

Outstanding advice
from:

Jay Abraham
Rob & Terry Adams
Rick Beneteau
Ken Blanchard
Dana Blankenhorn
Bob Bly
Patricia Bragg
Bob Burg
John Cantu
Alex Carroll
Randy Cassingham
Marty Chenard
Kevin Clark
Don Crowther
Jim Daniels
Declan Dunn
Adam C. Engst
Allan Gardyne
David Garfinkel
Fred Gleeck
Joan Gustafson
John Harricharan
Paul Hartunian
Anne Holland
Brian Jud
John Kremer
Audri Lanford
Jim Lanford
Paul Lemberg
Steve Manning
Jonathan Mizel
Paul Myers
Kevin Nunley
Wayne Porter
Dan Poynter
Ben Prater
Noah St. John
Bob Serling
Yanik Silver
Jim Sterne
Joe Sugarman
Joe Vitale
Eric R. Ward
Mary Westheimer

43



Specific Ways to Make 2002 Your Best, Most Profitable Year Ever

Audri & Jim Lanford

A Gift from Josh Hinds

Contact Information

Published by:

WZ.com Inc.
197 New Market Center #115
Boone, NC 28607
828-265-0400 (phone)
828-265-1911 (fax)
Email: info@wz.com
Web site: <http://www.wz.com/>
<http://make2002great.com>

Legal Notices

Copyright © 2002 by WZ.com Inc. All rights reserved.
Publication Date: March, 2002.

A small number of the contributions in this book were previously published, and the appropriate copyrights are included at the end of each of these contributions.

No part of this publication may be reproduced or transmitted in any form or by any means, mechanical or electronic, including photocopying and recording, or by any information storage and retrieval system, or transmitted by email, without permission in writing from the publisher.

While all attempts have been made to verify information provided in this publication, neither the author nor the Publisher assumes any responsibility for errors, omissions or contrary interpretation of the subject matter herein.

This publication is not intended for use as a source of any advice such as legal, medical, or accounting. The Publisher wants to stress that the information contained herein may be subject to varying international, federal, state and/or local laws or regulations. The purchaser or reader of this publication assumes responsibility for the use of these materials and information. Adherence to all applicable laws and regulations, including international, federal, state and local, governing professional licensing, business practices, advertising and all other aspects of doing business in the US, Canada or any other jurisdiction is the sole responsibility of the purchaser or reader. Neither the author nor the Publisher assume any responsibility or liability whatsoever on the behalf of any purchaser or reader of these materials.

Any perceived slight of specific people or organization is unintentional.

Contents

Introduction: How to Get the Very Most from This Book	5
1. Advice from Ken Blanchard: A Small Shift in Perspective That Yields Very Powerful Results	7
2. Advice from Dr. Audri G. Lanford: A Simple Technique for Truly Working Smarter (and Faster), But Not Harder	9
3. Advice from Paul Lemberg: Decide — and Commit to — What You Really Want	11
4. Advice from Jonathan Mizel: Give Yourself a Raise!	13
5. Advice from Jay Abraham: You Create the Rules!	16
6. Advice from Jim Lanford: “Point of View Shift Is Worth 80 IQ Points”	18
7. Advice from John Harricharan: One Question to Ask Yourself for a Fantastically Successful 2002	21
8. Advice from Bob Bly: The Magic of Saying No	23
9. Advice from Adam Engst: Three Words: Emphasize the Individual	25
10. Advice from Randy Cassingham: You Don’t Have to Do It All	27
11. Advice from Joseph Sugarman: Make Your Offers Irresistible	29
12. Advice from Marty Chenard: How to Break through Your Business Barriers	31
13. Advice from Jim Daniels: Create Your Own Product or Service... Now	32
14. Advice from Dan Poynter: Write Your Book — Now	33
15. Advice from Mary Westheimer: “Divide And Conquer” to Achieve Great Results	35
16. Advice from Yanik Silver: Give People a Reason Why — and They’ll Buy	38
17. Advice from Bob Burg: 7 Steps to Building Your Networking “Well”	40
18. Advice from Paul Myers: Invest 5 Seconds... Save Countless Hours	43
19. Advice from Bob Serling: Stop Wasting Your Time — Start Leveraging Other People’s Assets	44
20. Advice from David Garfinkel: Two Simple Concepts to Write More Powerful, Profitable Ads	47
21. Advice from Joe Vitale: Create A Marketing Robot That Makes You Money 24/7	49
22. Advice from Jim Sterne: Look at Your Web Site from Your Customer’s Perspective	50

23. Advice from Allan Gardyne: Look for Companies Offering Lifetime Commissions.....	52
24. Advice from John F. Kremer: How to Make Marketing Fun	54
25. Advice from Kevin M. Clark: Brand Your Business and Let Your Profits Explode!.....	56
26. Advice from Anne Holland: Simple, Straightforward Advice to Immediately Improve Your Bottom Line	59
27. Advice from Declan Dunn: Use the Internet To Build Relationships	61
28. Advice from Dr. Kevin M. Nunley: Use the Telephone!.....	64
29. Advice from Eric Ward: Get Good Advice — and Decide What You Want to Accomplish — So You Don’t Waste Your Online Marketing Budget	65
30. Advice from Alex L. Carroll: Boost Sales Dramatically with Free Radio Publicity	66
31. Advice from Don K. Crowther: Get Instant Web Site Traffic	69
32. Advice from Fred Gleeck: Using Seminars to Build Your Business	73
33. Advice from Wayne Porter: Explore New, Different Distribution Channels and Partnerships	75
34. Advice from Dana Blankenhorn: Evolve Your E-business Strategy	77
35. Advice from Steve Manning: Create a Web Page with Copy That Sells!	80
36. Advice from John Cantu: Save Countless Hours of Frustration Using “Zero Base Thinking”	82
37. Advice from Brian Jud: Focus on Results Rather Than on How You Spend Your Time	84
38. Advice from Patricia Bragg: Live Your Passion	86
39. Advice from Joan E. Gustafson: 11 Keys for Achieving Your Goals.....	88
40. Advice from Rob & Terry Adams: Don’t Let Yourself Become Overwhelmed By Fear Or Doubt	90
41. Advice from Benjamin Prater: Invest in Yourself... and Reap the Rewards	91
42. Advice from Noah J. St. John: Use “The Millionaire Show Strategy” to Improve Your Business and Your Life	92
43. Advice from Rick Beneteau: Add New Spirit to Your Business	95
44. BONUS: Advice from Dr. Paul Hartunian: FOCUS!	99
Special Resources for You	103

How to Get the Very Most from This Book

Imagine...

Imagine having 43 of the most successful business leaders, innovators, and experts in your living room. Each one is there to share with you their best advice... the one thing they think will have the most impact... on how to make this year your most profitable, successful year ever.

That advice is *exactly* what you have in this book.

We selected the 43 best contributions from well over 100 experts who we knew would offer you excellent advice.

We asked each expert to share with our readers the **one** most important thing they would recommend to do now to make 2002 the best, most profitable year ever for their business.

More important, we asked them to take the perspective of advising someone they really care about.

As a result, you have incredible collective wisdom here.

The contributions are complementary... but different. In fact, it really surprised us how little overlap there was between the contributions. That means you're getting 43 different ideas, points of view and perspectives on how to make this year truly your best year ever.

The contributions are arranged more or less in the order we received them. We only moved a few around for better flow. However, each one really stands on its own.

If you're looking for "get-rich-quick" schemes, you won't find it here. Our experience clearly demonstrates there is no such thing. Instead, you have the best advice from people who are living these ideas, strategies, concepts and perspectives every day. No theory or fluff.



How to Get the Very Most As You Read This Book...

Get a highlighter, pen and notepad and have them beside you. As you read each contribution, use them to capture your ideas — don't let them get away.

Slow down. Think about each of the ideas presented.

Don't think: "*That won't work.*" Instead, ask yourself: "*How can I make this work for me?*"

Listen to both your mind and your heart. Let each idea inspire you.

Some of the contributions will resonate with you more clearly than others. Feel free to implement those first.

Ask yourself these four questions for each contribution:

- **What is the most powerful idea here to implement in my business?**
- **What steps are needed to apply this to my business and my life — now?**
- **What's stopping me from doing this now? How can I remove that block?**
- **When — exactly — will I start to implement this in my business?**

Although this book is short, don't hurry through it. Remember, it represents many thousands of hours of collective wisdom.

Every expert is sharing one concept they believe will have a profound impact on your business — and your life.

One last thing: Let us know your results. Please email us your success stories to success@make2002great.com.

We can't wait to hear about your successes as you make 2002 your best, most profitable year ever!

Best regards,

Audri and Jim Lanford

1

Advice from Ken Blanchard... A Small Shift in Perspective That Yields Very Powerful Results

Life is a choice. I am a great admirer of the wonderful opera singer, Beverly Sills. She was doing a concert in San Francisco one afternoon. They had a reception for her at the end of the concert, and a reporter from the *San Francisco Chronicle* came up to her and said, “Miss Sills, I bet you hate the fact you’ve got to give another concert tonight.”

She said: “I don’t *have* to give another concert tonight. I *get* to give another concert tonight.” She continued: “At one time in my life, I used to say I ‘had to’ a lot, and I could feel the energy drain.



“Suddenly, I just got it. People are driving all over town, picking up babysitters, and getting dressed to come and hear me sing. I *get* to give another concert.”

The power of that one turn of phrase is just unbelievable.

My favorite quote is ‘Life is a very special occasion.’ Think about what would happen to you if your main goal each day was to show your delight with the world. Every day would be different.

Dr. Kenneth Blanchard is a prominent, gregarious, sought-after author, speaker, and business consultant, who is universally characterized by friends, colleagues, and clients as one of the most insightful, powerful, and compassionate men in business today.

Ken’s impact as a writer is far reaching. His phenomenal best-selling book, *The One Minute Manager*®, coauthored with Spencer Johnson, has sold more than nine million copies worldwide and has been translated into more than 25 languages.

Ken is Chairman and Chief Spiritual Officer of The Ken Blanchard Companies. The organization’s focus is to energize organizations around the world with customized training and bottom line business strategies that are based on the simple, yet powerful, principles inspired by Ken’s best-selling books.

Ken Blanchard
The Ken Blanchard Companies
125 State Place
Escondido, CA 92029
760-489-5005
<http://www.kenblanchard.com>

2

Advice from Dr. Audri G. Lanford... A Simple Technique for Truly Working Smarter (and Faster), But Not Harder

It might sound surprising that this works extraordinarily well, yet it really does.

Imagine that you're the best expert in the world in whatever it is that you're about to do. Not arrogantly, since people who are exceptionally talented are rarely arrogant. Rather, you are a brilliant artist in that area — and you love doing whatever it is you have to do.

So, for example, if you're about to write a sales letter, imagine that you're the best copywriter in the world. If you're going to raise money for your company, you're the best fundraiser in the world. If you're about to go on an important sales call, you're the best salesperson in the world. If you're going to write software, you're the best software developer in the world. And so on.



When you approach each task from this perspective, the quality of your work will soar... and the time you take doing each task will shrink.

Dr. Audri G. Lanford is CEO of WZ.com Inc. She and her husband, Jim, have created three very different businesses — including:

- One of the fastest growing private companies in the US, an Inc. 500 company (Micro Dynamics),
- The oldest and largest direct results Internet marketing company (NETrageous Inc.), and now...
- WZ.com, the #1 online company connecting busy people with what they love to do.

She has received many honors and awards, including being honored in *Forbes* Best of the Web. To find out more about the ebook you're reading and other books in the Busy Person's Guide™ series, visit <http://ebooks.wz.com>

Dr. Audri G. Lanford
WZ.com Inc.
197 New Market Center, #115
Boone, NC 28607
828-265-0400
828-265-1911 (fax)
info@wz.com

3

Advice from Paul Lemberg...

Decide — and Commit to — What You Really Want

The most important thing is to decide exactly what you really, really want to accomplish — and what you are absolutely committed to making happen for your business in 2002.

Believe it or not, this decision and this commitment will pave the road for greater profits and greater satisfaction than you can possibly imagine.

The key is taking **both** steps: deciding and committing.

The decision part is necessary to focus your mind, to concentrate it single-pointedly on your vision, but by itself won't spur you to action.

It is the commitment part — the unshakable belief that you will do whatever it takes to get exactly what you want — that makes the difference.

If this sounds too simple, then you may not understand one or the other of the twin concepts — “what you really want” and “absolutely committed.”

Dwell on those two phrases. Put some personal meaning into these words and you will be well on your way.



