that article. The bottom of the article tells them, "For more information, go here," and drives them into a sales page. They read the sales page and then it asks for the order. Not 15 pages that they have to go through to get to an order link. It's one page that it sells them at, one page that it pre-qualifies them.

So, it's very simple. It is that yes ladder, but it's not a multi-rung yes ladder. It's 2 or 3 rungs

Tony: It depends. Because your marketing message can be a yes ladder. Your sales letter can be a yes ladder, where you get the customer to say yes or to agree with you.

Several points in the letter, where if you've written the letter in a very psychological manner, each yes, each agreement has become stronger to the

point where when it's time for them to decide "Am I going to buy or am I going to walk?" the response is so strong that if they do walk away, it becomes painful.

I talk about this. I talked about this on teleseminars and at seminars. It's the framing. It's the future-pacing, whereby you make contact. The need to have this product is so closely associated, that they believe they actually have it. And when you pull it away from them, it becomes too painful and they have to break out their credit card to buy it from you.

Those are usually very strong sales in that they have been themselves convinced that they're doing it. You're not coercing them into buying it. Basically, you've answered certain needs as they're reading the letter.

This is something that I think one of the biggest challenges with marketing messages, whether you're writing a marketing email, a marketing letter, whatever, you have to look line by line and ask the question, "Who cares?" And if, at any point in a sales letter or a marketing message or whatever, the answer is, "I don't," you're dead. Dead.

So, if you can write letters from point to point, who cares, I do, takes you to the next one, who cares. And again, it's what's in it for me, WIIFM factor.

If they're agreeing with you along the way, "Yes, I agree with that. Yes, I really agree with that. Yes, I really agree with that," "Oh, I'm going to show you how to do this," by the time you take them to the call-to-action part of the letter, the yeses are so resoundingly loud, they'd be stupid to say no.

Terry: That all goes down in the sales letter, or it also, in the newsletter, captures their attention, keeps their attention, and then take action. What is it? AIDA. Attention, Interest, Desire, Action. Which in the newsletter would be, "Go to the website." On the website, it would be you've recaptured their attention, which you should already have if you just sent them in from the newsletter.

And then you build more interest by going through that yes ladder that you just explained. There's a conversion into desire. As they say yes more and more, the desire builds, then you say, "Click here to order." That's action, again.

It's actually very simple, but it's broken down.

Now, I want to stress, for the people that are listening to this or reading it, it might seem like it's difficult to write all of this stuff. If you haven't done a lot of writing, it might be.

But if you get into the habit of just sitting down like I do, every Tuesday afternoon, and writing a newsletter, you'll get better at it. And remember, we already talked

about you don't have to be perfect. I have spelling mistakes in some of my newsletters. I like what Fred Glick says. He's got a little thing at the top of his newsletter that says, "If you find spelling or grammatical errors, the spelling or grammatical errors are included in order to give you something to do. If you find these errors, please pat yourself on the back and then continue reading," or something like that.

So, he's making fun of the whole thing, that there's some spelling errors. It's not perfect, he's just sitting down, banging it out because he's got something to say.

With the exception of the engineer mentality, these are the people that just cannot understand anything if there's a misspelled word in it, nobody's going to hold it against you.

Tony: Usually, those are retired English teachers.

Terry: Actually, I don't think that they're English teachers so much. I consider them, because the ones that I know and interact with on a personal level, they're all engineers. They work for Motorola and Honeywell. They're like linear thinkers. And if you've got a misspelled word, it stops them right in their tracks.

Tony: One of the easiest ways of doing this, and we're talking a little about doing after Fred, one of the easiest ways to write a marketing message is to really sit down with someone and record yourself talking to them about your product and service, and being really excited about it, being passionate about it, and then transcribing it and using that to write your marketing message.

