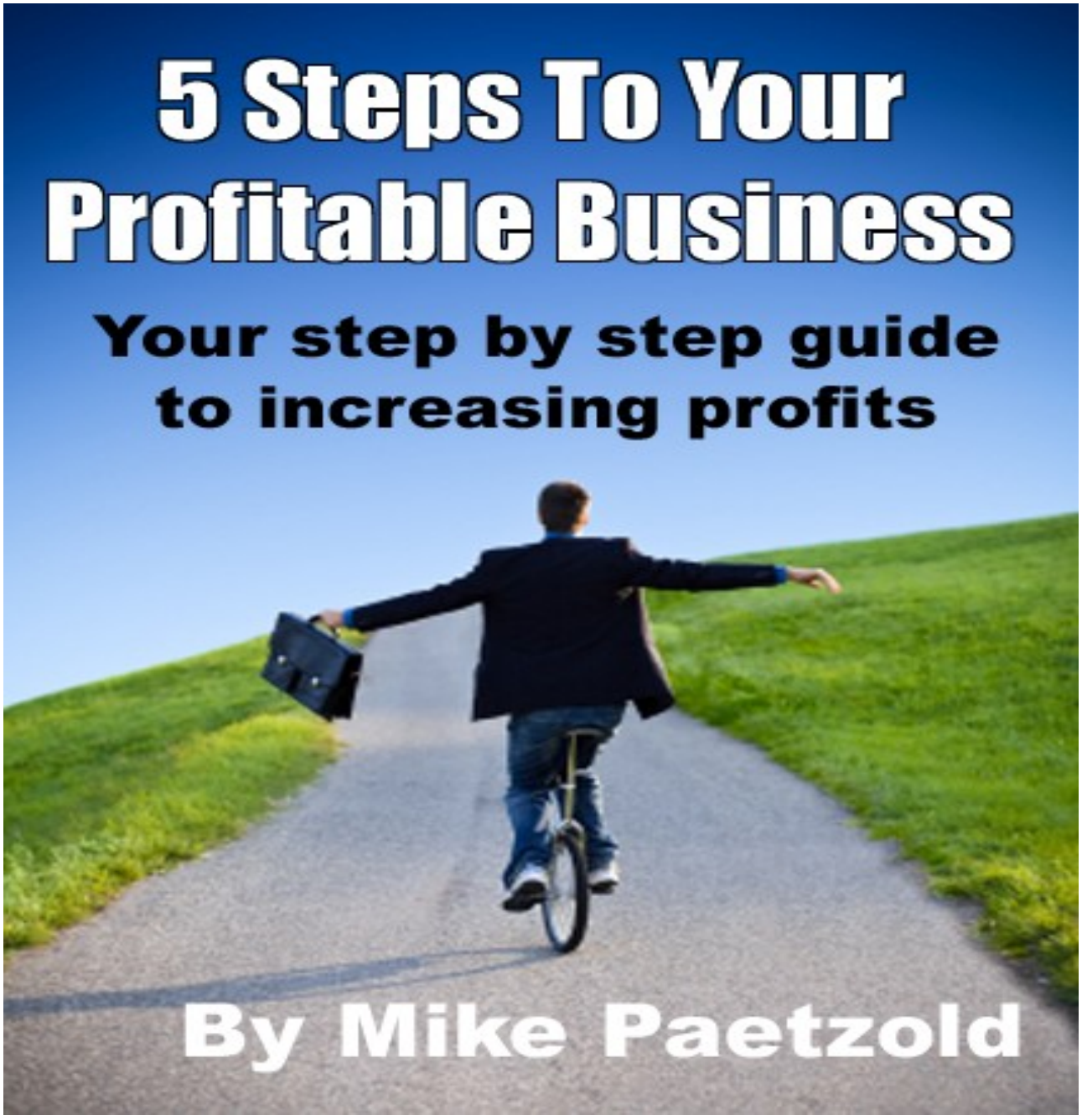
5 Steps To Your Profitable Business – courtesy of Mike Paetzold Recommends



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Foreward

This book is compilation and expansion of a series of blog posts done at http://mikepaetzold.com. It came about after a discussion in an online conference room where people were complaining about all the effort they were putting in without results.

In all cases they had not developed a system to use for their business and because of that they were unable to make any consistent money. Following this should allow you to get on track and build your business.

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Fell free to comment on my blog at http://mikepaetzold.com

Mindset – the first item

It is the most important first step. You need to get focus and a business mentality. This is not hard but takes a bit of discipline.

First lesson - Forget what you like and use what works. Test it to make sure that it does. Don't think like a consumer. Here is an example from the real world. On my blog at http://mikepaetzold.com you will see a slide in ad. I don't really like them. They can be annoying as h%%% but…

it gets subscribers for what I am promoting. More than I can get with other types so despite the fact that I think they are annoying I use it.

That doesn't mean that is THE BEST way but you should test and let results be your guideline not your feelings.

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Second lesson - Get organized and don't mistake being busy for getting things done. What do I mean?

Take blocks of time that you are going to work on a specific project. This does not have to be huge blocks either. 30 minutes twice a day can give you a huge return if…

You turn everything else off and focus on one thing and do it.

- No email
- No messenger
- No forums
- No phone

You get the point?

Lots of times I have found myself spending hours on line but not getting anything of value done. Yep I was busy the whole time and working hard but not smart.

Third lesson - You will need to sell some thing at some

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point. No sales - no money. Figure out what it will be NOW before you surf any traffic exchanges, place any ads, post in a forum.

You need to be able to answer the question of what you are doing as a business on line first.

Fourth lesson - Decide on your niche. There are lots of things you can do on line and that will be the next section.

Keep things in order

Too often when people come online they have a tendency to start at step 7 and wonder why they are not having success.

No matter what the various programs tell you there are certain skills you need to get started. Most people think that creating a website is step 1.

NOT!!!!!

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Before you even start you need to make some decisions. Now that doesn't mean that understanding how to create a website is not important but having a website before you have a plan is like having mag wheels for a car that doesn't run. Looks good but won't go anywhere.

So where do you start?

Well there are only 3 ways to make money online and they all involve selling.

You can be an affiliate and sell someone else's product.

You can create your own product and sell it.

You can do a combination of both.

That brings us to the first step. Decide what you are going to sell.

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Now I know the idea of selling may scare you. It really shouldn't because if you do it right you are not being the "used car salesman" but a friend recommending things that will help others. After all people love to buy and hate to be sold.

Picking a niche or the area that you are going to sell in is the key. Now to find that niche.

First of three lists

First you need to start with YOU. What interests do you have?

Picking something that interests you is extremely important. It is much easier to keep going when you are doing something you like. It is also a lot less work. (***Note: I did not say it is not work.***) It will take effort and introspection to accomplish this.