Paul Lemberg is widely recognized as a pioneer in executive coaching. He is the author of *Faster Than the Speed of Change*, and publishes the online newsletter, Extraordinary Results (subscribe@lemborg.com)— read by over 20,000 people monthly. Paul works with executives and entrepreneurs to produce extraordinary results while running businesses they love and his breakthrough e-course *Double Your New Business Opportunities* has received rave reviews. Paul can be reached at paul@lemborg.com or 888-854-6526, or visit his website at www.lemborg.com

Paul Lemberg
PO Box 502612
San Diego, CA 92150-2612
888-854-6526 or 760-741-1747
paul@lemborg.com
www.lemborg.com

“

The greater danger for most of us is not that our aim is too high and we miss it, but that it is too low and we reach it.

— Michelangelo

”

4

Advice from Jonathan Mizel... Give Yourself a Raise!

For 2002, I believe the single most important thing you can do is give yourself a big, fat raise!



After all, you work hard, and you deserve it!

How is this possible, you ask?
Easy...

Say you want to earn one million dollars this year. That's a lot of money to think about in one lump sum, so break it down to something more reasonable:

- How many days a week do you want to work? We'll say five, which is realistic.
- How many hours a day do you want to work? We'll say five because we don't like to work very much.
- How much per hour does that come out to? In this case it's 260 days times five hours divided into one million dollars, or \$769.23 per hour.

Hold that thought for a minute.

Now, make a list of the actions you perform when you get into the office or start your day (and be honest with yourself). Everything from administrative duties to copywriting to answering the phone.

Put a dollar amount next to the task that represents what an independent contractor or employee would charge to do the job properly.

If it's something only you can do (like creating a new product), note how much revenue the task is likely to generate based on your effort.

Our chart looks something like this:

Employee and contractor tasks:

- Responding to e-mail and phone calls: \$20/hour
- Accounting and Bookkeeping: \$50/hour
- Programming HTML and Java: \$75/hour
- Backing up computer system: \$10/hour
- Picking up office supplies: \$7/hour

Profit-oriented tasks:

- Developing new products: \$1,000/hour
- Setting up large joint ventures: \$2,000/hour
- Developing new affiliates: \$1,000/hour
- Rewriting sales letters: \$1,500/hour

Here's the million dollar a year secret: In order to achieve your financial goals, all you need to do is spend your time on activities that generate more than \$769.23 an hour!

Get it? Only do the expensive work, the sales, copywriting, business development, and production (or whatever the high dollar tasks are in your own business).

What about the other stuff that needs to be done every day? Easy, since there are daily tasks that need to be done in every business, either automate them using technology,

or hire someone else (employee or contractor) to do them for you!

The end result is more revenue per hour of work, which means:

- More profits.
- Better customer service.
- More innovative products.
- More free time.

And that, my friend, is how you give yourself a raise!



Jonathan Mizel is President of Cyberwave Media and publisher of *The Online Marketing Letter*, the longest-running Internet business newsletter in the short history of the Internet (since 1993). He is an innovative direct response maven who has developed online marketing campaigns for companies like Microsoft, Intel, American Express, and BMG Music Club, and isn't afraid to push the marketing envelope. Jonathan's sites are:

<http://www.cyberwave.com>
<http://www.marketingrollout.com>
<http://www.amazingpopups.com>

You can subscribe to his free ezine by going to:
<http://www.cyberwave.com/ezine>

Jonathan Mizel
Cyberwave Media
2463 South Kihei Road, #C16-411
Kihei, HI 96753
808-874-0089
jonathan@cyberwave.com

5

Advice from Jay Abraham... You Create the Rules!

You *can* create your own rules and you can change them at will. There are only a few constraints: What you do has to be legal. It has to be moral. It's got to be ethical and honorable.

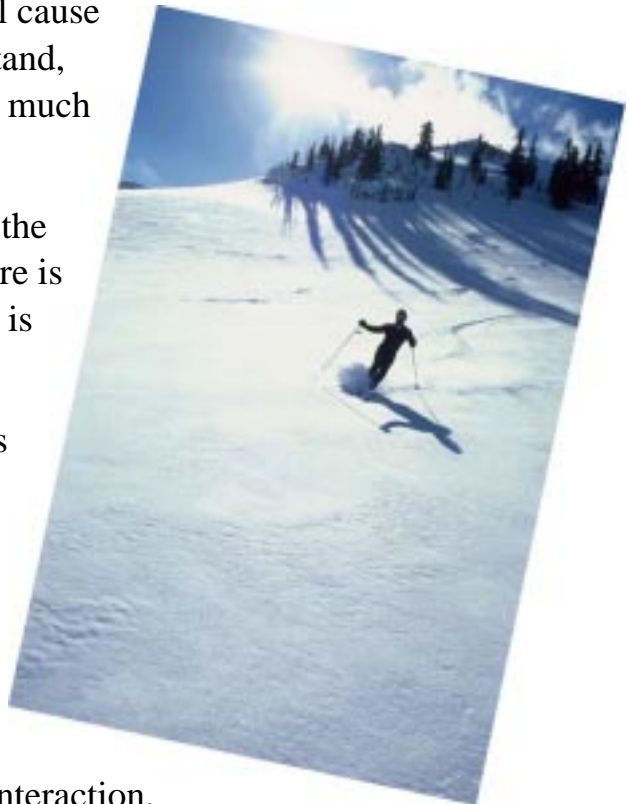
Rules are made to guide, so why not create a set of rules for yourself that lets you grow from everything you experience — positive or negative? It's very empowering to throw away the rules that have traditionally constrained and defeated you.

Liberation is creating new rules, adopting new attitudes that will cause us to evaluate, explore, understand, appreciate, and empathize on a much grander scale.

This is exhilarating. This is the point when we begin to see there is no end to what's possible. This is passion.

Here are three specific ways to get the greatest leverage out of life:

- First of all, become truly *interested*. Don't worry about being *interesting*. Be interested in each experience, activity, and interaction.



-
- Secondly, dedicate yourself to interacting and learning how people see life. That means really, genuinely, slow down and engage in dialogue with people at work, on the street, in school, on the bus, with waiters, doormen, anyone and everyone with whom you come in contact.
 - Lastly, extend yourself past the point of your comfort zone. Explore the world that's waiting for you just outside your door. This will open you up to how other people see life and what gets them excited. When you see what excites others I suspect this will make you hunger for a life of passion and purpose of your own.

Jay Abraham's extraordinary marketing acumen over the past 25 years has helped more than 25,000 business owners in over 400 industries add \$5.5 billion in sales to their companies. He was profiled in the *Investors Business Daily* "Leaders and Success" series, joining in this honor with Albert Einstein, Bill Hewlett, Dave Packard, Bill Gates, Andy Grove, and Lee Iacocca. He is the author of many publications, including the best selling business book *Getting Everything You Can Out of All You've Got*.

Jay's clients range from business royalty to small business owners, including eight best selling authors, an original founder of Federal Express, *Investors Business Daily*, two *Inc.* magazine Entrepreneur of the Year Award winners, *Success* magazine, Boardroom Inc., as well as hundreds of large companies, such as Sears, Prudential, Bache and Citibank.

Jay Abraham
Abraham Publishing Group
27520 Hawthorne Blvd. Suite 263
Rolling Hills Estates, CA 90274
310-265-1840
<http://www.abraham.com>

6

Advice from Jim Lanford...

“Point of View Shift Is Worth 80 IQ Points”

O*ut-of-the-box* thinking is quite familiar. However, the idea that taking a different point of view can literally be worth as much as adding 80 points to your IQ takes this concept to a much higher level.

First, an example of the reverse:

Blind, deaf and dumb — with ridiculously low IQ’s — is how the management at Xerox must have seemed to Alan Kay. Management was well educated, but they failed to see the vast market potential for the cutting edge technology that the small group of computer engineers at Xerox Parc had developed. This group of 20 smart scientists and engineers had created the technology that resulted in computer workstations (that inspired the Macintosh and Windows), Ethernet, network “client-servers,” graphical user interface (GUI), the Smalltalk programming language, desktop publishing, and laser printing.

Yet, management just didn't “get it.”



The only way Alan Kay could explain how management failed to recognize that each of these ideas represented a multimillion (and often billion) dollar market was with this insight.

Another example:

“Crazy” is the first thing that comes to mind when someone says they will charge \$15.00 for what you can get for 34¢.

Yet, this is exactly what FedEx did. Fred Smith’s point of view shift was to make sure that mission critical documents could be delivered reliably overnight, and tracked as well. The concept behind FedEx seems obvious today, but at the time, people told Fred Smith he was completely nuts.

You can use “point of view shifts” to help level the playing field when competing with very smart people in your market place.

Here’s how to apply this concept to your business:

Open your mind to the shifts that are possible. Think about how each insight in this book could apply to you.

Ask yourself:

“How can I shift the point of view from this insight to add to my results?”

Don’t edit, and don’t be afraid of crazy answers. Sometimes the craziest answers lead to the biggest breakthroughs.

Jim Lanford is an award-winning engineer who has been designing complex software and integrating state-of-the-art hardware for more than 25 years, including developing the Spartan 1 Space Shuttle Ground Station. He and his wife, Audri, have created three very different businesses — including:

- One of the fastest growing private companies in the US, an Inc. 500 company (Micro Dynamics),
- The oldest and largest direct results Internet marketing company (NETrageous Inc.), and now...
- WZ.com, the #1 online company connecting busy people with what they love to do. Jim is currently President and Chief Technical Officer of WZ.com.

Find out more about the ebook you're reading and other books in the Busy Person's Guide™ series, visit <http://ebooks.wz.com>

Jim Lanford
WZ.com Inc.
197 New Market Center, #115
Boone, NC 28607
828-265-0400
828-265-1911 (fax)
info@wz.com

“

The one thing that you can say about paradigms is that they shift.

— **Alain Rossman**

”

7

Advice from John Harricharan...

One Question to Ask Yourself for a Fantastically Successful 2002

There is something very mystical about what I am about to say. You'll see that I will not tell you about the mechanics of marketing, strategy, innovation, management, planning, product development, Internet marketing, publicity, capital, customer service and such. Important as those topics are, this goes way, way beyond marketing and technical expertise.

Just doing this little exercise will help you along the way to a fantastic, successful year — far beyond your wildest dreams. And you don't have to do it only at the beginning of the year. Anytime is fine. The more often, the better.

Here it is: Get into the habit of asking yourself this question:

“What is it that I want my business and life to be like at the end of this period?”



The period could be a month, six months, a year, or any slice of time.

What will happen, if you're honest with yourself, is you will be reviewing your goals and determining an "intention." Once your intention is firmly written in your mind, your subconscious will start seeking for the best ways for you to achieve your goals. It's even better if you write down what you want. Review, from time to time, what you've written.

Simple as all this seems, it incorporates a tremendously powerful psychological principle that could remake your world into one of peace and prosperity. Your business can grow from success into greater success.

John Harricharan, MBA, is the award-winning author of the bestseller, *When You Can Walk on Water, Take the Boat*. (Free PDF copy at <http://www.waterbook.com>). His groundbreaking, success system called *The PowerPause — 3 Minutes, 3 Steps to Real Success and Personal Happiness* is an unparalleled success story. More information is at <http://powerpause.wz.com>. John Harricharan's main website is at <http://www.insight2000.com> (sign up for his free, inspirational newsletter). Visit the membership site at <http://www.EnterprisingSpirit.com>. Photos of John and some friends are at <http://www.mindmarketing.com/picturepages.html>

John Harricharan
5313 Alyssum Way
Acworth, GA 30102
770-591-7650
John@insight2000.com
www.insight2000.com
powerpause.wz.com

8

Advice from Bob Bly... The Magic of Saying No

Saying no can be very difficult, but the penalties for *not* saying no are even greater. If you say yes to everything others ask of you, you'll quickly have no time for the things that are important to you. Plus, you'll experience stress, fatigue, pressure, missed deadlines, and more.

There are hidden benefits of saying no. For example, I frequently say no to new potential clients during my busy periods. As they start describing their project to me, I stop them by saying: "I'd be delighted to talk with you about this project. However, since I don't want to waste your time, you should know that I'm booked through the end of March. If you can delay it 'til then, I'd be happy to work with you. Otherwise, I'll have to pass."



Most prospects are impressed — or even amazed — by my response.

Why?

Because turning down work creates the immediate (correct) impression that you're in-demand, and therefore, excellent in your field. In fact, this often creates an even stronger desire to work with you!

Many people will call you back later and say: "You said I should call you back in March. I have another project. Can you work with me now?" A different way of looking at this is that by respecting yourself and your time, you enhance your business and your value.



Bob Bly is an independent copywriter and consultant with more than 20 years of experience in business-to-business, high-tech, industrial, and direct marketing. He is the author of more than 50 books including *The Advertising Manager's Handbook*, *Business-To-Business Direct Marketing*, and *The Copywriter's Handbook*. Bob has written copy for over 100 clients including IBM, AT&T, and Agora Publishing.

Bob Bly

22 East Quackenbush Avenue, 3rd Floor

Dumont, NJ 07628

201-385-1220

201-385-1138 (fax)

rbly@bly.com

<http://www.bly.com>

9

Advice from Adam Engst...