The reality is that most marketing messages, the best way to write them and the best way to communicate, is a letter as if I was sitting down, just like you and I are having this conversation. Not everything we're saying is dramatic. Not everything is seen as perfect. We have our um's and uh's and our pauses. I oftentimes have gone down a sidetrack along the way during this interview.

That's the way people talk. And people are very comfortable when they can listen to and/or read stuff that they can glum onto. If it sounds too slick, if it sounds too perfect, if it sounds too contrived, their radar goes up.

If it's something that they feel comfortable with, it's much easier and much more acceptable to them.

You write a sales letter as if 2 people are having a conversation. I know one sales letter that was just purposely filled with nothing. I mean it had a lot of mistakes and a lot of grammatical errors, had strikes through them and the whole thing. This sales letter was just cranking in cash left and right.

Again, this also goes back to understanding your market. Understand how your market thinks, how they talk. What buzzwords do we use?

If I'm selling a product to golfers, I want to know what the buzzwords are for golfers and what their challenges are, etc., because that allows me to get through there. We like affinity. We like things and people that are like us.

If I'm going to sell things to trucker or to doctors, or whatever it is, I'm going to speak in a like language, because it's much easier. They understand it. They accept it. You are now part of them, because you're talking like them.

And I think that's one of the things, understanding your market. If you don't understand your market, you need to spend some time researching the market. Again, it doesn't have to be painful. You can take time checking out websites and leading forums, etc., and understanding where they're coming from, what they discuss, what kinds of things that they're talking about, what are the catchy buzzwords, what words do you see over and over again that are being used?

There's a great book by a guy named Frank Luntz. I forget the title of the book right now, but if you go to Amazon.com and look up the name Frank Luntz, he is a republican pollster.

Now, don't let that stop you. This is a man who's forte is creating catch phrases and catch words that are used by politicians. He is the man who created the phrase "War on terror." He has created a lot of different catch phrases for a lot of different politicians. And he tests them in a lab that he has.

What he does is he finds what resonates well with the listener that he's trying to go to, what they can catch onto, because he understands that we think in snip-its nowadays. We have these MTV minds.

So, he has learned how to communicate in a way that if he can get across one core point that connects him with his politicians or with the party or with the idea that's trying to be expressed. He has developed a snippet.

They're called sound bite worlds. We live in a sound bite world.

Well, the same thing with sales letters. I read sales letters quite a bit. I review them for people, I write them, and people have a tendency to scan. That's why you need a strong headline, strong sub-headlines, which are basically speed bumps that slow you down, call-outs, little arrows that point to certain things or a differently-formatted area which stops people and allows them to check out certain things.

But also, the words we use are very important for understanding those words that work well within whatever environment you're speaking in. And again, the book he put out talks about how he develops these word phrases, how he creates these catch phrases that work real well, these buzzwords.

It's a very powerful book. It's not very expensive. I think at Amazon it may be like $12, $13, $14.

Terry: He did an in-depth interview with Frontline, that's a PBS news magazine show, a couple of years ago, if this is the same guy I think it is. The guy that did the death tax instead of the estate tax. I actually saw that and I bought the book. It's a great book. Well worth reading. I think it was $15 for the book. I don't remember the name, either.

Tony: Politics aside, because the book has a political spin on it, because that's the arena he works in.

Politics aside, it's actually a very, very good book to read and understand how people think and how they associate words.

Remember, what he's trying to create is word phrases that create a vision in your mind. When we write and we talk, people don't think in words. When you and I are talking right now, people are actually creating, from our voices, they're creating as to how we look.

When I give a description that I'm in my backyard in a gazebo, they have a certain vision of that.

When we try to give vibrant examples, they're going to create that, because people think in words. I'm sorry, they think in pictures, not words.

Another book that I'm going to recommend to your audience that has been out for a couple of years, is a book called _The Average American_. I can't remember the guy that wrote it. If you're in the US and you're a marketer, this is a very good book to have in your library.