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Let your mind go and write down all of the things you like to do no matter how silly they may seem when thinking about a business.

(Think I am kidding? I listened to an interview Joe Vitale did with a young man who sells farts. Yep you read that right I did say farts and he does 4 figures a month.)

Be sure to include all of your recreation ideas.

- Do you fish?
- Ski?
- Garden?
- Knit?

All types of things like this.

What about hobbies?

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- RC Cars
- Video games
- Coin collecting

When you finish this you should have at least 25-30 items listed. Mark this list likes. It is the first of 3.

Don’t have 25 items? Come on I told you this would take a bit of work. Get back and finish the list.

List 2 - Talents

Today we look at your talents. (Yes you have talents even if you don’t think so.)

Now please don’t limit yourself here. I have put some ideas below to get you going that most people ignore.

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- Have you raised kids?
- Trained a dog?
- Remodeled part of your house?
- Painted images in a room to decorate it?

In your employment have you taken any courses that are specific? For example - when I worked in the brokerage industry I took quite a few home study courses from NYIF on topics like margin.

One more set of things to add to your list. Feel free to add any items you would like to learn and have an interest.

Understand that if you consistently spend 30 minutes a day you can become an expert on most things in a few months.

When I got into blogging, quite by accident I should say, four years ago I did not even know what a blog was. Because I was interested in the topic though I have read, bought

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educational material from experts and spent time testing and tweaking until blogging is an area that I have expertise in.

It did not happen overnight but because I had an interest in it and kept learning each and every day and still do to this day I have become a go to resource for people.

This list should have another 25-30 items.

List 3 -What do people ask you about?

Today you want to make a list of the type of questions your friends ask you and ask your friends what they see as your talents.

Here is an example - You have raised two children to teen agers and your neighbor is asking your advice about her new baby.

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There are lots of areas that this will apply.

Do you get questions on

- Gardening?
- Shopping?
- Cooking or baking?
- and many more.

Again this list should be worked on until you have a sizeable list. Once this is done look at all 3 lists and find the topics that are on all of them.

Pick 3 to 6 items that are common across all the lists and you have a good idea of areas to explore for finding your niche.

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Profitability

So far you have created lists of your likes, talents and what others see in us to create 3 to 5 topics that you like and now the first step is to find out if there is money being spent and a demand for these areas.

Our first stop will be Google. Lets do a search for the first topic on your list. For this example I will take the topic pets.

As you can see there are 336,000,000 results. This tells us that you need to narrow your focus a bit. It will be almost impossible for you to rank high for the term pets. So we will narrow our focus to just dogs and see what we get.

Now we have cut the competition almost in half but at

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187,000,000 results it is still not a good area to try so lets go down again and pick dog training.

Now we are getting closer to something that is doable. There are only 13,100,000 results. We will have to work hard but this is closer to a doable number to rank well on. We could though go one lower in drilling down to a specific breed training.

We picked poodle training and now we are only competing against 451,000 results.

You will do this for each topic and try to hone down until you are in an area that you can relatively easily rank well for. This is only the beginning because now you want to check and see if there is money being spent in that area.

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There is no right number of results but if you are less than 1,000,000 you should be able to rank for your term relatively easily. The less competition the easier to rank but if it is a profitable area it may be worth your effort to rank even where the competition is higher.

We'll start by going back to Google and doing a quick search on our topic. Look at the right hand side of the search page and you will see the sponsored ads.

This shows you that people are spending money to advertise to this topic. Now for a sneaky trick to see just how many

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people are searching.

Go to the top box and click on advanced search.

Click the drop down box and set it for 100 results and click Google Search.

This will show you more Google Ads. If there are more than show you will see a little link called more sponsored links. The more advertisers you find the more likely it is that there is money to be made in that topic.

Now if you have searched your terms and you see only three or less ads it probably is time to go to your next topic. If there are lots of ads you can continue on this topic.

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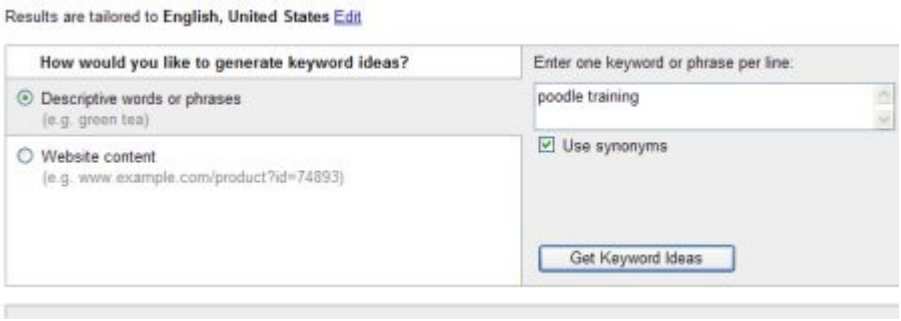
Gather Keywords

Our first stop will be Google but not the search engine but their adwords keyword tool. This will allow us to start building a keyword list and see what is competitive and profitable. Put your primary topic in and you will see what kind of results it brings.



For this example we will stick with Poodle Training. Here are the first few results

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Keywords	Advertiser Competition	December Search Volume	Avg Search Volume
poodle training			
toy poodle training			
training poodles			
training a poodle		No data	
poodle pup training		No data	
standard poodle training			
poodle puppy training			
house training poodles		No data	
training a toy poodle		No data	
training toy poodles			
poodle potty training			
training a standard poodle		No data	
training standard poodles			
training poodle puppies		No data	
poodle house training		No data	

You can see that it has given you a series of keywords that are all related to poodle training. The charts will also show you how competitive and how much search volume there is by the bar graphs.(Note – After this picture was taken Google started showing actual search volume.)

Eventually you will need to do much more keyword research but this is a good way to get you started.

There are a variety of tools and services available that will allow you to do this but these articles are only to help you get started. Once you are actually going I would recommend you take a day and use a paid service like Keyword Country. They have video tutorials to get you started using their

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service.

Organization and Time Management

Time is absolutely the most valuable asset I have. It is all too easy to waste time creating an on line business. Mapping out what you need is the best way to make sure that you actually accomplish things that are necessary. No planning and you will not be likely to succeed.

There are a number of tools you can use for organization like Outlook and Google calendars for reminders. A desk calendar is a necessity for me.

I use a white board to keep track of current items. Having it in my face shows me what I need to get done. Makes the list hard to ignore and even better if it doesn't change my better half tells me about it.

The final piece for me in getting organized and one I use all the time is a free piece of software called Free Mind. It handles my to do list and I use it for every project. Below is the start of the map for the series of blog posts that started this book.