Three Words: Emphasize the Individual

This advice cuts both ways, since it involves treating your customers as the individuals they are at all times and acting as an individual yourself whenever you're communicating with them.

“But I am an individual,” you may think, “so how could I do otherwise?”

Simple. People all too often feel that they need to look corporate, appear bigger than they are, or give the impression of a large staff when no such staff exists.

Get over it.

People (your customers) like to interact with other people (you), not random corporate droids.

Your customers don't have to be your best friends, but treat them like acquaintances (which they are) at the least.

To do this, you can reply to all of your email, answer your phone rather than sending everyone to voicemail, make sure your voicemail reflects you and not your company for those who do get it, and always write in the first person, avoiding passive constructions whenever possible. For example, in a customer newsletter, write “I strongly recommend you call me to



have your heating system checked at least once each year.” instead of “It is strongly recommended that everyone have their heating system checked each year.”

Your business is about you — why pretend that any unnamed monkey could do it?

Adam C. Engst is the publisher of *TidBITS*, one of the oldest Internet newsletters. He has written numerous Internet books, including the best-selling *Internet Starter Kit* series, and many articles for leading magazines. His innovations include the creation of the first advertising program to support an Internet publication in 1992 and the first flat-rate accounts for graphical Internet access in 1993.

In the annual MDJ Power 25 survey of industry insiders, he ranked as the second (2000) and third (2001) most influential person in the Macintosh industry, and he was named one of MacDirectory’s top ten visionaries.

Adam Engst
ace@tidbits.com
<http://www.tidbits.com>

“

*I am a non-perfectionist. I don't
look back in regret or worry
at what I have written.*

— Isaac Asimov, author of 475 books

”

10

Advice from Randy Cassingham... You Don't Have to Do It All

My advice can be summarized in four words: *get some outside help.*

Entrepreneurs too often think they can, or must, do everything themselves. It's a trap. No one can keep up with everything anymore, and even if you could, you need time for yourself, too.

Find an expert who can help you come up with new ideas to leverage what you're good at, to implement a project, or to branch out in a new direction. The Internet makes it easier than ever to find qualified specialists, and the slower economy means it's more likely that they are available for short-term projects. I've started farming out implementation of the ideas I have simply because I don't have the time or energy to do them all myself — yet I want to ensure my momentum is always toward growth.



I find my experts by networking. Who do you know that can do the work you need done? What peers know someone who did a great job for them on a similar project? Ask — and *listen* to the answers. Good consultants are always worth more than you pay them, so don't be afraid to get some recommendations, and get some outside help!



Randy Cassingham is the author of “This is True” (www.thisistrue.com), a newspaper column on online marketing steroids. His “pure content” business model has not only survived, it has prospered, with positive growth every year since 1994.

He also puts on an annual conference for online entrepreneurs (www.NetpreneurConference.com) — and then chooses the cream of the attendees for his online entrepreneurs networking group, a team of more than 50 leaders in online business that share their expertise among the group to create incredible synergy. He lives in Colorado.

Randy Cassingham
PO Box 17326
Boulder, CO 80308-0326
303 664-0200
arcie@thisistrue.com
www.thisistrue.com
www.NetpreneurConference.com

11

Advice from Joseph Sugarman... Make Your Offers Irresistible

In direct marketing I've used one technique that has proven so effective that it is the only one that can double or even triple response.

The technique is what I call **"Satisfaction Conviction."**

This is not to be confused with the typical trial period, "If you're not absolutely satisfied with your purchase, return it within 30 days for a refund."

A Satisfaction Conviction is simply saying something to your customers that completely removes any concern they might have about their purchase.

Let me cite a couple of examples.

- When I was selling BluBlocker sunglasses in my infomercial, I told the audience, "If you're not completely satisfied any time — a year from now, even ten years from now — you may return your BluBlockers for a full refund."
- Another time I offered a subscription for a discount product newsletter. My offer was simply that if the subscriber did not receive any benefit within the two-year subscription, they could request and receive *all* their money back. It went beyond the typical offer of "Cancel your subscription and get the unused portion of your subscription refunded."



In both cases we tested the offers. In both cases, the ones with the Satisfaction Conviction doubled or tripled the response.

And here's the best part: Our return rates were *lower* with the more outrageous guarantee than with the typical standard trial period. Rarely did anybody take advantage of us.

In times like these, it is important that you make every offer so outrageous, so tempting, so compelling that your customer may be inclined to say to himself, "How can they do that unless, of course, they truly have an outstanding product. I can't lose."

Joseph Sugarman has written several books on marketing, advertising, copywriting and selling. He is president of JS&A Group, a marketing company and BluBlocker Corporation, a sunglass company — both based in Las Vegas, Nevada.

He is the winner of the prestigious Maxwell Sackheim award for his career contributions to direct marketing, and was selected as the Direct Marketing Man of the Year by the New York Direct Marketing Group.

His company was the first to introduce and take toll-free orders and one of the first to use infomercials selling over 20 million pair of his BluBlocker sunglasses in six years.

Joseph Sugarman
BluBlocker Corporation
3350 Palms Center Drive
Las Vegas, NV 89103 NV 89103
702-597-2000

© 2002 Copyright Joseph Sugarman. Reprinted with permission.

12

Advice from Marty Chenard... How to Break through Your Business Barriers

Stop setting your goals too low.

The conventional wisdom of setting a goal based on a 10% to 30% percent increase over last year's performance stops you from achieving the really big breakthroughs you are capable of.

Instead, set your goal to increase your performance by a factor of 3 to 10 times last year's results.

Putting yourself in a position that you previously thought impossible forces you to engage in "innovative thinking and problem solving." Increasing your goal by 300% or more will force you to innovate strategically.

This is one of the keys of how to "work *on* your business" rather than "work *in* your business."

"There are no elevators to success, you have to take the stairs."



Marty is a 27-year veteran of Direct Marketing, the Past Vice President of The New England Direct Marketing Association, past President of two Boston Direct Marketing Advertising Agencies, and currently is the President of Advanced Marketing Strategies, Inc.

Marty Chenard
Advanced Marketing Strategies, Inc.
P. O. Box 174
Blowing Rock, NC 28605
828-295-4460
abscorp@concentric.net



13

Advice from Jim Daniels... Create Your Own Product or Service... Now

Create just one product or service that you can sell to your target audience. It could be an information product such as a book, ebook, audiotape, or private member-only website, or even a web-based service.

Owning 100% stake in at least one product or service will give you a long-term income source with a high profit margin. Plus, this will enable you to set up an affiliate program for your new product or service. An affiliate program can generate additional profits of 40%–50% without requiring additional marketing resources and advertising money.



.....

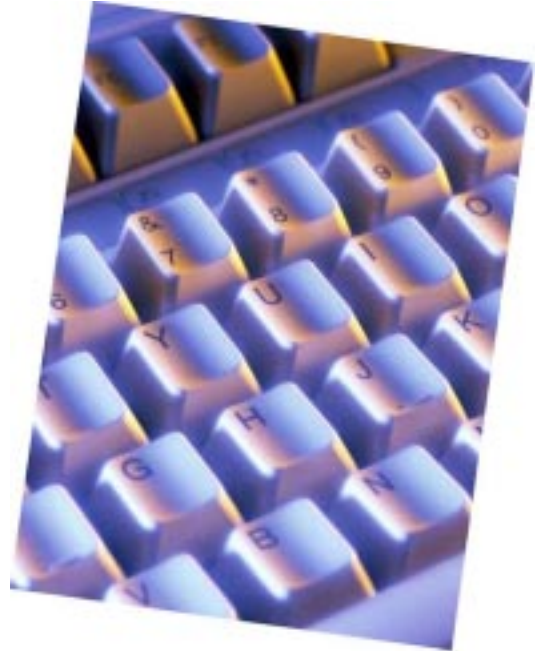
Entrepreneur Jim Daniels started his online business with just \$300. Six months later he was earning enough to quit his day job and his “web income” is now well into six figures a year. Jim’s new site, <http://www.make-a-living-online.com>, shows others how to spin serious profits from the Web, right from the comfort of their own homes.

Jim Daniels
400 Putnam Pike, Suite D #218
Smithfield, RI 02917
401-397-9422
jim@bizweb2000.com
<http://www.make-a-living-online.com>

14

Advice from Dan Poynter... Write Your Book — Now

There are many justifications for investing your time and money in writing a nonfiction book. Some are fame, fortune, wanting to help other people and/or because you have a personal mission. Few things can boost a company's image like a book. Look at what Lee Iacocca's books did for Chrysler, John Sculley's book did for Apple and Harvey Mackay's books have done for his envelope company. Marriott, Hilton, Volkswagen and many politicians have books. They know a book will advance a cause, give them more credibility, bring in more business and/or provide a new profit center.



Would you like to be recognized as someone who knows what he or she is talking about? Be someone worth listening to? Would you like to get paid for what you know? Would you like a job that is stimulating, interesting and challenging; a job you look forward to? Wouldn't it be nice to do what you love and love what you do? Invest your time in your future.

The foundation for the rest of your life is your book.

“With a book, you can make both a living and a difference.”

—Michael Larsen, literary agent

“Books through the ages have earned humanity’s high regard as semi-sacred objects.”

—Richard Kluger, author and editor

“For a person who has never led an army into battle, been elected to higher office, acted in movies or committed a heinous crime, a good book is the way to bridge the credibility gap.”

—Rick Butts, author and speaker

.....

Dan Poynter is the author of 113 books (including *Writing Nonfiction*, *The Skydiver’s Handbook* and *The Self-Publishing Manual*) and the grandfather to thousands more. He has also produced 54 special reports, 500 magazine articles and 10 audiotapes and 2 videotapes — most on book marketing.

His seminars have been featured on CNN, his books have been pictured in *The Wall Street Journal* and his story has been told in *US News & World Report*. The media come to Dan because he is the leading authority on book writing, publishing and promoting.

Dan Poynter
PO Box 8206
Santa Barbara, CA 93118-8206
805-968-7277
DanPoynter@ParaPublishing.com
<http://ParaPublishing.com>

15

Advice from Mary Westheimer...

“Divide And Conquer” to Achieve Great Results

If you’re only going to do one thing this year for your Internet marketing, institute a plan that makes it easy for you to get the word out about your products and services.

When you look at the big picture of Internet marketing, it’s pretty daunting. There’s so much to do, that, well, most people end up not doing anything. But if you “divide and conquer,” you’ll be amazed at how much you can get done and — I might as well tell you now — you’ll actually have fun doing it.

OK, so technically this might be more than one thing, because first you have to develop the plan, but it’s so easy to do that it won’t take more than 30 minutes to set up your cheat sheets.



First, go to <http://www.bookzonepro.com/mkttoolbox.html> and download BookZone's free Internet Marketing Toolbox. It includes a checklist, worksheet and log. The worksheet includes the information you'll need as you market online so you can just cut and paste as you go. The log helps you track where you've been, your results, and next actions so you can save time by visiting places once and go back to sites, newsgroups and lists with new offers and information. The checklist is really an online marketing plan.

At the very least, complete the questions that help you pinpoint your online goals and your audiences, and help you establish a "canned" email message.

Most important, though, is establishing your weekly marketing goals. Determine how many search engines and directories you can submit to, how many links you can set up, and how many newsgroups and mail lists you can participate in weekly. You might have other strategies, too, such as an ezine (should it be weekly? monthly? occasional?), and you'll just want to set realistic goals for each.

What's realistic? Well, only you will know, but it might be submitting to five search engines, setting up three links, or participating in two newsgroups and mail lists each week. You may want to set aside a certain time of day or a certain day of the week to do specific tasks. Then adjust your goals as necessary.

Before you know it, you'll be conducting a real online marketing campaign that will increase awareness — and sales! — of your offerings.

CEO of BookZone, the Net's largest publishing community, Mary Westheimer has shared the Internet's power with audiences in New York, Chicago, Minneapolis, Dallas, Boston, Phoenix and Los Angeles, among other locales.

BookZone hosts and develops Web presences, and provides eCommerce and ePublishing systems and promotional and Print on Demand (POD) services for 3,500 publishers, authors and other publishing professionals.

A former freelance writer, Mary has more than 350 credits in publications including *Columbia Journalism Review*, *USA Today* and *Publishers Weekly*. She has written, edited, contributed to or published more than 20 books, including *The Lifetime Encyclopedia of Letters* (Prentice-Hall) and *The Writers Encyclopedia* (Writer's Digest).

Mary Westheimer
BookZone, Inc.
PO Box 9642
Scottsdale, AZ 85252-3642
480-481-9737
mwestheimer@bookzone.com

“

Don't let the fear of the time it will take to accomplish something stand in the way of your doing it. The time will pass anyway; we might just as well put that passing time to the best possible use.

— Earl Nightingale

”

16

Advice from Yanik Silver... Give People a Reason Why — and They'll Buy

Telling people the reason why you are doing something is one of the most powerful influencers of human behavior.