What he did was he went out and he surveyed people to find out what the average American is, who he is, as well as define what America is all about. And what it does is it gives you some insight as to the general populous, that you can actually use to pinpoint certain niches or certain messages. He found that the average American lives no more than a mile and a half from a church and goes to church every Sunday, and eats at McDonald's at least once a week, and makes more money than their parents did, and lives, on average, no more than 50 to 100 miles from where they were born.

And he actually found a guy in New Jersey that was the perfect average American. I saw him in television one time, and this guy was like pinpoint with everything he had collected. It's a very interesting book to have, in that it gives you a lot of details as to how Americans see their lives and how they live their lives, and understanding what really turns them on, what spins their wheels.

When you're creating a product, whether it's for a specific niche or for general consumption, understanding, again, understanding their mindset, understanding where they're coming from, understanding their background and the way that they think, their processes, what they like, what they don't like, what turns them on, what turns them off, what kind of foods they like, their entertainment, what they watch on television, their political persuasion, their religious persuasions, every little bit that you can gather from every source you can, demographics, psychographics, whatever, will help you.

Terry: What's the name of that book?

Tony: It's called _The Average American_. It gives you more depth in order to be able to hone your message.

There's a difference between trying to shoot anything you can in the dark and having a laser that pinpoints that bull's-eye.

I want to get as close to that bull's-eye as I can, because the closer I get to the bull's-eye, the bigger the prize is.

I can go in with a shotgun and scatter-shot everything, but that doesn't necessarily mean that that's a good thing.

Terry: Speaking about books and connecting with your audience, one that was very good for me is by Leil Lowndes, for those that are listening. It's called _Talking The Winner's Way_.

There's some great stuff in this book. I'm looking at Amazon right now. Somehow, I ended up on Amazon UK. It says, "From 6.65£, which I guess is about $12.

Tony: It's about $15.

Terry: It's not an expensive book, either. And that's a book that will help you. And that's going out and getting some research and improving your skills.

When I first got into direct response marketing, I got in the habit of one or 2 days a week, going and sitting in the coffee shop and reading through a book like this or a package from somebody, and reading all of this different stuff.

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I've kind of gotten somewhat out of the habit of doing that, to the point where now I get 5 or 10 books a month from Amazon and I'll read a few of them. And I like Amazon because like I already have this book, but I could look up the book that Tony just mentioned on Amazon and then hit "Add to shopping cart," and just close it. And then after I get a couple of books in there, I think it's $25 worth of stuff, just check out, they'll ship them all to me. There's no shipping and handling. There's no tax on it. It's just bam, and they come in the mail.

I do that, and that's how I get these books. I'm buying them.

And remember, because I'm making money doing this, these books are actually tax-deductible business expenses. I buy them all with business credit cards.

So basically, I don't really have to pay for them. They come off my… Actually, I'm paying for them, but I don't have to pay the Social Security and the Medicare and the income tax on that money by buying them in the corporation. So, that helps.

We've banged out on this. We've been going for over 2 hours. If I'm going to get this on 2 CD's, which I'm going to do, we've got to finish in less than 12 minutes.

So, I wanted to cover some on newsletters, I wanted to cover some on websites. But one last thing with newsletters, a mistake that people make, if you're sending out a newsletter and you send out an article that generates sales, whether this is an article or sales letter that promotes your product or an affiliate product, you should immediately take that article, make sure it's evergreen, which means that it doesn't refer to, "Hey, this is going to be a best-seller for Christmas" or something like that. You can read it anytime during the year.

Clean it up so it's like that, and you should immediately stick it into the introductory series on your newsletter, because you have something that you know sells. And by putting it in the introductory series, everyone who subscribes to your newsletter after you had initially sent it out will also see it.

It's me using a newsletter that I had written and sent out, and then saying, "Hey, that worked well," and dropping it in.

If you're using GetResponse, I know does this. I think Aweber does this, too. You can set up that introductory series and then, with the click of a button, you can move them so one comes before another one. And you can play around and try to get them in a better order, so you're getting the most powerful ones first.