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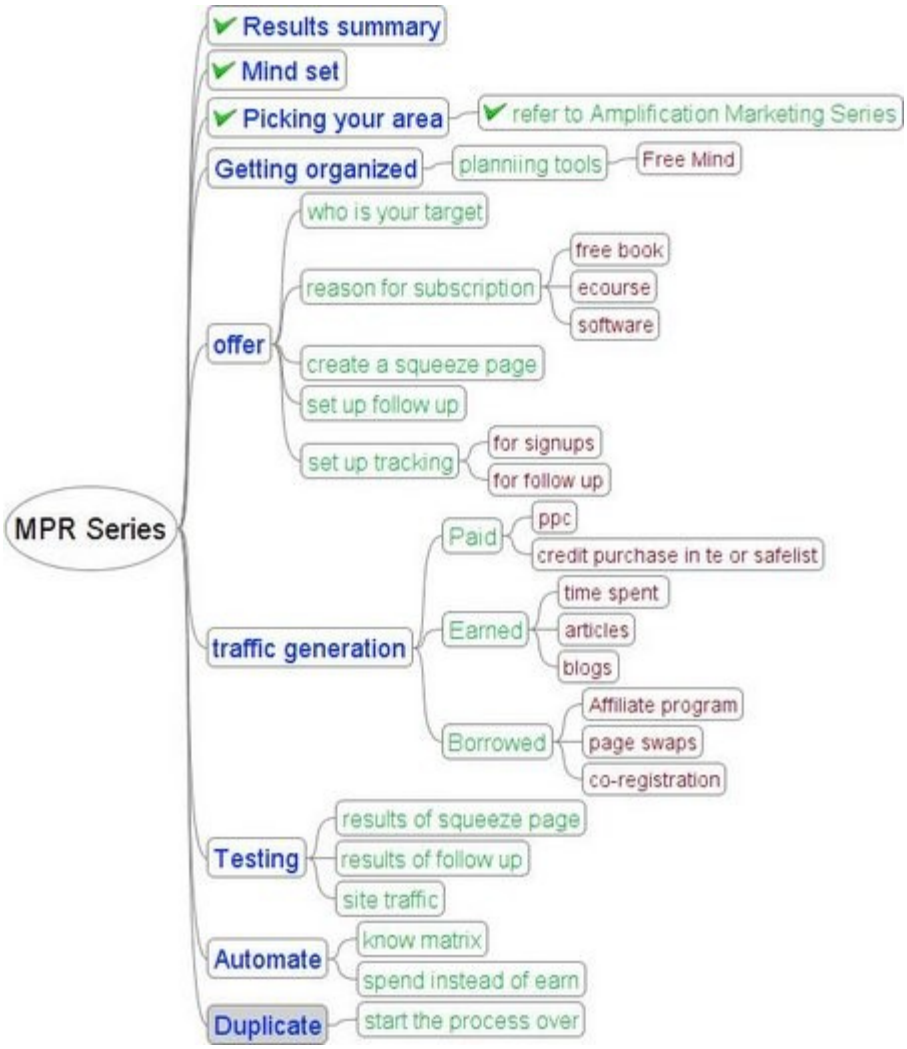

Any time I am starting a project I start with a mind map. Even something as simple as an article or complex blog post I map out before I start. This allows me to move the pieces and resort things easily.

Each week Steve Roye and I use a mind map to set up the topic of discussion over at Amplification Marketing. This way

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we make sure we don't skip steps and keep the podcast on topic and concise.

Now it took me quite a few tries to get comfortable with using this software but Bob Jenkins has a great course on using it called Discover Free Mind. I strongly recommend it because it will save you time in maximizing your use but that is a decision for each person to take.

Overview of the process

Now for a quick overview of the business process now that you have decided on the area where you are going to sell and hopefully have a product or two in mind. We will expand each of these later on but you need to understand the total process you are setting up.

The first question you need to answer is who is your ideal customer. This is important and I can't tell you how many

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people can't answer this question and then wonder why they don't make money.

If you can't draw a picture of your ideal customer how can you possibly build a system to attract them? Luck? Maybe, but I really doubt it.

The second step is to figure out what that ideal customer would want enough to give you a chance to build a relationship. If you don't have a clear picture of step one you are not very likely to get this one right. Even with that picture you won't get it right all the time. (Yes we have a fix for when that happens we are building a system here not shooting in the dark.)

You need to take the time to think like your prospective customer – get in his/her shoes and decide what would be something that they just have to have.

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Depending on the area of interest this item may be a book, an e-course, a video series, a piece of software or even a free sample of some type. This could be a sample chapter or a physical sample if you are selling a physical product.

Ever go through a Sam's Warehouse store and not have the chance to try various free samples? My son would go for the variety to have lunch when he was younger and never complain unlike when he went shopping other places.

How many of you that have tried those have bought something that wasn't on your list because you enjoyed it? Me! Free samples work.

Offline they have the product right there to purchase and taste but online you need a mechanism to deliver the sample. You aren't there to ask them how they liked it so it is best to set it up to get permission to continue the conversation after they have "tasted" it by creating a squeeze page.

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Now online you need to create that follow up and automate it with your autoresponder. My personal preference is AWeber because in my opinion they are simply the best.

There is one more step while we are preparing this and that is to set up some type of tracking system to see how well each piece is working. That is how we will know if we got the bait right, or if it is something else that is breaking down in our system.

This part will never be totally built but will always be under construction. It will always need to be improved. It is much easier to improve it when you build the structure properly first.

Now that you have an offer and know the customer that you are looking to attract it is time for traffic. Notice how most people focus on this first before they have ever created a system.

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Next you will need to generate traffic to your bait or squeeze page to start gathering your ideal prospect.

The fastest way to generate traffic is probably pay per click. Not always the best but you can set up an AdWords campaign and generate traffic in 15 minutes to your site.

This costs money and the learning curve can be a bit steep but if you do it properly this can be a very good traffic source.

Other paid methods would be buying ads, buying credits in good traffic exchanges or credits in credit based safelists.

You can also earn traffic. This way you swap your time for your money. If you are in the make money niche these can be very effective. They would include good traffic exchanges and credit based safelists.

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You can also generate traffic through article marketing and blogging. All of these take time but the last two especially can bring ongoing traffic for one time effort.

Finally you can borrow traffic.

The best way is by having an affiliate program. With my affiliate programs lots of people send me traffic and in turn I pay them a percentage of any sales they generate. Having your own product makes this a great way to get additional traffic to your offer.

You can also do swaps with others in your market place.

That covers the basics on traffic. We will be going in more detail on a lot of these topics once we have covered the full plan for building your business.

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Tracking and tweaking

You will rarely if ever get it perfect the first time. This is where you take the disappointment and make it profitable.

The big reason for setting up tracking as you build your system is to allow you to see exactly how well each piece works. More importantly you can keep tweaking those that don't work as well as you want them to.