Simply using the word BECAUSE triggers a magic response in prospects. People always want to know a reason (even if it's not a very good one)... and they'll take action.

Using this secret weapon for a medical equipment company, I helped them produce a massive 1,073% return on investment simply by using “reason-why” copy. I explained in the ad that the reason why the price was so low was because the manufacturer wanted to gain market share and get nurses and doctors accustomed to using their product. This ad turned out to be a huge winner.

So how can you apply all of this to your business? Easy. Before you run any kind of sale, discount offer or anything — consider the reason why. Let people in on the “why” you're doing something and you'll see lots more sales coming your way.



-
- Are you having a slow time of year?
 - Are you overstocked on merchandise because your buyer goofed?
 - Do you only want to see clients on Wednesday morning because you play golf in the afternoon?
 - Did you make a wager with your staff?

Whatever the reason — let them know.

Just 28-years old, Yanik Silver is recognized as a leading expert on creating automatic, moneymaking Web sites... and he's only been online full time since February 2000! He is the author and publisher of several best-selling marketing books and tools including:

www.InstantSalesLetters.com
www.InstantInternetProfits.com
www.MillionDollarEmails.com
www.AutoresponderMagic.com
www.33daystoonlineprofits.com
www.instantmarketingtoolbox.com

Yanik specializes in creating powerful systems and resources for entrepreneurs to enhance their businesses. When away from the office, Yanik enjoys playing volleyball, ice hockey, skiing and working on his terrible golf game.

Yanik Silver
Surefire Marketing
14312 Fairdale Road
Silver Spring, MD 20905
301-656-2424
yanik@surefiremarketing.com

17

Advice from Bob Burg... 7 Steps to Building Your Networking “Well”

Several years ago, business authority, Harvey Mackay wrote a book entitled, *Dig Your Well Before You're Thirsty*, based on that very well known saying.

Well, at no time more than now is that saying apropos. After all, with today's volatile job market, competition and hurried, action-now-oriented environment, it's important to be able to access everyone and everything you need quickly!

Although “networking” (the cultivating of mutually beneficial, give and take, win/win relationships) is not necessarily, in and of itself, a quick process, once your network is established, any help, information or personal access you need is merely a telephone call or email away.

For you, the busy person, building your network (digging your well) can be accomplished as quickly as possible by putting the following plan into action:

1. Think Networking: Every time you meet someone new, determine if this is someone you'd want in your network of contacts (remember, the typical person knows 250 people which means that every new networking relationship you develop successfully expands your personal sphere of influence geometrically).



-
2. Think Win/Win: Please don't make the mistake of only asking yourself, "What can this person do for me?" Instead, imagine the various ways you can help him or her. This attitude is what separates the mega-successful networkers from those who merely "think" of themselves as effective networkers.
 3. Think "Know you, like you, trust you": Keep in mind that, all things being equal, people will do business with, and refer business to, those people they know, like and trust. You must be worthy of eliciting those types of feelings towards you in the other person.
 4. Ask "feel-good" questions: Personal questions of someone you've just met can break rapport instead of establishing it. Feel-good questions simply make the other person feel good about his or herself, the conversation, and about you.
Examples: "How did you get started in the 'widget' business?" "What do you enjoy most about what you do?"
* The one Key Question that will separate you from the rest is, "How can I know if somebody I'm talking to would be a good prospect for you?"
 5. Send a personal, handwritten thank you note to that person expressing how enjoyable it was meeting them and that, "If I can ever refer business your way, I certainly will."
 6. Send business and referrals to them whenever possible. The best way to get business and get referrals is to give business and give referrals.

-
7. Always keep your networking contacts in mind. Whenever you come across anyone with a perceived need, immediately ask yourself, “Who in my network could fulfill this person’s wants or needs.” Then put the two of them together. This also works for when you think of two people already in your network who might make good strategic alliances for and with each other. You are now positioned as their hero.

Do this consistently and, in no time at all, your “well” will be filled. At this point, accomplishing pretty much anything you desire to accomplish, whether personal, business, or situational, will happen quicker than you ever thought possible.

Bob Burg speaks on the topics of “How to Cultivate a Network of Endless Referrals” and “The Art of Positive Persuasion.” His two books, *Endless Referrals* and *Winning Without Intimidation* have each sold over 100,000 copies. To schedule Bob to speak at your company’s or organization’s convention, call 1-800-726-3667 (in the U.S.) or 1-561-575-2114 (outside the U.S.). Bob’s very popular free weekly ezine can be subscribed to by going to his website (www.burg.com) and clicking on the appropriate icon at the bottom of the home page.

Bob Burg
P.O. Box 7002
Jupiter, FL 33468-7002
1-800-726-3667 or 561-575-2114
bob@burg.com
www.burg.com

18

Advice from Paul Myers...

Invest 5 Seconds... Save Countless Hours

If you want to save yourself a lot of time and confusion this year, get in the habit of taking the “5 Second Checkup” before everything you do.

Ask yourself one question, answer it honestly, and you’ll know when you’re wasting time or procrastinating, and more importantly — you’ll know why. The question is this:



Am I doing this to accomplish something — or to avoid something?

Let your answer be your guide...

Paul Myers is the publisher of TalkBiz News, one of the oldest and most consistently useful small business publications on the Net. (Surprisingly, it’s still free.) To subscribe, send any email to wz-book-sub@talkbiznews.com.

Paul Myers
651 E 24th St.
Erie, PA 16503
814-452-2855
paul@talkbiz.com
www.talkbiznews.com

© Copyright Paul Myers and TalkBiz News, 2002.
Reprinted with permission.

19

Advice from Bob Serling... Stop Wasting Your Time — Start Leveraging Other People's Assets

Starting at zero, my partners and I created a new software product, rapidly built a business around it, and sold that business for \$6.2 million — in just 17 months. What was our “secret weapon”? Leveraging other people's assets.

From day one, we agreed that we would use as many established channels as possible to increase our speed to market. Here are three of the most important ways we accomplished this that you can use to exponentially increase your own sales and profits.

1. Leverage Other People's Customers. The most difficult aspect of any business is building a loyal customer list. It can often take years to establish a strong list of loyal, repeat customers. We didn't try to do this on our own. Instead, we identified the largest providers to customers in our industry and struck deals with them to offer our software for 50% of the profits. This generous proportion of profit-sharing motivated our partners to become strong

advocates of our product. For no out-of-pocket expense, the highly trained sales forces of our alliance partners went to work selling our software to their customers.



-
2. **Leverage Other People's Employees.** We hired a high level employee from the largest company in our industry as our Vice President of Business Development. Her exceptional academic and professional credentials, her deep list of company contacts, and her exceptional presentation skills — coupled with her industry reputation — immediately positioned us in the minds of prospective customers as a company that should be taken seriously. Before, when one of our sales people called a prospect, there was a 50/50 chance their call would be taken. But when she called a prospect, it was almost guaranteed that her call would be taken every time.
 3. **Leverage Other People's Reputations.** Here's an example of leveraging an asset that most people might not consider. Because our product was unique, we took full advantage of all the trademark, copyright and patent protection we could secure. But our CEO had the foresight to take things even further. He had our intellectual property rights reviewed and certified by one of the top intellectually property firms in the country.

What was the benefit of this additional step? The firm we used was recognized as one of the top three patent litigators in the country. By using this well-known patent litigation firm to certify our rights, we positioned our company to avoid having our rights infringed. It also signaled any potential acquirers of our business that they didn't have to worry about unfair use of patent claims coming back to haunt them.

There are dozens of ways you can leverage Other People's Assets to increase your sales and profits, and the value of your company. All it takes is a little time and effort to identify those assets that are specific to *your* business and then use them to gain a powerful advantage your competitors can't ever hope to match.

Bob Serling is the editor of *Product Development Hotline*, an online newsletter that helps people create lucrative new products and services, position their products for maximum sales, and sell or license their product ideas for millions. He has helped dozens of companies create new products that fulfill their customers' precise needs and position their products for greater profits.

Bob holds a patent on an advanced testing software suite that he and his partners developed and sold for millions in just 17 months, and has patents pending on a consumer product and a business service.

You can get a FREE subscription to *Product Development Hotline* by clicking on this link:

<http://www.ProductDevelopmentHotline.com>

Bob Serling, President
ProductLab, Inc.

bserling@product-lab.com

<http://www.ProductDevelopmentHotline.com>

20

Advice from David Garfinkel... Two Simple Concepts to Write More Powerful, Profitable Ads

When you write an ad, start with a **believable, compelling promise** and back it up with **unshakable proof**.

Most ads fail because:

- a) They don't start out with a promise at all, or the promise they start out means nothing to the intended prospect or...
- b) They have an over-the-top, nobody-would-believe-it-in-a-million-years kind of exaggerated or ridiculous promise — so there's zero credibility.

And, what's more, they don't *prove* what they promise.

In the second case, people don't believe. And when they don't believe, they don't trust... and they don't buy, or even call you to find out more.



Two examples:

Cleaners

Promise: We use a totally natural cleaning process that is kinder to your clothes and also to the environment

Proof: In simple, fast-paced language, explain the “bad” chemicals traditional dry cleaners use. Explain the “natural process” your business uses. Show why what you say is true with specific names of natural products, and **briefly** cite scientific research to back it up even further.

Dog Babysitters

Promise: It’s doggy heaven when you leave your pet with us. We don’t give your pet the “cattle-car treatment.”

Proof: Testimonials from customers talking about how unsatisfied they were with old dog babysitting service, and how happy they are with yours, for the reasons you mentioned in your promise.

David Garfinkel is a master copywriter and direct marketing strategist. He helps successful small to medium businesses accelerate growth through tightly focused, aggressive marketing campaigns. You can read more about him at www.davidgarfinkel.com and read about his books at: www.adheadlines.com and www.killercopytactics.com.

David Garfinkel
236 West Portal
San Francisco, CA 94127
415-564-4475
garfinkel@aol.com

21

Advice from Joe Vitale... Create A Marketing Robot That Makes You Money 24/7

Create a marketing robot. That is, take 3 to 7 very short articles on how to do something specific that your prospects want to know. Add a one paragraph sales pitch to the end of each of those articles. Load all the articles into an autoresponder.

Now you have a marketing robot that will work for you 24/7, all year long. It will promote you, sell you, and deliver new customers to you, all automatically.

For an example, send a blank email to class@aweber.com. You'll receive "Recession-Proof Marketing," a free 7-lesson course by email.

Good services to host your own autoresponder are www.aweber.com and www.getresponse.com

Joe Vitale is the world's first Hypnotic Marketer. He is the author of way too many books to list here, including the new book *Spiritual Marketing*, the best-selling e-book *Hypnotic Writing*, and the best-selling Nightingale-Conant audio program, *The Power of Outrageous Marketing*. Some of Joe's websites are:

www.MrFire.com
www.HypnoticWriting.com
www.AdvancedHypnoticWriting.com
www.CreateAdvertisingThatSells.com
www.HypnoticWritingSwipeFile.com

Joe Vitale
121 Canyon Gap Rd.
Wimberley, TX 78676-6314
512-847-3414
joe@mrfire.com



22

Advice from Jim Sterne...

Look at Your Web Site from Your Customer's Perspective

I've been consulting to Fortune 500 companies for eight years and the single most common mistake they make online is to create a Web site about the company instead of about the customer.

I'm suggesting an alteration in *approach*, not technology.

This isn't something that needs to cost a lot of money.

Look at your site. How many of the buttons or links say things like "Our Products," "Our People," "Our Special Offers"?

Change those to read, "Things You Can Use," "People Who Can Help You," "Special Deals For You."



One button that says “About Us” is plenty. But, of course, it’s more than just links. It’s all about becoming a customer-first kind of company. The sort of company that tackles every problem from the other side of the table. If I can get you to start with your Web site, I’ve done my good deed for the day.

Jim Sterne produced one of the world’s first “Marketing on the Internet” seminar series in 1994. Today, Jim is an internationally known speaker on electronic marketing and customer interaction.

A consultant to Fortune 500 companies and Internet entrepreneurs, he focuses twenty years in sales and marketing on measuring the value of a Web site as a medium for creating and strengthening customer relationships.

His books include *World Wide Web Marketing, 3rd Edition*, *Customer Service on the Internet, 2nd Edition*, *What Makes People Click: Advertising on the Internet*, and *E-Mail Marketing*. His new book, *Web Metrics*, will be out soon.

Jim Sterne
211 E. Victoria, Suite E
Santa Barbara, CA 93101
805-965-3184
jsterne@targeting.com
<http://www.targeting.com>

23

Advice from Allan Gardyne...

Look for Companies Offering Lifetime Commissions

My tip for 2002: Look for companies that do better than merely paying you for the first sale you make. Look for lifetime commissions.