If you do that, and I highly recommend it, you should send 3 or 4 newsletters over the course of 3 or 4 days, building credibility and just selling your own products. And then, once you've got that, then give them a break 2, 3 days, and

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then send them those best-of newsletters that are promoting other products and your products. But don't put an affiliate newsletter within the first week of the signup, because it will be difficult for you to get affiliates to sign up if they think all you're doing is trying to build a list so that you can promote other stuff. You have to go for your initial sale of your product in order to make your affiliates profitable.

Now, if you don't have a product, you just have a newsletter and are selling things through affiliates, or through an affiliate program, you don't have to worry about that. Just shove it in there as close to the front as you can and go for it.

So, that finishes out the whole thing on newsletters and blogs. A blog is just a newsletter online.

If you're doing a blog and you use GetResponse or Aweber, you can tell your autoresponder to check your blog. And whenever you add a new post, it will send an email to everybody with the post summary, saying, "I've got a new article on the blog, here's what it's about, here's a link to the website." It makes it real easy for you.

So now, let's talk about websites. The biggest thing that I see people doing with websites is they don't design them for the average user.

Now, if you look at my website, I've got a column of text running down the middle, that's like 650 or 700 pixels wide. And the reason I have that is that 60% of users use an 800-pixel-wide monitor resolution. This is changing a little bit with the bigger monitors coming online, but it's pretty much standard.

The reason that it's set that way is so that the people don't have to scroll back and forth in order to read each line.

I see a lot of websites where they're too wide. Mostly, when I see these, it's because the people have big monitors and design it so it looks good on their monitor, or it's because they hired some button-pusher graphics person who went crazy trying to build a fancy-looking website and forgot that the goal was to sell.

So, you want to keep it so people can read it.

Another factor is images. I see people – nowadays it's very common for video – and these people put videos up there that take forever to load. Well, what happens? You leave. I'm not going to wait.

I looked at a video last week, which all I got was some audio breaking up, and I have a high-speed connection, which means that the guy didn't optimize the video correctly.

I spent a couple of minutes, and it would give me a 5-second snip-it of sound and video, and then it would stall, and it would do that gain.

Finally, I just said, "This isn't worth my time," and left.

So, keeping the stuff so that it loads fast is important. So, we talked about designing for the average user, and that means that connection speed that they have, if your designed for dial-up users, anybody will be able to visit your site.

Tony: Understanding a couple of things, I think the average right now actually is much more than 800x600. It's 1024x768. In my research and research that I've done, 1024x768 is about the size that most people use nowadays. The average user has bought a computer in the last 3 to 4 years, monitor size is roughly about 17 inches. And that's a 1024x768 screen.

I go back to the old days of 640x480. That's how far back I go, where you had to be really careful as to what you put up there.

If you've ever been to any one of Terry's sites or you go to some of mine, you'll find that we use a center column type of table setup with a neutral color on the outside and all of the content is in the center area, which is usually well paced off. It has a neutral color, usually white or off-white. And that's where all of our content is, because it concentrates the reader, it concentrates the viewer.

There's a few little tips I like to use.

The outside background color, outside of your central information thing, I like to use a darker color. I use like dark blues, medium grays. I don't like those websites I have gone to that have the repeating image. They'll tell you the name of the product over and over and over again.

I find those very annoying. Your eye has a tendency to travel, and it will go to those things that attract it the most.

The reality is that I want you to pay attention to my marketing message. I don't want your eye peripherally to be looking at this other stuff, these little gewgaws that bounce around and spin, and ads and banners, repeating words.

I try to clear that all out. I don't like that repeating word stuff, because it's just annoying.

I want them to pay attention to one thing, and one thing only: the words I have on the paper, the offer I have for you, or the information I want delivered to you.

As far as the center column itself, I tend to use just a little off-white than stark white. The reason being is this: most monitors do what's known as phosphor. And phosphor means that it's got a light behind it that glows.