A little secret:

You should never be satisfied and should be constantly trying to improve each piece of the equation and improve it.

You created your bait (squeeze page with a mouth watering offer) now how well is it doing? Are you getting 1%, 5%, 10%, 50% of the visitors to sign up? If you are on the low end of that list and you make a change what happens? Did it increase or decrease? If it increased keep it if not then you

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can try something else. The percentage of sign ups will vary due to many factors and will be discussed in depth later in this report.

You want to do the same thing with each piece of the puzzle.

You also want to be testing and tracking your traffic sources. Each piece of this puzzle that you can improve adds money to YOUR bottom line.

The lesson in this is for you to understand that this is an ongoing process. You most likely won't get it right the very first time. You should always be looking to improve things.

Increase traffic

Now it is time to ramp things up. If you were using free traffic sources it is time to spend money buying that traffic if for example you are using a traffic exchange.

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You should already have the beginning of your metrics and be able to answer how many pages for a sign up on average and what each signup generates in the warm up series. If you don't then you are not testing and tweaking yet.

If I can get a return or profit quickly from buying traffic I can now ramp up what I am doing and grow my business much quicker.

Now if you were using other sources like article marketing, blogging, etc that can also be time consuming you can spend money buying that content or hire someone to actually do the submissions, create the posts, do the RSS submissions etc.

If you are using PPC you can look at raising your spend or if you have just been using Google you could add Yahoo and MSN. Maybe try some of the smaller PPC services. Anything to get as much traffic as you possibly can because you have

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the hard work done and have created a profitable system.

The big reason for doing this is so that you can take a lot of the time you are spending and start a new system. Now that you know the process you just need to manage your current system and you will have the time to start building a new one.

Now you have the over view of the whole process we will be going back into more detail on the various parts to flesh this out.

Your offer

There are 5 parts to the offer

- Who is your target?
- Why should they subscribe?
- Create a squeeze page
- Create a follow up email series
- Set up the tracking

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Your Target

The hardest part is understanding exactly who your target is. You want to attract the person who just needs more and more of what your topic is.

Okay lets look at a golfer for this example. I personally chase the little white ball around (can't call what I do golf). However, that does not mean that I am not always looking for information and products that will allow me to improve to where it could be called golf.

What would I be interested in?

- *A way to read greens better (gotta stop those 3 putts)*
- *A way to hit the ball straight (get a way for me to do that and you will make some money*
- *How to increase the distance I get when I drive (mine is pathetic)*

These are just a few things that not only duffers like me

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would like to know how to improve but even good golfers would.

Now if this is the person you want to target what can you offer that will make me just have to have it.

Why I should subscribe

Okay here is where you start to put your offer together. You can create any of the following reports.

- **5 Ways To Never Misread A Green Again**
- **3 Easy Steps To Straighten Your Drive**
- **Add 20% More Distance To Your Drive In 20 Minutes**

Now if this is a topic you love (you did follow the niche research didn't you?) you can easily create a report like that. You can use Open Office and write the report and make it into a pdf which will allow you to do it for free.

Or if you aren't comfortable with how to format a report like

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this properly there are software programs that will walk you through a fill in the blank template in order to create the report for you. One of the better ones I have used is Special Report Generator.

Now you are not limited to just reports. In this case maybe you have a new golf ball that will get me 20% more distance. You can offer to send me one. Would I sign up for that? You betcha. If it worked for me would I reorder? For sure.

See the item you offer can be a report, a physical object, a piece of software but the main thing is it MUST be something that your target customer **just must have**.

Create your squeeze page

Now you need to create a squeeze page (a way for people to get on your mailing list with the offer they JUST MUST HAVE.) This process can seem overwhelming because of the options but hopefully this mindmap will help you understand the process by seeing it in order.

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Squeeze page creation

There are 3 essential tools you will need for creating your business and they are necessary for creating your squeeze page. Some of these have a cost involved. Everyone would like free and where there are quality free tools we will recommend them but some things just need to be paid for to create a business.

First is an autoresponder. This is the most important item in your business as following up and relationship building is the key to you making a consistent income.

The best one available is AWeber. They have the best

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delivery and are constantly updating their features.

Hosting: you need somewhere to host your pages. I use and recommend Kiosk. Great service and very affordable.

Ad Tracking: You need a way to track your ads. There are a lot of ad tracking programs out there, but it is very important to use one that lets you track your conversion rates. I use and recommend Hitsconnect (you want a partner membership, so you can do conversion tracking). That link will give you a 30% discount on their usual cost.

Set Up Your Squeeze Page

Time to set your squeeze page. The squeeze page has only one purpose and that's to collect subscribers, don't dilute your efforts by including banners and links to amything else, it will only hurt your conversion rate. Here are the key components of a good squeeze page (don't leave any of

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them out):

A strong attention grabbing headline - this should force them to stop and read your page but also instantly point to the benefits of signing up.

A couple of bullet points with details. Don't list the features, list the benefits. Benefits would be what the person gets from the feature you have.

Example – It increases traffic to your site (feature) but it puts more money in your pocket (benefit) from the increased sales because of more traffic.

A quality image of the gift they will receive for submitting their information.

A strong call to action. Tell them exactly what you want then to do.

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Note – Make sure you change the standard opt in form from submit or subscribe. People don't like to submit and subscribe - but they sure do like to "Click Here For Free Instant Access!"

Add a note about privacy. (You should also have a link on the bottom of your page to a full blown privacy policy too.)

If HTML is a foreign language to you, I recommend that you use this free website builder, it comes with some great tutorials and some good bonuses you can use to build your squeeze page. Alternately you can use something like Instant Squeeze Page Generator, where you can point and click your way to a good squeeze page.

Finally… when you create the opt-in form for your squeeze page, you will (almost always) have the option to redirect them to a thank you page. Don't leave the standard AWeber page up, use this feature - Here's what you can do…

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Monetize Your Thank You Page

Your thank you page is a prime piece of real estate. By signing up, people have just demonstrated that they are interested in what you have to offer - it's time to test that commitment towards a sale.

This is your first chance to monetize the list building process (aside from any links in your gift) - but unfortunately it's a step that most people miss. With a little bit of testing and tweaking you can often turn a profit on the thank you page alone. Here are some of the thing I prefer my opt-in forms to re-direct to:

A one time offer: There's a free service called OTO Goldmine that will let you create one time offer within minutes if you are in the internet marketing niche.

If there is a good product directly related to my gift, I like to

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send them straight to the sales page. They have already demonstrated an interest in the topic, and taken action on the offer. They are hot prospects to send to the sales page.

Or you can use a co-registration service like Advertising Know How - You will be showing ads for other people's ezine on your thank you page, and in exchange your ezine will be shown on their thank you pages.