Here's an example: For me, 2002 began very nicely. An affiliate merchant sent me an e-mail congratulating me on my sales for January 1. He said: "You had quite a day (\$3,518.14 in sales generated in one day)!"

What made the sales so pleasing was that, in most cases, I was being rewarded **AGAIN** for work done long ago. Many of the commissions I earned on that day occurred because of a mainly overlooked aspect of affiliate marketing — lifetime commissions.



Although I'm just an affiliate of that company, the customers are "mine" for life. Once they've made one purchase, every time they buy something from that merchant, I earn a commission. (About 500,000 affiliates wish Amazon would be so generous!)

Not long ago, hardly any affiliate merchants paid lifetime commissions or residual commissions. However, [LifetimeCommissions.com](http://www.LifetimeCommissions.com) now lists more than 70 of them. In the hotly competitive affiliate marketing industry, this is a fast growing trend.

Allan Gardyne is the founder of [AssociatePrograms.com](http://www.AssociatePrograms.com), [PayPerClickSearchEngines.com](http://www.PayPerClickSearchEngines.com) and [LifetimeCommissions.com](http://www.LifetimeCommissions.com). A former journalist, he runs the business from a pole house (for a photo, see www.AssociatePrograms.com/search/us.shtml) by the beach at Tuan, a little fishing village in sub-tropical Queensland, Australia.

Allan and his wife, Joanna, are originally from the beautiful South Island of New Zealand, and usually spend summers in New Zealand. His Associate Programs Newsletter is the must-have newsletter for anyone involved in affiliate programs. It reviews affiliate programs and gives insider tips on how to market affiliate products successfully. Read the glowing, unsolicited testimonials at www.AssociatePrograms.com/search/testimonials.shtml

Allan G Gardyne
Lot 12 Esplanade
Tuan, Queensland 4650
AUS
61 741 298 233

Allan@AssociatePrograms.com
<http://www.AssociatePrograms.com>
<http://www.PayPerClickSearchEngines.com>
<http://www.LifetimeCommissions.com>

24

Advice from John F. Kremer... How to Make Marketing Fun

All of marketing ultimately comes down to one thing: **creating relationships.**

If you don't understand this basic principle, you will ultimately fail as a marketer. Indeed, you will fail in life as well. Think of it:

- What is publicity? It is simply creating relationships with people in the media who, if they like your product, idea, or service, will pass on that information to their audience in the form of reviews, interviews, stories, or notices.
- What is distribution? It is simply creating relationships with stores, wholesalers, and sales representatives who will make your products available to retail customers.
- What are special sales? They are based on creating relationships with catalogs, premium buyers, governments, specialty retailers, and others who will buy your books in quantities.

Wherever you look in business, relationships are what make things happen: networking, the old boy network, the new girl network, customer lists, sales reps visiting



their customers, publicists talking with the media, luncheon meetings, conventions, trade shows, chat groups, newsletters, and so forth.

They all have one thing in common: Their primary purpose is to enhance communication and further relationships.

When I talk about creating relationships, I am really talking about *making friends*. Because that is what every good marketer really does: They make friends.

When you begin to think of marketing in this way, everything about marketing becomes more fun. Suddenly there is no foreignness, no fear, no feelings of inadequacy. We can all make friends. It's a talent we've had since we were little children. Use it.

John Kremer is the author of *1001 Ways to Market Your Books*, *High-Impact Marketing on a Low-Impact Budget*, and *The Complete Direct Marketing Sourcebook*. He is also editor of the *Book Marketing Update* newsletter.

He is available as a consultant for publishers and authors who want help in creating their marketing plans, setting priorities, and discovering new markets for their books. He has consulted with bestselling authors, publishing companies that have grown to \$100 million businesses, and up-and-coming authors. For more about him and his services, see his Web site at www.bookmarket.com.

John F. Kremer
1200 S. Main Street
PO Box 205
Fairfield, IA 52556
641-472-6130

johnkremer@bookmarket.com
www.bookmarket.com

25

Advice from Kevin M. Clark... Brand Your Business and Let Your Profits Explode!

In today's world of instantaneous results, where e-mail, faxes and overnight delivery have become a staple of our society, business seems to be moving at the speed of lightning and thunder.

In addition, the everyday entrepreneur and business owner has become buried in a sea of competitors clamoring to steal your customers, your market share and your profits. Every competitor is ringing their own bell claiming to be the best... to have better quality... a higher level of service... or the superior product.

So how in the world do you break away from the pack in a clarifying and resounding way that clearly makes you stand out from the herd on the crowded pathways of commerce?

There is one clearly superior formula that the highly successful companies have figured out — and that you can use, too.

This technique is called branding.



Branding is the tool you use to strategically position yourself and/or your company as the expert in the industry by telling your customers and your prospects why you are special and different.

Some say branding is a great logo or catchy advertising... but it is much more.

Simply put, branding:

- Is an integrated strategy of individual marketing techniques that you use to communicate to your targeted market about what result your product or service will deliver to them.
- Tells your prospective customers why they should do business with you instead of your competition.
- Offers them a promise for a solution to their needs, wants, or desires.
- Creates an image of value in their minds that creates customer loyalty and keeps them coming back to you over and over.
- Builds a loyal consumer base that becomes a referral network for your product or service and that acts like a powerful outside sales force.
- Is the value and goodwill that you build in your name and the awareness that your brand has with your customers and prospective customers.

ACTION ITEM: Develop a short “Branding Solution Message” (tag line) that tells customers/prospects:

1. Who you are and/or what you do.
2. What result or benefit your customer will get when doing business with you.
3. Include your guarantee or customer satisfaction policy within the statement if possible.

In difficult economic times and/or in a highly competitive market place, branding is a key competitive marketing tool to increase revenues, grow profits and escalate market share.



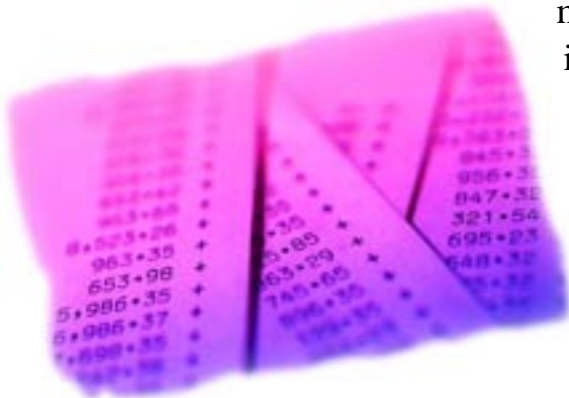
In 1993, Kevin M. Clark was a regional category winner of the prestigious Entrepreneur of the Year Award sponsored by Ernst & Young, *Inc.* Magazine and Merrill Lynch. In 1994, he was inducted into the Entrepreneurship Hall of Fame sponsored by the University of Illinois Chicago, Arthur Andersen & Company, and William Blair & Company. He has also served as National Category judge for the Entrepreneur of the Year International Institute from 1995 until 1999.

Kevin M. Clark
12632 S. Bridgewood Lane
Draper, UT 84020
801-495-9589
kevin@getprofitable.com
<http://www.GetProfitable.com>

26

Advice from Anne Holland... Simple, Straightforward Advice to Immediately Improve Your Bottom Line

As a journalist covering the Internet marketing beat, I'm constantly asked for advice on how to use the Web to grow profits. My advice for all marketers and businesspeople is quite simple. Before you worry about your Web site, or anything that costs lots of money:



**Improve your
email subject lines.**

It's simple, it's easy, it's cheap, and it can have a dramatic impact.

If your company is sending mass emails to customers or prospects (and whose company isn't these days?) then don't make the most common mistake marketers make and use a boring subject line (such as "Company Newsletter May 2002").

Instead, try using the first 20-30 characters of your subject line to say something of interest to your readers; give them a reason to open the email rather than deleting it.

And be sure to test two different versions. Will “50% off all raincoats” make you a lot more money than “\$50 off all raincoats”? You don’t know until you test.

Everyone I ever spoke to who tested, was very, very glad they did!

Anne Holland is the Publisher and Contributing Editor of MarketingSherpa, an award-winning media company publishing Case Studies and practical knowledge about Internet marketing. More than 100,000 corporate marketers read MarketingSherpa every week.

Free newsletters at: <http://www.marketingsherpa.com>

Anne Holland
MarketingSherpa
1791 Lanier Pl, NW #5
Washington DC, 20009
202-232-6830
anneh@marketingsherpa.com

“

*100% of the shots you don't take
don't go in.*

— **Wayne Gretzky**

”

27

Advice from Declan Dunn... Use the Internet To Build Relationships

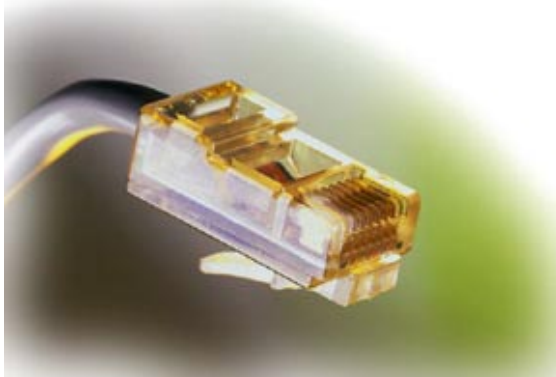
Don't rely on an advertising revenue model for your Web site, but do use an Internet advertising program for a much greater purpose: to develop that all-important initial relationship with the customer.

Here's how:

The real goal of advertising should not be to focus on a one-time impulse buy. As we know, most people will not buy until the fifth or seventh contact. Along the way, two of those messages will be totally ignored. Repetition is essential, but repetition with their permission and with *their real enjoyment at hearing from you* will develop the initial relationship that can lead to sales.

When you take out an ad, don't just aim to send visitors to your sales page and hope they will buy at that moment. Give them a reason — and a place — to leave their email address.

Then send them follow-up emails, which is very, very simple. Write three to four messages, and use an autoresponder service provider to send them out.



This is how you can effectively develop sales using advertising. In fact, you can increase or even double your response this way.

Remember: you are trying to build a relationship with someone who is bombarded with commercial messaging. The best way to build a relationship is to not only get their email address but to deliver — especially the first few times — **enormous value**. This is really building a relationship! You actually deliver what you promise. You make it very personal. And you make yourself very accessible, which is no more than giving your normal email and phone contact.

This approach has also proven to be very effective because it centers on the key ingredient to building a good relationship with a customer: make it happen within the first two weeks. If you don't send them an email for thirty days after they contact you, they have forgotten you. In fact, if you don't send it within *three days*, they'll forget you.

Here is my formula: Your first response should be immediate. It's very important to give an immediate initial benefit. Then I like to email them again three days after the first contact. Statistically 85% of emails are opened within 48 hours. So by the third day after first contact the second email goes out and that is where we start saying, "Just checking back with you. We wanted to make sure you got your free report and here is some more information and a reason to go back to our Web site."

Then the third email is sent seven days after initial contact. Emails 4 and 5 go out fourteen and twenty-one days after initial contact.

So the first week the prospects are getting three emails. Then we send emails on a weekly basis. In this way we really build a relationship where people remember our name and our brand and who we are.

Finally, after twenty-one days don't bug them any more. Don't waste their time. If a person responds to at least one of the five of the emails (which 80% of the people I work with do), then I'll remove the other 20% and they never hear from me again. Use this process before putting someone on your mailing list, and it's unlikely you'll get spam complaints.

So, advertising yes! And there are some great deals available these days. But, use it to kick off the relationship process described above, and watch your sales soar in 2002.

Declan Dunn is CEO of ADNet International, a marketing services provider, driving the next generation of Internet advertising and promotion powered by results. Since 1996 ADNet has developed strategies, promotional campaigns, and full business development for major clients like American Express, Travelocity, and MyPoints, as well as powering startups like eStara.com from idea to fully functioning business models that work on the Internet.

Declan Dunn
ADNet International
2059 Forest Ave. Suite 7
Chico, CA 95928
530-342-7637

declan@adnetinternational.com
www.activemarketplace.com
www.adnetinternational.com

28

Advice from Dr. Kevin M. Nunley... Use the Telephone!

I love email. It's fast and efficient. But 60% of people don't type and even more aren't comfortable writing.

So, use the phone.

I'm always meeting successful business people who have built their business by simply handing out their 800 number a lot.

I personally don't like to talk on the phone. It's easy to hire someone else to make your calls several times each week. It works.

Kevin Nunley provides marketing advice and business writing. See his 10,000 FREE marketing tips and popular promotion packages at www.DrNunley.com. Reach Kevin at kevin@drnunley.com or 801-328-9006.

Dr. Kevin M. Nunley
9699 S. 2810 W.
South Jordan, UT 94095
801-328-9006
kevin@drnunley.com



29

Advice from Eric Ward... Get Good Advice — and Decide What You Want to Accomplish — So You Don't Waste Your Online Marketing Budget

Online marketers must understand the dramatic changes that have taken place in the search engine and directory industry in 2001. I see so many sites wasting money on the wrong online marketing approaches, especially when it comes to search engines, directories, and links.