Anyone notice, especially if you have a CRT, by the way, LCD's work a little bit differently, but CRT's refresh, which means that they flicker. And your eyes get very tired after spending a bit of time in front of a computer.

I want people that visit my websites to stay there as long as possible, because the longer they're there the more likely they are to read the material that I have and the more likely they are to take action with the materials I provide, that I'm promoting, that I'm selling.

So, if I can provide a background color in that one center area where my message is, that is soothing enough to the eye to spend more time, and I design for people who have CRT's even though LCD's are the new wave and pretty much every new computer comes with an LCD. Not everyone has one.

LCD's don't have the flicker problem, by the way. They are much brighter than regular CRT's, but they don't have the flicker problems. So, you can spend a little bit more time on an LCD.

But with CRT's, you've got that refresh, that flicker rate.

I usually use an off-white or a very light cream in the background. What it does is it allows the eyes to relax, because that bright light, after a while, it's like a light shining in your eyes and it begins to burn into your retinas and really tires you out.

Understand that the marketing message on any website is intended to do one thing, and one thing only. It's not necessarily sell. It is to interrupt what you're doing, so that you will pay attention to the marketing message. That's what real good copy does, is interrupt.

Let's talk a little about interruptions just for a couple of minutes here, and then we'll move on, because I know we're short on time.

If I send you a sales letter, you're going to do one of 2 things. You're either going to throw it away immediately, or you're going to sit down and read it. And you're going to sit down and read it at a time when you have the time and leisure to be able to go through it. Whether you scan it or whatever, you're still going to take the time to go through it.

On the Net, we run into a problem for interruption. For example, usually when I'm on a website, I have my email program running in the background. If I'm

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waiting for an email from Aunt Flo or a sale or affiliate information, or something that I'm beginning to receive, or if my email talks to me, whether you have AOL that says, "You've got mail!" or I use Eudora, for example, and you get a little ding or whatever it is, what happens is as you're reading along your marketing message, you hear this ding. Your mind goes, "Oh, I wonder what mail came in." It's like we're waiting for a package or something like that. "I wonder what mail came in."

We have a tendency to break that flow of interruption and go check it out, and oftentimes never go back to where we were before.

So, the idea of 1) writing very strong copy that keeps people glued because they want to, a headline and subhead that attracts people and keeps them within the core, but also in a way that creates an interrupting message that makes people not matter about other things. It's probably one of the most important things.

So, understand that when you write copy, when you lay out your sales messages, that the number one job of sales copy and a sales message is really to interrupt, so that the sales message can be delivered, thus forcing you down into an area where hopefully you will take action.

Terry: That's the path and the yes ladder, that kind of stuff we talked about earlier.

I just went and looked on one of my sites, at the statistics. And it says this is for 10,787 visitors on this page, and it says, "Most popular browser MS IE," so that's IE 6.0, 38%. Common screen resolution, 1024x768, 51.5%.

That's saying that yeah, we are moving into the wider deal. And if you continue to do what I do or what Tony does, design for a little narrower, it will work.

I'm looking at this page. This says, "Top search engine used to access this page, Google, 99.48%. Web address from which visitors arrived most often, Google, 66.72% of the people that hit this page."

And then it says, "Top search word used to find this page," which I won't read off because I don't want to say what site it is, 80.4% of the people are going to Google, searching for one single word and then ending up on this page.

That's 66% of them, almost 67%, 2/3 of my visitors to this page are coming from Google.

That's actually pretty good. But that's opening me up, because with that kind of volume of traffic coming just from Google, if I lost that number 2 result on Google that I have now, the traffic would disappear.

That brings me to one of these website deals. Focusing on the traffic, rather than conversions.

I didn't say anything about that, about my sales, and I'm not going to say anything about my sales. But that, what I just read off, 67% of my traffic hitting that page is coming off of Google, that's great right now. Actually, it's been there for a year and a half and hasn't moved. So, it probably won't. I'm not worried about it.