While this won't earn you money directly, it will likely boost your list building by 20-30%, making you more money long term. When I'm sure that my follow up series is making money, I prefer to use co-registration on my thank you page, but…

The bottom line is that you have to use something, don't leave it blank - pick one of the strategies above and monetize this prime piece of virtual real estate.

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Get People To Confirm Their Subscription

Now that they have signed up for your list, and you have presented them with an offer of some sort - You want to make sure that they click the email confirmation link so you can continue to send them emails. Here are a few changes you need to make to your AWeber "Verification Message" (found under List Settings => Verified Opt-in).

Change the subject line to something like:

> {!firstname_fix}, Confirm To Download Your "Gift Name" Report…
>
> Change the verification message (Intro) to something like:
>
> Hi {!firstname_fix},
>
> Thank you for requesting your free copy of my "Gift Name" report. Before I can send you the download link I need to make sure I have your permission, so…

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Finally AWeber also has a feature called the "Confirmation Success Page". Don't ever leave this blank, this is another piece of real estate you can monetize.

If I am working in a niche I will send subscribers directly to a sales page for a particular product.

As you can see this serves a few purposes. First of all I will hopefully make a sale, but the page also tells them to go check their inbox for an email from you - and finally the "no thanks" link will send them to the download page as promised.

This is pretty straight forward, but very important. You want to keep people happy, so provide them with clear instructions (step-by-step if necessary) on how to download your gift if it is a product that is delivered digitally.

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Your download page is also another piece of valuable real estate, where you can present them with an offer. It works best if it's a free to join thing (that pays you if they buy the OTO) - make it look like an extra bonus to their download.

Give them the download link again in case they missed it - especially important since you used the "Confirmation Success Page" to send them to a one time offer.

You want to make them another offer. You are building a list because you want to make sales, you might as well be upfront about it, so people know what to expect (that way they won't be offended when you try to sell later on) - Again, people who just signed up are the hottest prospects on your list, and you want to cash in on that.

Here is a sample from a niche where I am offering an e-course.

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Subject: Does it help to whisper, {!firstname_fix}?

Hi {!firstname_fix},

You're receiving this email because you registered for more information about becoming an incredibly effective horse trainer...

You'll be surprised at just how easy that really is, but there are some very important rules to follow...

http://trainwildhorsesnow.com/index3.php

So, {!firstname_fix}, Just what IS a horse?

Among the animals of equal or greater strength, the horse is the most useful to man because of its superior nervous development. In fact, it has almost perfect control of its muscles and bones.

This perfect control gives instant response to any outside stimulus, for example: if you strike a horse with a whip you get immediate action of some kind.

It is because of this highly developed nervous organization that the horse has displaced all other beasts of burden among civilized people.

But here's a common problem...

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5 Steps To Your Profitable Business – courtesy of Mike Paetzold Recommends

The horse is often given credit for more intelligence than he deserves. Many would even place him on a level of reason with the man. This is far from the case...

Now don't get me wrong...Horses aren't Stupid, but...

THE HORSE CANNOT REASON. I make this statement, not merely as a theory, but as a fact based upon more than twenty years of close observation and contact with many thousands of horses.

In this respect there is a vast gulf between man and horse- a gulf that no horse will ever cross. You need to understand this and take it into account if you want to be effective in training your animal!

Since the horse cannot talk and does not understand what you say, you will have to make your wants known to him in the first place through the sense of touch. Later this method of communication will be merged into that of voice and motions. As for instance, a touch of the whip will mean at first "Go on"; later a motion of the whip will have the same effect, and at last the word "Get-up" will mean the same thing.

When you talk to the horse through the sense of touch, take into consideration the nervous organization. To some horses a sharp stroke of the whip may be very cruel, because of the extreme sensitiveness of their nerves, or being thin skinned as many term it, when to another horse the same stroke would only attract attention.

Watch your horse closely so that you may know and act accordingly.

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You cannot train a horse and put only half your attention to your work. Be alert and keen, ready to take advantage of any sign of submission or willfulness.

Want to know more? You can unlock the secrets to training any horse -- you just need to take that first step today:

http://trainwildhorsesnow.com/index3.php

Mike Paetzold

Follow up series

Your follow up series is the meat and potatoes of your internet business. It's where you will pull in consistent sales and commissions. For myself the goal is always to make the follow up series turn a profit - meaning that it should at least cover the cost of getting new subscribers. For example, if I spend $1 on average per new subscriber, I want my follow up series to at least generate $1 per subscriber. Fortunately that is not very hard to achieve. In fact I can often turn a handsome profit on the follow ups - that of course makes the

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revenue from future broadcasts and promotions pure profit.

In this article I'm going to give you the step-by-step blueprint for setting up a great follow up series - But there are a few topics we need to cover first, so here goes…

Training Your Subscribers

Your follow up series has one main purposes (a part from making sales), and that is to train your subscribers to perform the tasks you want them to (e.g. click, read, watch, join, buy etc.).

Train them to click: you always want to make your readers click a link when they read your email. That means that even if you just want to deliver some content, you should always put it in a PDF or on a blog. If people always anticipate that they have to click something when you mail them, they will get used to it, and it will boost your conversion rates.

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Tell them what to do: Don't be afraid to tell people what to do (in fact most people like that, although they may not want to admit it). Tell your readers to click that link, to go to the blog, tell them to go watch this video or download that ebook. Getting into the habit of telling people exactly what to do will significantly increase your conversion rates.

At the same time you need to limit your emails to one action. Don't promote more than one product in a single email and don't give people multiple choices of actions to take.

If there really are multiple possible actions with you promotion, then let your email focus on one thing… Get them to click and then deliver the multiple choices in an ebook, video or on a blog.

People may like to be told what to do, but there's one thing they like even more, and that is to follow systems.

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Make them expect the pitch: Here's a statement that often pops up in various marketing forums.

I've been sending quality content to my list for months, and then last week I sent a pitch for this great new product - my list went ballistic in a fury of unsubscribes.

The problem is not that they have been delivering good content. The problem is that they have been training their subscribers to only expect good content - no wonder they got offended when they got a sales pitch out of the blue.

There is nothing wrong with writing great free content (articles, blog posts, ebooks) for your subscribers - it can help you build a relationship with your list, install customer loyalty, and thus making selling a lot easier.

But let's face it, you are not building a list because you want to make friends, or because you find writing content super

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fun. You are building a list because you want to make money… period!

Don't try to hide that from your subscribers. You want to include a link to something to buy in every single email. It might just be a short P.S. but you always want to have something there.

This way you will train your subscribers to expect the pitch and they won't feel "exploited" when you try to sell them something - especially not if you also give them some valuable content on a regular basis.