Before you spend one cent to market your site through search engines, directories, and links, make sure you really understand why you are doing it. What is it you are trying to accomplish? What are your objectives? What options are available to you to help you meet these objectives and what is a fair price for them?

While there is no shortage of advice, there is a shortage of informed advice.



Eric Ward founded the Web's first service for announcing and linking Web sites in 1994, and still offers those services today. His client list is a Who's Who of online brands, including Amazon.com Books and The Discovery Channel. His services won the 1995 Tenagra Award For Internet Marketing Excellence. Eric writes the Link Building column for ClickZ, and is the editor of LinkAlert!, a private service that keeps you informed of new linking opportunities, tools, tips, techniques, and articles. Eric is a 4-star conference speaker for iWORLD and CNet.

Eric Ward
1015 Kenesaw Avenue
Knoxville, TN 37919
865 637 2438
eric@ericward.com
<http://www.ericward.com>

30

Advice from Alex L. Carroll... Boost Sales Dramatically with Free Radio Publicity

American radio stations need more than 10,000 guests **PER DAY** to fill their shows. So, if you have something to talk about, they want you. If you can save people money... save them time... make them rich... tell them an amazing story... make them laugh... teach them something new... get them arguing about a controversial topic... or enrich their lives, you can tap into the ever-flowing fountain of free radio publicity.

It's a win-win situation. You give the radio show great programming... they give you great promotion. You can sell virtually anything... your books, products, services, cause, seminar, newsletter, Web site, campaign, etc.

Here are the three biggest secrets to getting this free publicity:

1. **You must put on a good show.** Surprisingly, most people don't get this, yet it's really just common sense. Pretend you are a radio host. The **ONLY** thing you care about is entertaining and enlightening your audience.



Why? Because if you don't, they'll change the station and listen to something else. And pretty soon you'll have no listeners... quickly followed by no job.

How do you put on a good show for the host? Simple. You pretend you're in show business... because in fact you are. Ask yourself: "What can I do or say that will keep listeners riveted to the radio? What do I have to share that is so fascinating, so funny, so amazing, so useful, that no one would even think of changing the station." When you answer this question, you're in business.

Unfortunately, most people don't think this way. They only think of how they are going to sell their product or service. This approach offers no appeal whatsoever to the radio host or producer. But if you put on a good show, the host will be very grateful and will in turn allow you to plug whatever it is you're selling. It's a barter system. You give good show... you get good plug.

2. **You must be persistent.** Most people will make one phone call to a producer to get on a radio show, and if they don't get a call back, they'll say, "I guess they're not interested." WRONG!

Radio producers, especially the ones at the big stations you'll want to target, are incredibly busy. Unless you're a Hollywood Celebrity, DO NOT expect them to call you back. It takes me an average of 5 phone calls to book an interview. You must

learn to become politely relentless if you want to succeed at this.

3. **You must know which stations to target.** This is the other obstacle most people never overcome. There are over 10,000 radio stations in America. Most don't have enough listeners to fill your pantry. If you spend all your time being a guest on dinky little radio shows, you're just wasting your breath. If you really want to see your sales skyrocket, you need to target the big shows. Wattage and high market rankings are misleading. The only true measure of the size of a station... and therefore the sales results you'll get... is the actual number of listeners they have.

Alex Carroll is a best-selling author who has been a guest on 1,112 radio shows to date. He has sold more than \$1.3 Million worth of books as a direct result of his radio appearances. You can get a free list of the *Top 20 Nationally Syndicated Radio Shows* by visiting his Web site at RadioPublicity.com.

You can also learn more about his 100-page *Radio Publicity Manual* and his own personal database of the top 1,364 radio shows in America (each has at least 100,000 listeners), at his site.

Alex L. Carroll
924 Chapala St., Suite D
Santa Barbara, CA 93101
805-564-6868
alex@radiopublicity.com

<http://www.marketerschoice.com/app/aftrack.asp?afid=22068>

31

Advice from Don K. Crowther... Get Instant Web Site Traffic

There is a tool that makes it possible to get a lot of targeted traffic to your Web site. Instantly — or at least within the next 72 hours. Before I tell you how it works, let me give you a couple examples that show the net result.

Three months ago we introduced a new site, 101PublicRelations.com, using the technique described here. Using these techniques we literally generated thousands of visitors per week, and sufficient sales to make the site profitable within its first 30 days. We have another site that has now generated over \$300,000 in sales, with another \$600,000 in negotiation, from spending less than \$300 on this technique. We have many other examples that prove that this method works, and works profitably!

Here's how it works: If you go to virtually any of the major search engines and directories (with the exception of Google), and perform a search, you will see a list of "Sponsored list" at the top of the search results. These sponsored results are usually pulled from a site called Overture.com (formerly GoTo.com).



Overture is a company that sells top ranking in search engines to the highest bidder. So, if you go to Overture and perform a search on one of the products you sell, you'll see a list of search results. At the end of each listing there

will be a line that says “cost to advertiser.” That is the amount that each of these companies is willing to pay for each person who clicks on their listing to visit their site.

Consider the following results for the term “insurance”:

1. Blue Cross and Blue Shield of Wisconsin
(Cost to advertiser: \$4.08)
2. Get Texas Auto Insurance Quotes
(Cost to advertiser: \$4.07)
3. Esurance — Instant Auto Insurance Quotes
(Cost to advertiser: \$3.75)

As you can see, these results are ranked in decreasing order, based on the amount that advertisers are willing to pay.

Most search engines are now pulling Overture’s top 3-5 results and placing them as sponsored links at the top of their search results. So if you want to literally be right at the top of the search engines that represent 75% of all the traffic on the Web for the term “insurance,” all you have to do is bid \$4.09, and you’re there. Instantly. And I guarantee that you’ll get traffic as a result — lots of it.

But there’s the problem. I don’t know about you, but if I was paying \$4.09 per person who clicked on my site, I would burn through my advertising budget very quickly. (However, if you were averaging \$10 in profit on each person who came to your site, it wouldn’t really matter then, would it?)

There is a way, though, to generate just as much traffic, without paying out the big bucks — simply buy more specific keywords instead.

Let's say you specialize in Home Owner's Insurance. At the time of this writing, you can get that term for just \$1.88, and you won't be paying for all of those people who wanted life insurance or health insurance. Further, are you licensed to sell nationwide? If you were to buy Home Owner's Insurance Milwaukee, you could get that for just \$0.05 per click! Now that's a reasonable amount and you'll get very highly targeted traffic.

We've found that this works in almost any industry — the generic category name is usually prohibitively expensive, but if you buy a dozen, 50, even 250 of the very specific terms in your industry, you'll get far more traffic, at a much lower cost, and usually more sales because the traffic will be highly targeted.

Actually buying the keywords is easy — simply click on the button on Overture.com to list your site, click the Self Serve button, then fill out the form and put \$50 into your account. This will be the money from which the per-click charges are deducted each time someone clicks on your link. You'll also have the chance to bid for any keywords that you wish. Simply fill in the blanks, choosing the keywords you want, a title and description for that page, and the URL for the page you want that traffic to come to. I suggest starting with 10 or so words, just to get the hang of it and to see how it works.

Finally, let me give you one extra hint...

Write your descriptions to try to dissuade people who are just browsing around from clicking on your link — remember that every click costs you money! So instead of writing the normal sales-type copy that tries to encourage

people to click on the link, write copy that only draws those who are serious, like “\$7.00 Special Report that teaches 52 tips on how to write effective press releases and bonehead mistakes to avoid.” You’re still selling, but you’re informing the reader right up front that they’re going to have to pay if they want the information you’re marketing.

So, if you want to make 2002 a great year, I recommend getting to know Overture.com and the services it provides — it’s one of the fastest and easiest ways to generate Web site traffic available!



Don K. Crowther is a popular Internet and Marketing speaker and trainer, and President of Breakthrough Consulting, a company that specializes in helping companies rapidly build their sales and profits. Breakthrough Consulting provides Web site and traditional marketing services, site development and redesign for those companies that want to outsource these functions to subject-matter experts, and coaching and training services for those companies that wish to develop these skills in-house. For more information, call 262-639-2270, email info@greatresults.com, sign up for a free email-based newsletter at <http://netmarketingmasters.com/newsletter.html> or visit the sites listed below.

Don K. Crowther
Breakthrough Consulting
5335 Agatha Turn
Racine, WI 53402
262-639-2270
info@greatresults.com
NetMarketingMasters.com
101PublicRelations.com
GreatResults.com

32

Advice from Fred Gleeck... Using Seminars to Build Your Business

Seminars are the only way I've found to get people to PAY to be prospects. Over the last 17 or so years that I've been doing seminars, they have been the single greatest marketing tool I've found for myself or my clients.



For some people, seminars may not be an effective business building tool; but for most people, it will work like a charm.

Getting up in front of a group of people and delivering solid content and information establishes you as the expert in your field. Yet, the key is to do it right. Very few people do.

Here are some tips to make sure you maximize your seminar results:

1. Understand that for seminars to be effective, you have to market them well. No matter how good your content, it won't matter if no one shows up. The most important thing to remember in this arena is that you need to find the least expensive ways to get people to show up. The best way to do this is by doing joint venture emailings to qualified target markets.

-
2. There are two parts to effective seminar delivery. First, you need to deliver highly relevant, immediately usable content. Do that and you'll be ahead of 95% of all the people out there. Don't leave people guessing what to do next. Give them the step-by-step A through Z instructions.
 3. Make sure you deliver the seminar in an entertaining and engaging manner. For most people, this is the hard part. The best way to describe my best advice in this area is BE YOURSELF. If you know your material cold, don't try and put on an act. Show people who you are and they'll like you for it.
 4. Remember that the real money in seminars comes from the "back-end." Make sure you have plenty to sell people both during and after your event.



Fred Gleeck is acknowledged as one of the world's leading authorities on seminar development and marketing. He is the author of 7 books including *Marketing and Promoting Your Own Seminars and Workshops*.

For his 7-day course on how to market and promote your own events, send an email to tips@seminarexpert.com, or call Fred at 1-800-FGLEECK (345-3325). Or visit his website at www.seminarexpert.com.

Fred Gleeck
800-345-3325
fgleeck@aol.com
www.seminarexpert.com

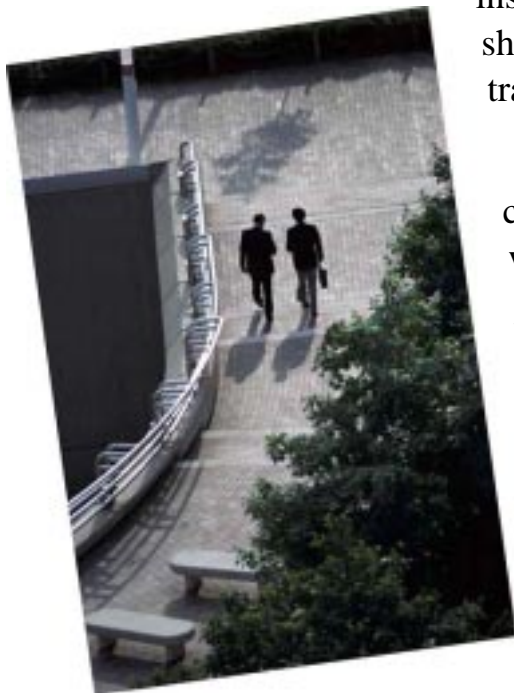
33

Advice from Wayne Porter... Explore New, Different Distribution Channels and Partnerships

The most important thing for any business to do in 2002 is to place a major emphasis on combining different channels of promotion with affinity partnerships.

This will enable businesses to find cost effective, creative avenues to reach new customers — both offline and online.

Here's an example: Two merchants agree to cross promote each other's noncompetitive products. Merchant A sells specialized digital software and Merchant B sells computer memory modules. Merchant A includes a special HTML-based offer in the software archive (commonly called a zip file) using a partner tracking (affiliate) link to drive traffic to Merchant B's site. In return, Merchant B agrees to put special coupons for Merchant A's software inside the envelope with their memory shipments. Each coupon has a special tracking code so sales are trackable.



In this scenario, both merchants can cheaply reach many new customers while increasing their revenue. Both parties reach customers they ordinarily never would tap, create secondary revenue streams, and gather valuable data for their businesses.

These types of cross promotion partnerships take some work to set up, but the payoffs in revenue and reach can be enormous.

Wayne Porter is the V.P. of AffTrack.com, a meta-aggregator and data analysis firm for “super-affiliates” where he is in charge of product development and business strategy.

Wayne speaks frequently at revenue sharing industry events and is a well-known business writer. He is an editor for the popular Revenews.com and serves on the Board of Directors for the Affiliate Union.