But that's something that I don't want to get distracted, because the goal is not traffic. The goal is conversions or sales.

So, knowing that all of my traffic is coming from Google right now, or 2/3 of it, it actually means I got really qualified people coming in and they are taking actions, and I have great conversions because that's what it's set up to do.

But I see a lot of people saying, "I need more traffic on websites." And the truth is that most of the time those changes in traffic, which can be helpful, aren't the most powerful thing.

I talked with one guy who he had pretty good sales, and he was, "I need more traffic." And I'm like, "Well, if you'd just improve your sales letter a little bit, why don't you make better use of the traffic that you have?"

That's the point that I'm trying to make here, is that yeah, we can go out and we can learn how to do search engine optimization, we can do linking campaigns, we can do all of these things. But to focus on that and not pay attention to the conversions.

And that's part of the conversions, if you're selling things with a return policy, conversions would be dealing with lowering your returns, which would increase your net profit.

So, these other things we look at and we can change. And in many cases, it's easier. It's getting harder and harder to go out and get links and do link-building campaigns than it used to be. Years ago, it was easy to get lots of links. Now, it's work.

So, spend the time making your sales letter sell or getting the people to take action.

If you're getting them to sign up for a newsletter, play around with the text that's offering them the newsletter and improve that. Because if you have 1,000 people or, in the case of that web page, that's had 10,787 visitors on that page, if I made

a 1% change in the people who took action as a result of that, that would be 100 additional sales.

Tony: One thing that I think is also very important when we're talking about all of the people that are coming through certain keywords through Google, those are raw visitors. And I think one of the things that's very important is also to see what's your bounce rate.

Your bounce rate are people who basically go on down to that keyword, click on the link to check out your site, but the site really wasn't exactly what they were looking for.

I use a very inexpensive tracking system called Open Tracker. It runs about $16 a month. OpenTracker.net.

You put a very small snip-it of code on whatever pages you want to track. And what I do is I code the pages in a certain way, so that I can know which pages are being visited. And it will tell you what the bounce rate is. It will tell you how many people actually come and then take off. And they'll tell you how much time they actually spent on each page. Because if I'm finding that I'm getting 80% of my traffic coming from Google but they're staying on a total of 3 seconds, and my bounce rate is 78%, I've got a problem in that they're hitting the right keywords. What they're arriving at is not what they're looking for.

Terry: If they're leaving that fast, then you have a problem with the headline.

Tony: They maybe not have been looking for that. You may be buying the wrong keywords.

If I'm selling a golf product and the keyword I bought was the word "sex," I'm going to lose 90% of the people because they're probably looking for porn.

Terry: I was thinking in terms of organic or free results. But yeah, that makes sense.

Tony: Okay.

Terry: Targeting the wrong ones.

Tony: And remember that organic or free results also are based upon keywords and information that's within your website. Title tags, again, are a very important thing. You can put keywords in there that influence organic positioning.

So, you have to understand how you position your site and how you're marketing your site within keywords. Because people will go into the search engines and I hear people say, "Whoa, there's 187,000 people that searched that keyword this

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month." No, it isn't. It's 187,000 searches. As far as I know, it could be one guy and his monkey putting in the same keyword over and over and over again.

So, people will search for almost anything. When I'm searching for something else, I've done 2, 3, 4 or 5 different keywords or phrases within Google, just for what I'm looking for.

Now, people are getting smarter about their searches, which is making searches a little bit easier, and definition. But you have to look at what the bounce rate is. And the bounce rate will tell you a lot about your website. Because if you're getting a lot of visitors but a lot of those people are bouncing away, chances are they weren't your market and you're reaching people who have no interest in what you have to say, in what products you're promoting, or whatever, and you're wasting a lot of bandwidth on people that you shouldn't even be paying attention to. So, you have to look at that.