Writing Your Follow Up Series

People often ask me how many emails they should put in their follow up series. There no right or wrong answer here, but in my opinion, more is definitely merrier. I would say that you should at least have 8 emails lined up - But the more you have, the more hands off your business will run.

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Generating auto pilot income, as long as you continue to put new subscribers into your system. I know people that have years worth of emails lined up. I prefer 1-2 months though and will then shift to regular broadcasts.

How you structure this will differ depending on your niche but certain formats and structure do work.

We covered the initial email in setting up your squeeze page.

The next email will depend on what you used for a hook initially. Here is a second email I use in the horse training niche where I have offered an ecourse. This will be very much pointed towards delivering the tips I promised but will have a call to action for the product this series promotes.

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Subject : Contain your Colt, {!firstname_fix}.
Hey {!firstname_fix},

The other day I shared some basics about my training philosophies and some first steps to understanding your horse.

Today I want to get into your first lesson with your colt- one of the most important lessons you will give your young animal!

First, It's critical that you contain the colt in an area that's manageable. If you don't have a small enough corral, you will need to construct something. This can be done easily and cheaply...

Turn the colt loose in an enclosure, about twenty-five feet square without any harness whatever on it. A good portable enclosure is made as follows: Build eight panels of fence, each twelve feet long and from five and a half to six feet high. Use poplar or any light timber except for the uprights. These should be 2 x 2 pine timber, without knots and straight grained. Five boards to each panel is sufficient.

These eight panels can be joined together with "pin hinges" so they can be put together and taken apart easily. When ready to make the enclosure, simply fasten these panels together, then form them into a square, two panels to each of the four sides and this will make a pen twenty-four feet square.

Drive stakes at each of the four corners and fasten the corners to these stakes with ropes. The stakes will permit the fence to give if the colt runs against it; however, it will not break, but will

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spring back into position again.

I used an enclosure like this for years while on the road and never had a horse tear one down.

After he has gone around the enclosure two or three times, you should walk directly towards the corner, giving him an opportunity to turn his left side towards you. If he rushes by you, strike him around the hind legs with the whip and keep him moving until he is again ready to stop.

You then approach him quietly. If he turns his heels toward you, either to kick or run away, strike him sharply around the hind legs.

You will find that colts of different temperaments respond quite differently to the action of the whip.

Some are very sluggish and slow, and it requires quite a sharp stroke of the whip to "waken them up," while others, just a mere crack of the whip is all that is necessary to make them give you their undivided attention.

To finish this lesson, and discover hundreds more valuable tips and techniques to training even the most recalcitrant horse, you must grab your copy of Train Wild Horses today:

http://trainwildhorsesnow.com/index3.php

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This is how you would handle various niches you are entering. If you are looking at just the internet marketing niche check out this post on follow up series from Soren Jordansen.

Tracking

Finally as you are setting up these pages you will want to include tracking. Google Analytics has some great tools that will allow you to do this and there are quite a few tutorials there to show you how to set it up. I prefer to use Hits Connect but you can make Analytics work with some effort only if all of the pages are on your server.

Make sure that you are using different signup forms for each squeeze page that you use. This way you can track the results from each and see which one works and which one doesn't.

You also need to track the results from your follow up series. One of the reasons I recommend AWeber is that they can

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track all of your results from your follow up series and you can create and track the signups from each subscribe form you create.

Tracking is very important and needs to be set up from the beginning. You will always want to work on improving your offer as you go along and if you don't have the tracking installed you won't know what is working.

Traffic

Now that we have covered the first steps and you have an offer that you are going to track it is now time to get traffic. Not doing those steps first is one of the biggest mistakes I see people make. They work on traffic without a good offer and system built first.

Now there are numerous ways to get traffic. There are many different ways even though they fall into 3 categories.

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I will discuss traffic exchanges. Now this is really only a good method for getting visitors if you are in the make money on line niche. If you are looking to sell pet products, cell phones, etc. this is not a good source for you.

Traffic exchanges are a co-op of sorts. You look at my pages - I look at yours.

The key to using traffic exchanges is to target the market and make an irresistible offer. Your target market is people looking to sell to other marketers. If you have a way to get more traffic for less effort that would be something of interest to most users.

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The other thing is to understand the media here. The average exchange is only going to show your page for 10-15 seconds. If you have this long page it may not even load in time before the person is ready to click next.

You also need to have your whole offer show in the frame or be above the fold.

Above the fold means that your whole page and offer shows in the browser without you having to scroll. The mindset while surfing a traffic exchange is to generate as many page views for them selves as possible.

Nobody goes into a traffic exchange saying "Gee I want to go sign up for 10 lists today and buy 3 products." They are saying "I need traffic for my site so I am going to surf as many sites in as short a time period as I possibly can."

Because of this attitude you need to have a quick loading page, catch their attention with the headline and have a strong call to action.

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Finally, because people deal with people not programs you want to be sure that you are branding your self on every page. Personalizing the page with your name and picture is extremely valuable and…

The more you do it the more credibility you build up.

Understand that if someone sees your face every time they surf they start to see you as an expert. After all if you are constantly showing all the time what do you know that they don't?

Now let's look at an actual page that has done very well and see why it works. Check out this page Anyone Can Blog and we will discuss how and why it works.

Headline - Do you think that resonates with someone that has been spending hours each day surfing traffic exchanges?

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Will that catch your attention?

Pictures/Branding - Paul and I have branded our image on the traffic exchanges for years. We also add credibility by adding how long we have been online. Might someone that is still using these sources know something that can help you?

Bullets - Here you make the promise and get the saliva running.

Call to action - Finally tell them exactly what to do. Don't vacillate on this. We use "Enter your name and primary email address to receive your free lessons". No doubt there on what we are asking is there?

Now the final step in using these resources effectively. Be in as many as you can 24/7. There is a huge power in someone seeing you EVERY time they surf. Don't spread your self too thin. You are better to be in 3 or 4 24/7 than in 20 for half an

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hour a day.

You also want to use the big exchanges primarily. There is nothing wrong with using some of the newer smaller exchanges but…

The one's that you are in 24/7 should be

- delivering 100 - 150 page views a day
- adding lots of new members each and every week
- have an active membership so that you are receiving more than 40% unique visitors
-

Test the smaller and newer ones but put your major effort and money into the ones that meet this criteria.

Some of the ones that I like and use regularly are in no particular order -

- I Love Hits
- Dragon Surf

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- Traffic Splash
- Swat Traffic
- Advertising Know How

There are many more that are good that is just a short list. I really recommend you check out Jon Olson's Hit Exchange News and the Affiliate Funnel Traffic Ranker for more choices.

Finally if you decide that you want to use traffic exchanges I strongly recommend that you join Affiliate Funnel. They have some great training to help you get started.

Remember that this is only one source of traffic and that it is specifically targeted to the make money crowd.