He owns a successful privacy software company, an inkjet distribution firm, and has large interests in a number of pioneering new media projects, including the DV feature film “Nothing So Strange” and its “alternate universe” of Web sites.

Wayne Porter
10155 Sperry Road
Kirtland, OH 44094
440-256-8947
awporter@iname.com

“

*Always listen to experts.
They'll tell you what can't be done and
why. Then go do it.*

— **Robert Heinlein**

”

34

Advice from Dana Blankenhorn... Evolve Your E-business Strategy

First, decide what to do. Find your passion. Is your passion in a product, a service, a lifestyle, an industry? That's where you focus.

But first, you'll have to go into business.

Whatever you most want to do and be, you'll first have to be a businessman (or woman) who gets others to do it. If that doesn't feel right to you, then find a job doing what you want, or become a one-man band (like me) doing what you want for a number of employers.

The Internet is a great place for doing business, but a Web site alone isn't a business. An e-business needs a Web site, email capability, and databases to be used by customers, employees, and business partners. It also needs people and systems for delivering what it promises.



If you're selling a product, you will need e-commerce capability. If it's a service, you'll need a network of people who can help you deliver large projects. It's got to be a product or service you'd be glad to buy, at whatever price you charge. That's the difference between a business plan and a scheme.

How do you learn the strategies that will turn your passion into a business? Start by spending an hour each day building a "personal portal." Look for resources in your chosen area of activity — news, commentary, competitors. Look for discussions — on Usenet, shared lists, and digests — covering your area and join them. Bookmark your favorites. Organize those bookmarks. Take the time to learn from these experts, and devote at least 10 minutes each day to finding more resources so you never go stale.

Next build your "personal network." Find the experts in your chosen area and, when you have something to say, write them. Ask them for resources, and check those out. Keep the addresses of those you trust in a list.

When you know your industry, and you know the experts, you're ready to build your business plan. This will describe your industry, your place in it, your competitors, how you'll operate, and how you'll market.

The center of your plan will be a "Unique Selling Proposition," or USP, a short concise description of the key value you bring to customers. Will your business have the biggest selection in its niche, provide the fastest service, offer the most expertise? Put this in a very few

words, so you and everyone who works with you will know what's expected.

It would be great if there were shortcuts or easy answers. It would be great if someone handed our riches on a platter. But life isn't like that. Anything worthwhile takes work. And what's worthwhile for you starts from the heart. Look inside your heart, and build outward from there. That's your e-business strategy.



Dana Blankenhorn has offered Web analysis since a decade before the Web was spun. As a business reporter covering the online world he has written for *Newsbytes*, *Interactive Age*, *NetGuide*, and dozens of other publications. Since 1997 he has been a columnist for such publications as *ClickZ*, *Boardwatch*, and *Crain's BtoB Magazine*.

His own insights are published each week at a-clue.com, and he has helped author a half-dozen books, most recently *Living on the Internet*, portions of which have been excerpted by WZ.com as *The Honest Cheapskate's Guide to Internet Business*.

Dana Blankenhorn
215 Winter Avenue
Atlanta, GA 30317
404-373-7634
dana@a-clue.com
<http://www.a-clue.com>

35

Advice from Steve Manning...

Create a Web Page with Copy That Sells!

Whatever product or service you're providing, local or international, it can be sold better with a Web page — but only if the copy really SELLS!

I can't tell you how often Web designers have visited my Web page at <http://www.WriteABookNow.com> and told me that my design stinks, my layout is atrocious and that I should break it up into several pages.

I then tell them how much I make with that single page, and that it has been profitable since it began a year ago and has remained unchanged all that time, and there's a silence at the end of the line!

You create that great copy by telling your prospects what they're going to get as a result of having your product or service.

What are the benefits?

Why would they be out of their minds to go elsewhere?

Why should they take action **RIGHT NOW!**



Create an irresistible offer. Something they simply can't refuse. GET EXCITED!! And build on it with bonuses, and services, and extras until the prospect is virtually overwhelmed by the value!

Forget about subtlety. You want to smack the prospect right between the eyes (with copy) with all the value they get when they deal with you. If your product or service is \$100 then the prospect should feel they're getting at least \$1,000 in value, and perhaps much, much more!

Here's what you need: Great headline, great product, an avalanche of benefits (I mean a real avalanche!), great value, great guarantee, and an unbelievable offer!

Put that down on your Web page. You can use plain black type on a plain white background, no graphics, on a single page, and you'll literally have more money coming in than you know what to do with.

Steve Manning
2065 Blue Ridge Crescent
Pickering, ON
CANADA
905-686-4891
steve@writeabooknow.com

36

Advice from John Cantu... Save Countless Hours of Frustration Using “Zero Base Thinking”

This is a simple — but powerful — concept I originally got from Brian Tracy.

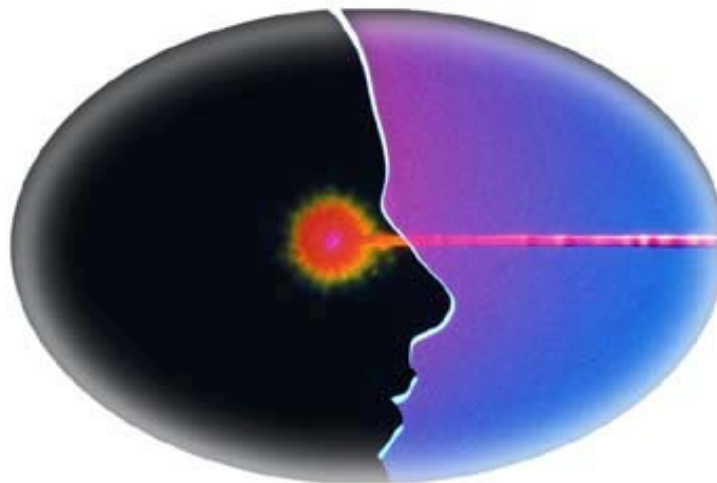
On a regular basis examine everything in your life, and ask yourself:

“If I knew then what I know now, would I have started this project or gotten involved with it?”

If your answer is “no,” then get out of it as fast as you can.

When I asked Brian how often he reviews his goals, he said “Every day. On the plane now, to Phoenix, I’m going to spend the two hours reviewing my goals.”

While I haven’t been able to work out a schedule to look at my actions on a daily basis, I do review them at least once a week and apply the concept of zero based thinking.



I don't think any other tool has enabled me to find as much extra time and save me as many hours of frustration as this technique. Try it!

John Cantu is a San Francisco-based humorist, MC, writer, and specialist on how to communicate without being boring. He is a member of the National Speakers Association. Cantu is a highly-respected communications coach whose clients include Patricia Fripp, past president of the National Speakers' Association, and Malcolm Kushner (author of "Public Speaking for Dummies").

He's been seen on "Entertainment Tonight" and "Paula Poundstone The True Hollywood Story." If you have any questions, or need additional information on Cantu's speaking schedule, or programs, please visit:

<http://www.HumorMall.com/cgi-bin/pl.cgi?cantu>

Best seller: *Getting Paid to Make People Laugh (Without Being a Comedian)...*

Learn from a man who showcased Robin Williams, Paula Poundstone, Kevin Meany, Rob Schneider, and Dana Carvey. Humor coach John Cantu reveals the Wrong Way — and the Right Way — to make money with humor.

<http://ebooks.wz.com/cantu/w68.html>

John Cantu
PO Box 210495
San Francisco, CA 94121
415-668-2402
<http://www.HumorMall.com>

37

Advice from Brian Jud... Focus on Results Rather Than on How You Spend Your Time

Distinguish between *time utilization* and *time management*— they are very different.



The major difference between these two concepts is that activity is not equal to accomplishment. This means that you can be busy working without getting anything done.

For example, time management would have you allocate one hour each day for making telephone calls to arrange appointments with prospective customers. You could make calls for one hour and never reach a human being, but your time-management objective will have been met.

On the other hand, time utilization would have you make telephone calls to prospective customers until you make 5 appointments. This could take you ten minutes or two hours, but in the end you will be more productive and successful.

Your objective should be stated in terms of what you can accomplish with your time, not how to spend your time. Then once you accomplished your goal, ask yourself, **“What is the best use of my time now?”** and go on to that task.

Brian Jud is an author, book-marketing consultant, seminar leader and television host and president of Publishing Directions. He has written and published seventeen books on topics related to career transition and book marketing. He is also a syndicated columnist and a prolific writer of articles about book publishing and marketing.

Brian is the host of the television series *The Book Authority*, the founder and president of the Connecticut Authors and Publishers Association, an adjunct lecturer of college-level sales and marketing courses, and is a regular speaker on marketing topics at PMA-University and for PMA affiliates around the country.

Brian Jud
Publishing Directions
P.O. Box 715
Avon, CT 06001
860-276-2452
brianjud@msn.com

38

Advice from Patricia Bragg... Live Your Passion

Necessity was the mother of invention for my father. He was dying at 16 from TB. When he got his health back, he made a pact with God that he would spend the rest of his life teaching others the road to health.

He certainly made good on his pact. He started the first health food store, first health restaurant, health spa and introduced juicing to America. He also introduced vitamins and minerals, wheat germ, 7 grain cereals, health candies, crackers, herbal teas, and even health cosmetics.

He pioneered organic gardening in the US, and introduced a young engineer to this by the name of Rodale, who later started *Organic Gardening* and *Prevention* magazines.

And my Dad — Paul C. Bragg — loved being a health crusader.

I'm following in my father's footsteps — and I too love every minute of it. I love it, preach it, eat it, follow it...

I believe that I am a success because I love what I do. I'm sincere, truthful, honest, forthright, and help people to be healthier, happier and enjoy a fruitful life of success — physically, mentally, emotionally, spiritually for total well-being.



Based on 50 years of experience, here are the most important keys to success:

- Live your passion — love what you do.
- Eat healthy and exercise.
- Drink 8 glasses of pure water daily (it's amazing how people's health and energy levels soar when they do).
- Wholeheartedly believe in your product or service, and make it the very best in every way.
- Spread the word (a Web site is great for reaching people all over the world).

Pursue your dreams and life goals. It's never too late to go after what you want to be and do! Plan, plot and follow through for success in your business, personal and home life.

Patricia Bragg N.D., Ph.D. is a renowned author, lecturer, nutritionist, health educator & fitness advisor to world leaders, royalty, Hollywood Stars, singers, dancers and athletes.

She has lectured on radio and TV, and has been around the world over 13 times on the Bragg Crusades of Health and Fitness, spreading physical, spiritual, emotional, mental health and joy. She is a health advisor to Clint Eastwood, Tom Selleck, The Beach Boys, Madonna, and many Stars of the Metropolitan Opera, among others.

Patricia Bragg
7340 Hollister Ave.
Santa Barbara, CA 93117
805-968-1020
bragg@bragg.com
www.bragg.com

39

Advice from Joan E. Gustafson... 11 Keys for Achieving Your Goals

Goals are central to why some people accomplish much more in life than others. Here are 11 keys to help you achieve *your* goals:



1. Before setting a goal, think about what you really want in your life. Many of us set goals to do what we think we *should* do; however, we do not want the results enough to remain committed to the goal.
2. Ask yourself if your goal is in alignment with your priorities in life. When a person's goals and priorities are not in alignment, a sense of overwhelm or inertia can stand in the way of accomplishing the goals.
3. Ensure that your goal is realistic and achievable. Many people give up on trying to reach their goal, because they were hoping to achieve the impossible.
4. Write your goal on paper, and keep this piece of paper in a place where you can look at it every day. Less than 3% of all adults have written goals, and research shows that these people are much more likely to achieve their goals.
5. Make a commitment to yourself to reach the goal, ensuring that you understand the effort that will be involved in doing this.
6. Visualize the end result. Close your eyes, and create a mental movie of how this will look. In this mental movie, visualize yourself as you enjoy these results. Repeat this visualization daily, picturing yourself as if you have already achieved your goal.
7. Describe and write down the benefits of your goal. Read the benefits whenever you struggle with doing the things needed to reach your goal.

-
8. Develop and implement an action plan. Determine the steps that you will take in order to achieve your goal, and write these down. It is easier to work on one small step at a time than on a big goal.
 9. Reward yourself as you reach milestones along the way. As we give recognition to ourselves for our accomplishments, we expand our enthusiasm and energy to accomplish more.
 10. Remain flexible. Although you will set a date for accomplishing your goal, allow yourself flexibility to adjust the schedule as emergencies and other events occur.
 11. If you make a mistake, give yourself permission to start again. We can use our mistakes as learning opportunities to become even stronger than we previously were.

Best wishes to you in accomplishing your goals — both the big ones and the small ones!

Joan Eleanor Gustafson is an award-winning international speaker on the topics of success, leadership and change. She is president of Success and Leadership Dynamics, a consulting company specializing in organizational productivity and personal development, and is the author of *A Woman Can Do That! 10 Strategies for Creating Success in Your Life*. As a faculty member of Income Builders International, she teaches marketing excellence. Joan is also on the faculty of University of Phoenix, where she teaches graduate-level courses in international management and e-Business.