Terry: This all comes down to testing and tracking. You mentioned the program that you use. I have something. I don't use it on that website, because that's not important to me. But I have a program that actually tracks people, where they come in, how long they spend on each page, and gives me basically a path. And I can orient my program so I can sit at the confirmation page, the one they end up after they've purchased, and I can turn it around and I can say, "Where are these people coming from?" and I can follow them back in my website, all the way back to whatever page they landed on and what page they'd come from, in order to do that.

Or, I can go in and look at the pages that they're landing on. These are the most visited pages. And bring them all up and see 60% of the people were there for less than 10 seconds and left.

So, something's wrong there, and that identifies that, "Hey, I've optimized the page for a keyword, and they're not working."

Whereas here's another keyword that 90% of the people that came in for this phrase. They went in and they hung out for a while. And of those 90%, 5% ended up on the order confirmation page.

So, that tells me, by looking at that, that I need to emphasize that second phrase and get more traffic in from that one than the first one.

That's all the testing and tracking. And I think a lot of people don't do it. Myself, I come from a background in it and I really hate to do it. And that's why I use these tools that allow me to go in and basically what I've done, because I'm a

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slacker and don't really want to do a lot of this stuff, I've created benchmarks. And whenever my numbers veer away from that, I go in and look at it.

If they stay in those ranges that I said, "This is the benchmark," then that's fine. The simplest way for me to do that is just this is my revenue, and if my revenue changes, then something's going on and I need to go in and start looking and finding out what was up.

I don't have an example for online, which would be something maybe I lost one of the page positions on Google, something like that. I can remember when I was selling those eBay Success videos. I used to track all of them, because I was paying for the ads and I was more diligent about it.

So, my sell-thru went down and my returns went up, and immediately it moves off the benchmark. I know I've got to go look and I've got to see what's going on.

The magazines I was advertising in before, they ran it under eBay advice or educational instruction, was what the ad was under in the classifieds. Well, they created a new one called "Business Opportunities," and put my ads in that. And when they did that, my sales went down and my refund rate went up.

Immediately, I saw that they had made that change, because I knew to look at it when it veered off the benchmark. And I contacted the company, and they said, "No, that's our new policy." And I said, "Fine, cancel my ad," and moved on.

But that's how I watch the stuff, because I don't want to go in, and I think the average listener doesn't want to spend a lot of time doing the tracking. So, if you spend the time setting it up and create those benchmarks, and this is after it's worked, not when you're in the testing and initial launch phase, then just follow the benchmarks.

If something goes off the benchmark, if it increases and you get good results, you want to find out why so that you can do more of that. And if it drops, go in and find out what's causing the drop. That makes it really easy.

We have gone for almost 3 hours. So, we're going to close this right now.

Tony: We could probably go for hours more, Terry.

Terry: Yeah, we could. But I think I'm going hoarse.

So, this has been a lot of fun, Tony. I think we've covered some great ground. Very informative. How can the listeners contact you?

Tony: Well, I have a very popular discussion board they're more than welcome to participate in. You'll see Terry there. You can't miss him, because he posts on a regular basis there.

It's at **www.Ablake.net/forum**. Ablake is Apple, Bob, Larry, Apple, Karen, Edward, Dot, Net. Ablake, Apple, Bob, Larry, Apple, Karen, Edward Dot, Net, Slash, Forum.

It's called The Entrepreneurial Success Forum, and it's open 24/7. Come in, post questions, answers, etc.

That's one way they can contact me. If they want to contact me concerning my products and services, etc., they can also contact me directly at **Tony@BlakeInfomedia.com**.

Terry: That tells you all how to get a hold of Tony. And probably the best way to get a hold of him would be to go over to his board, post a half-dozen times, so that you can capture his attention, and then he'll pay attention to you.

I want to thank you for doing this, Tony. It's been a lot of fun. I look forward to doing some other stuff with you in the future. And we're done.

Tony: Sounds great.