Another "free" service that is targeted to the make money crowd is safelists and list builders. Bare with me if you are in other niches this is being addressed in this order because this is the majority of the readers here (Although it probably shouldn't be but that is a rant for another day) are.

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Like traffic exchanges you should be using this to build a list and have a system to monetize it. I would also recommend that you only use credit based safelists. Here is an advertising venue where automation almost killed the resource.

The advent of large auto cleaning mailboxes just about killed the whole industry. The advent of the credit based safelists like Ad Tactics made people have to open some of the emails and click a link to continue to be able to mail to others has brought them back.

There are some downsides to using these. You will get a lot of email. You really need to have a separate email for these types of accounts. There is a great resource from my friend Soren Jordansen that I recommend you buy if you are going to use this method. The Ultimate Safelist Survival Guide - at less than $10 it is a must have.

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Here is where tracking is super important. You are writing emails ads and these are going to people that are getting a ton of mail. If your headline does not stand out forget it. You won't get your ad read.If you are not tracking you won't know which headlines work.

Now if you are using this and tracking it is a great testing ground to help you improve your copy skills. This will allow you to improve all of your email marketing skills.

Now the list builders are very similar but I do tend to get better results from them. Again you want to be building a list from these people. Yes you can email them through the system but only on a set schedule so get them on your list.

Affiliate Funnel has a listing of some of the best of both of these resources and can help you "funnel" people into your downlines in these through using their system and promoting just one thing instead of numerous things.

I know it tends to sound like a broken record but…

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building a relationship with people first increases your sales.

You can't do this on a one off contact. That is why each lesson harps on having a follow up system and building your list.

Two more "free" ways to generate traffic.

If you have noticed I have been using quotes around free because time has a value and these don't cost you money but all of these cost you time.

Blogs, Squids, Hubs and Bums

Interesting title to say the least and probably a bit confusing. Could have just called it using and re purposing content I guess but it wouldn't be as much fun or curiosity arousing.

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To the search engines content is king. PERIOD.

You can generate a lot of very targeted free traffic using content. Now I did not use quotes around free this time on purpose. That is because using content, although it does take time, it can continue to drive traffic day after day after day from the one effort.

Yep not quite free but definitely something that can have great leverage.

Lets be clear this will be an overview of these topics. After all I have another blog that just answers questions on one little piece of this puzzle (WordPress) 3-5 times a week and has for a couple years. It is too large a topic for a report like this.

Using content is probably the best way to generate traffic on a continuing basis. This may seem a bit overwhelming at first but..

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Do one thing at a time and it will grow for you.

Before I start I am going to make an extremely strong recommendation. Get and apply Marlon Sander's Evergreen Traffic. He paired with the Queen of Free Traffic - Tinu and it is my number one recommendation for anyone that is going to use the various Web2.0 resources and article marketing.

You need to have done some good keyword research. That has been covered in depth previously.

All of these pieces are going to link to your squeeze page which is the start of your system. (You do have a squeeze page, right ?

Personally I like to start with a WordPress blog on a domain that I own. They are easy to get set up right and that is right behind the squeeze page as the center of the web I am going to create.

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Everything on that blog will push people to the squeeze page.

In addition I will use a variety of free services to create a network that will help promote that blog and ultimately the squeeze page. I did a good article as a guest blogger about it at Using Free Resources To Increase Your Blogs Traffic.

Doing this is not exactly rocket science and you can use the same content in multiple ways. Lets take an example.

You create and /or purchase a solid content article of 1000 words. (We are not talking PLR here but if you are a decent rewriter that would work too.)

The reason I like a long article is that I can split it into pieces.

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Take the beginning and bring it to a conclusion and use it to submit to various article directories. Personally, I like to use Isnare and pay them to submit it. At $2 or less an article the time savings is huge and the results are multiplied.

Use the signature file to send people to part 2 (the balance of the article) on your blog. This is a tip I picked up from John Taylor and it works very well.

Rewriting a small piece of it and it to the Squidoo lens you are using to promote your blog and squeeze page.

Rewrite a different section and add it to your Hub page that is doing the same.

Post on your free blogs about the great article you found at one of the directories on your topic. (Yours of course and to the second part on your blog.)

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Add your blog's RSS feed into your Facebook profile and other social sites that allow it.

Take the original article you submitted and rewrite pieces to target specific keywords on your blog.

Want to take it up a notch go get a free piece of software called Audacity and read your article and add it as a podcast to your blog with Pod Press.

Now lets count how many things you created off of one long article.

- An article submission
- 3-4 blog posts
- addition to your Squidoo lens
- addition to your Hub Page
- links form the various free blogging sources

As you can see if you repurpose content you can use it many times over. Get enough of these articles and you can create

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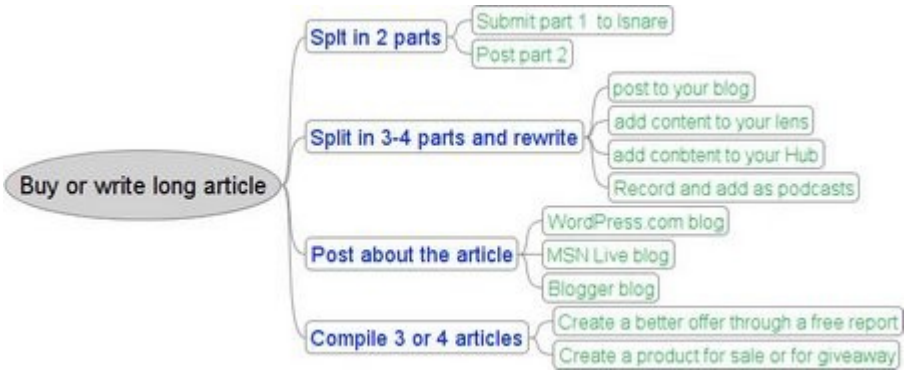
a free report or even an ebook product to give away or sell. This can be a great unique product if you participate in Giveaway promotions.

Buy the original from someone that writes well and you can literally only spend an hour or two a week to keep adding traffic to your system. If your system is properly functioning you can afford to buy this content and turn a profit. I have added a mind map below to show the process. Sometimes pictures are more valuable than words.



The ultimate goal is to have someone do all of these steps for you and still turn a profit. You want to try from the very beginning to pull you out of the work flow asap. When you are profitable you can pay to have these steps done. This will allow you to easily add more and more little income streams.

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PPC Advertising

There is one way I will only mention but won't try to give you anything more than a resource I trust. That is PPC traffic.

I don't use it much, am not really good at it when I do but will recommend you look up Perry Marshall or Simon Leung for good resources on how to use these techniques. Both are experts and good at using this type of traffic.

Borrowing Traffic

This is one of my favorites but does require you to have a product for some portions of this.

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There are a few ways to do this.

1. An affiliate program
2. Co-registration
3. Joint venture swaps

Some of these three tie together too.

First an affiliate program or membership site that makes members an affiliate is extremely powerful. You only pay when you make money.

Yes people will send traffic to your site if you pay them a portion of the sale. If no one buys the traffic was free.

Now here is the point though. If you do not have a good sales process that converts people won't send you traffic no matter how high the commission. 80% of 0 is still 0. The people are sending you the traffic to make money and if they don't - they stop sending you traffic.

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One of the best ways to set up all the processes and to easily get affiliates is to use a membership script. My favorite is the LFM Script from Robert Puddy. It has all the pieces built in to monetize and more importantly *makes all members affiliates automatically*.

Robert wrote a great ebook that explains the whole membership concept for building your business. You can download a free copy here.

Now co-registrations is another powerful method. This is a joint venture of sorts. You are exchanging thank you page ads with others. Now I use the Advertising Know How list builder myself. Every time someone signs up to my list I show that person a list of other ezines they may be interested in. Every page I show earns me credits that causes my list to be shown on other people's thank you pages.

Personally this generates me an extra 30% in my signups.

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Using this system which I set up once means that I get an extra 3 subscribers every time I add 10 myself. Nice leverage huh?

The final item we are going to look at today is thank you page and email swaps. This can be very effective especially if the site you are swapping with is related and has a free front end with an effective OTO.

Here is an example. I created a book called Beginners List Formula which I have since sold off. On the thank you page after people purchased the book I would show them an ad for Instant Squeeze Page Generator.

It was a product that was free and fit the topic.

You can also find others that have complimentary products and swap emails in your autoresponder. I have done this with people that will add a promotion for my product and in

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return I add an email to promote their product in my follow up series.

These can be absolute win - win situations. If my customer buys the product we both get paid and it works the same if my customer buys their product. Everybody wins.

These are some extremely powerful ways to get extra free traffic.

Testing and tracking

Hey I'll be the very first person to tell you that this isn't fun. It is where the money is though. See I am not smart enough to guess exactly what will work and what won't. Too many personal prejudices. To easy to think like a customer and not a business person.

You need to be constantly improving your process and updating it. First you need some tools to do that. Here is

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what I use.

- Google Analytics - A free resource
- Google Website Optimizer - A free resource
- Hits Connect - A paid service
- AWeber - A paid service

You can also grab a copy of my report Tracking Your Way To Profits.

For this discussion we will talk about your squeeze page first. After all that is the key to your business.

AWeber will allow you to add a tracking code in your form. Create a different form for each page you are testing and you can see which page got you the results.

Now you need to be sending traffic to your site. Hits Connect will allow you to see which source sent how much traffic and if you add the pixel on your thank you page you can see which source actually converted into a subscriber.

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Hits Connect will also allow you to set up a rotator so you can test two pages and use the same link to send half the traffic to each. This also allows you to make changes on the fly at one place and not have to go change each traffic resource. A great time saver.

Now what do we want to test. Start with your headline. That will usually make the most difference. If your headline doesn't catch people the rest of your copy doesn't get read.

Keep going until you have a clear winner. Get rid of the loser and create a new test. Each time you keep the winner get rid of the loser.

Once you have a good headline you can test other parts of your page. It is important in this type of testing to only test one thing at a time so you know what made the difference.

In the meantime you are also testing your traffic sources. If

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you were using 5 traffic exchanges in this example my experience has shown that 2 will probably be head and shoulders above the rest. You can keep to 5 but keep changing your bottom source of traffic to test a new one. Just like the headlines keep the winners and replace the losers.

This can very easily increase your response as you test but this is a never ending process. Traffic sources change and your best source today may stink 6 months from now.

With traffic exchanges you should be able to get your squeeze pages to one signup per hundred page views or better. That should be your goal.

Now you want to be testing the same way in your email series. Take advantage of the stats you get at AWeber and use their tracking to see which offers are getting clicked on.

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Also keep track of where people unsubscribe. If you are marketing correctly you will be getting unsubscribes so don't let that part bother you. Not everyone will like your style not even affable Old Bald Guy's like me.

What you do want to be tracking is places where the unsubscribe rate jumps. If you are seeing a significant increase in unsubscribes on email #5 and (*this is important*) it is not converting significantly higher then you need to look at that email.

Sometimes a really strong call to action will generate more unsubscribes but will also convert into more cash too. Look at both sides and remember what my mentor Robert Puddy says "Give them quality but ultimately the purpose of the list is to make you money."

Likewise if certain calls to action aren't being clicked then that needs to be addressed too.

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If you are using sites like blogs to get organic search traffic or if you are using PPC you need to use Google Analytics to understand which posts are being indexed and which terms people are searching for that send them to you.

For our process we won't get into Google Website Optimizer but it will allow you to do Taguchi testing on your squeeze pages and sales pages. Once you have gotten comfortable with the A/B testing described here it can be worth your while but there is a learning curve in using it.

Leverage

Now that you are testing and tracking you can develop the information to really leverage what you are doing.

You should have these figures now available to you.

1. How many page views to get a signup
2. How much your initial email series makes for you

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Now you can start to automate the process. In this case we will discuss traffic exchanges but the process is the same if you are using ezines, article marketing, blogs etc.

You should have a number of page views per signup so divide 1000 by that number. Divide the answer into the cost of 1000 credits at the te you are using to get that rate. That will be your cost per subscriber.

Example - 120 pages per signup - cost of $8 per thousand
1000/120 = 8.33
$8.00/8.33 = $0.96 your cost per subscriber

Now take the number of subscribers you got last month divided into the commissions you received from the programs in your warm up series. This will be your income per subscriber.

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Example - 320 subscribers - 396.80 income

396.80/320 = $1.24 your income per new subscriber

In this case every time you get a subscriber you net $0.28 after they go through the warm up series. Now some of your credit purchases will be more and some may be less but you now have a system that can consistently return all your money spent advertising through your warm up series and then some.

Now it is just a case of keeping track of your results each month and spending more each month to generate more subscribers.

Here is the key though you now have the time to start working and tweaking a new offer or a new product to sell to those people you already have. You have created the first relatively hands free system now it is a matter of rinse and repeat.

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Now you can spend your time doing things to expand your business rather than spending your time generating traffic.

About the author

Mike Paetzold is an avid blogger and teaches people how to use blogs and WordPress to make money on line. You can follow him at

http://mikepaetzold.com

http://wptutorial.com/blog

He has numerous products that are available at

WordPress Made Easy – Beginners guide to WordPress

WordPress Lessons – Advanced WordPress Training

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15 Minute Blog Traffic – the name says it all

Special thanks to Solomon Huey of Traffic Scoop for his review of this book. The improvements are a result of his input the mistakes are all mine.

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