Joan E. Gustafson
19131 East Picacho Road
Tonto Verde, AZ 85263
877-824-3014 or 480-471-1171
joan@leaderdynamics.com
www.leaderdynamics.com

40

Advice from Rob & Terry Adams...

Don't Let Yourself Become Overwhelmed By Fear Or Doubt

Fear and doubt are the greatest enemies of just about every business owner and entrepreneur — even the most successful ones. But don't let those ol' fears and doubts control you. Push past them and keep on going. Do your research, trust in your abilities, and come out swinging.



Remember that lots and lots of very successful millionaires — and even billionaires — failed *repeatedly* before becoming successful. And if they can do it, so can you.

Every effort is a learning experience and a step on the road to success. You'll find that the more steps you take, the easier it gets and the less frightening.

So keep at it!

Rob and Terry Adams know entrepreneuring inside and out. They are the managing partner of a real estate development and property management company and partners in the publishing firm of Avebury Books. Between them, they have owned and managed five previous successful small businesses and written 17 books, with a focus on smart and savvy small business success. Look for their newest title, *How To Be The Millionaire On Your Block: Your Guide To Financial Independence As An Entrepreneur*, due out in June 2002.

Rob & Terry Adams:

P.O. Box 18907

Panama City Beach, FL 32417

850-249-6669

<http://www.aveburybooks.com>
info@aveburybooks.com

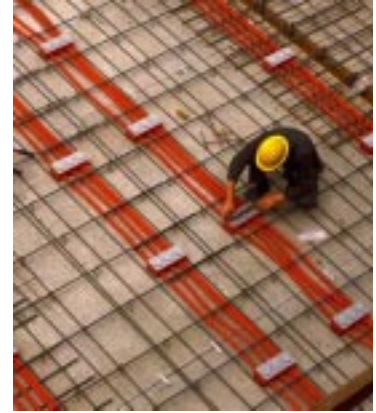
41

Advice from Benjamin Prater...

Invest in Yourself... and Reap the Rewards

Continue to architect and build your own personal foundation.

If the designers of the Empire State Building had only used a six-inch foundation, construction would never have made it past the second floor. Months were spent working on part of the building that would never be seen — but without it, the building’s upward success would be in jeopardy.



That’s even more important for people.

Today more than ever, we need to keep learning. With increasingly busy lives, it’s easy to forget the importance of sitting down and adding to your “foundation” for success.

Each time we add to our foundation, we prepare ourselves to increase the size of our eventual success. *What* you spend your time reading isn’t nearly as important as the *quantity of time* you make knowledge available to your mind. Making it a daily habit can be challenging, but the rewards to digging a deeper and deeper foundation will blossom into increased success — both in your personal and financial future.

Ben Prater is the Creative Director of BlueFoxLabs Web Programming. He also is a new author and building the “Secrets — Exposed!” brand on the Web with his first title, *Software Secrets — Exposed!*

Benjamin J. Prater
43 S. Lorimier St., Apt 3
Cape Girardeau, MO 63703
573-332-8442
bprater@bluefoxlabs.com
www.bluefoxlabs.com

42

Advice from Noah J. St. John... Use “The Millionaire Show Strategy” to Improve Your Business and Your Life

Q: How is being in business like being a contestant on the game show “Who Wants to be a Millionaire?”

A: You are responsible for every “final answer.”

No one else can make the decisions for you. You alone occupy the Hot Seat. And if you don’t choose wisely, you may be out of the game.

Yet even “Millionaire” gives its contestants three ways to get help from sources other than yourself. They call them Lifelines.

Interestingly, the three Millionaire Lifelines mirror the ways we often find information in the real world: you can



ask a trusted friend or advisor, poll a group of people (the “audience”), or use technology to aid your research (have a computer help you with your decision).

Remember the Lifeline concept next time you face a difficult decision. I call this enlisting your Systems of Support.

You may not see all the possibilities, but: ...Perhaps someone you trust has a better perspective on the situation. ...Maybe you can call your top 10 or 25 clients and get their views. ...Or can you get your answers just by turning to the Internet? (Hey, that’s where you got this ebook, right? <g>)

Many of us believe “the American way” is do-it-yourself — that is, do it ALL by yourself. This can lead to a corollary belief that “I have to know all the answers, and if I don’t, I mustn’t be competent.”

Not true. Bill Gates has Paul Allen. Walt had Roy Disney. Tiger Woods has his mom, Katida, and his dad, Earl. Nearly every leader in business, politics or sports turns to their family, friends or spouses for the support and encouragement they need, in both good times and bad.

Action Step: Write a list of your Systems of Support, from the teacher who believed in you to your colleagues, partners and associates today. Schedule time to call or write each one of them, thanking them for their support and letting them know you plan to call upon them from time to time for their ideas, viewpoints and perspective on challenging problems. This is a time when people, more

than ever, are taking off their masks, turning to one another and admitting they are human. Be human. Be real. Turn to your Systems of Support and you'll find more helping hands than you ever imagined are outstretched to you.

And that's my final answer.

Since 1998, Noah St. John of The Success Clinic of America has generated five- to seven-figure revenue increases for companies and business professionals across North America.

Noah's practical system for removing self-imposed barriers has been praised by CEOs, psychologists and salespeople worldwide as "one of the most significant breakthroughs in the study of success in decades."

Noah's work has been featured in *The Los Angeles Business Journal*, *Chicago Sun-Times*, *Bottom Line/Personal* and other national trade publications.

To read an excerpt from Noah's books or subscribe to his FREE newsletter, visit <http://www.SuccessClinic.com>. To receive a free Special Report "15 Tips to Overcome Self-Sabotage and Eliminate the Fear of Success From Your Life," send an email to freereport@SuccessClinic.com.

Noah J. St. John
293 Russell Street
Hadley, MA 01035
413-587-0514

noah@SuccessClinic.com
<http://www.SuccessClinic.com>

43

Advice from Rick Beneteau... Add New Spirit to Your Business

I believe very strongly that the best thing any entrepreneur can do in 2002 is to apply the lessons learned in 2001 to their business. I'm not talking about implementing or adjusting any specific tactics or techniques. I'm referring to something much deeper.

On September 11, 2001, the consciousness of the entire world was changed as the very worst, and the very best, of what humankind is capable of flashed in real-time before our eyes. Who could ever erase from their memory the images of the mammoth airliners melting into the symbolic towers we were so familiar with? We were all witnesses to the horror and the heroism, the misery and the miracles, and the renewed strength of spirit that emerged from the ruins of concrete and steel and made 2001 the year that none of us can afford to forget.

It is that **new** spirit that we all must bring to our way of doing business. There is no better way for me to express this thought than to have you read something I wrote just days before "the day the world changed."



The Seller's Creed

I will not make sales. I will make Customers.

I will target the heart of my Customer. Never their wallet.

My Customer is the lifeblood of my business.

Though I may sell my Customers what they want, I will deliver what they need and make their lives better.

Courtesy and Service are cornerstones of my relationship with my Customer.

I will view complaints as opportunities... opportunities to create lifelong Customers.

The quality of my products and how I treat my Customers will determine the level of My Success.

My prosperity will come from 'growing' people.

My best advertisement is my product, and the Customer service behind it.

Making money without making friends is not good business.

I will guide my business with the perfect blend of heart and mind.

I will make Integrity my trademark. After all, isn't integrity all I have and all I will be remembered for?

I will compete only against myself as the only true measurement is against myself.

It is fine to fail. In fact, it is most often a requirement of success.

My reputation is everything — my ego, nothing.

Every pittance I earn unjustly is a debt of fortune I must repay.

No matter the fame or fortune that may follow me, My values, My family and My friends must remain at the very core of my being.

Better I be trusted and respected, than be materially rich.

Better I be a dolphin swimming with sharks, than a shark.

Rick Beneteau is the highly acclaimed author of the top-selling *Ezine Marketing Machine*, *Branding YOU* and *Breaking the Bank*, and *Power Publicity — The Secret to Internet Wealth and Fame*. <http://www.internetentrepreneur.net>

He also publishes the popular “E-chievement Ezine” — The Mirror at <http://www.themirrorezine.com>. Rick invites you to visit his Niche on the Net at: <http://www.interniche.net>

Rick Beneteau
2225 Marentette Ave.
Windsor, ON N8X 4E8
CANADA
519-255-9119
rick@interniche.net
<http://www.interniche.net>

© 2001 Copyright Rick Beneteau. Reprinted with permission.

“

*Try not to become a man of success, but
rather a man of virtue.*

— **Albert Einstein**

”

44

BONUS: Advice from Dr. Paul Hartunian...

Focus!

I finally found the magic pill. I've heard about it (and searched for it) for over 30 years. It's that one "thing" that can make you wealthy, famous, independent or whatever else you want.

I found it last week — last Wednesday at 2:15 PM to be precise.

And no, this isn't a joke. It's the real thing. Here are the details.

Last Wednesday I met a friend for lunch. I've known this guy for years. He's got tremendous talent, a great work ethic, a knockout of an IQ, drive, motivation, personality, marketing savvy and smarts — everything you would expect you'd need to be a huge success.

But he's not successful. By his own admission, he's broke... and he's floundering, with little hope in sight. How can this be?



We met for lunch at noon. From noon until 2 PM we talked about each of our situations.

Here he is with everything... and he's broke.

Here I am with a lousy work ethic (I'd much rather be walking with my dogs than working — and if I work more than two hours in a row I get cranky and whiny), a less than wonderful personality, talent greater than some, less than most, but I'm wealthy and free. How can that possibly be?

We finished lunch and were right in the middle of saying our good-byes when it hit me. I know why I'm wealthy and free. I know why over 98% of the people on this planet are not (and never will be) wealthy and free.

I have the magic pill. I have the secret ingredient. I have that one thing more important and more valuable than all the others. And it's just one word...

FOCUS!

That's it. That's the secret of the universe. If you can focus, you can get anything — fame, fortune, freedom, whatever. If you can't focus, you'll always flop around like a hooked catfish on the bottom of the boat.

My mind started racing. I thought about everyone I knew, one at a time. I thought about the 3 friends I have who have it made. I thought about the 100+ friends I have who don't have it made.

Without fail I saw that the people who had it made were the ones who were able to focus — focus on whatever it is they had to focus on.

When I was a paramedic in Jersey City, NJ, I treated well over 10,000 patients. I interacted with thousands and thousands more. Who were the patients who were solving their health problems? They were the people who could

focus. They focused on finding a solution to their problems. They focused on getting their treatments on time. They focused on learning what they had to learn.

I thought about the students I teach at the University. Who were the ones that did the best? Was it the ones with the highest IQ's? No way. It was the people who could focus on getting the job done in my class, regardless of what it took.

I remembered a video I had seen about a woman who cured herself of a vicious form of cancer TWICE!!! She took no medication, had no surgery, but now, over 20 years later, is completely cured. During her interview, she made a statement that will live with me forever. When she was asked why she thought she was able to beat the cancer that has claimed so many people before her she said, "My attitude was that I will fight for my life and nothing else mattered."

And nothing else mattered. That's focus!!! And she was rewarded with her life, while millions of others are in their graves.

Then I thought about the people throughout history who have had tremendous success. People in science, sports, literature, business. Why did they succeed while others who tried the same thing failed?

Yeah, right — they were able to focus.

I have a reputation at the University where I teach of being a royal pain of a professor. But every one of my classes is sold out, year after year. How can that be?

The people who sign up for my classes know that life

won't be easy for the 16 weeks they're with me. But they also know that at the end of the semester, they'll be able to focus like they've never been able to before. And they'll take that with them for the rest of their lives.

So, I have that pain-in-the-butt reputation, but I'm also one of the highest rated professors in the University.

It's all about focus.

There is a phenomenal technique known as "modeling." Modeling simply means that you find someone who's accomplished what you want to accomplish, and then you do the same thing.

So, if someone's made a fortune in the same business you're in, do exactly what that person did.

If you want to play major league sports, pick a major league player who has done what you want to do, find out exactly what he did, then do the same thing.

Does modeling guarantee success? Certainly not. But it does significantly increase your chances of reaching the goal.

The principle is very simple. If someone has already achieved the goal you want to achieve, they must know how to do it. Why reinvent anything? Just follow what they did.

One of the most dramatic uses of modeling is in health care. If I were to develop pancreatic cancer, I know full well that mainstream medicine has absolutely nothing that can help me. The survival rate is less than 1% — pretty dismal.

Instead of going to mainstream medicine, I would focus on finding the 1% of pancreatic cancer patients who have survived...

...then I would do exactly what they did!!!

After all, they survived. They are my best hope.

The exact same principle holds true with anything you want to accomplish in 2002... or for the rest of your life.

I have a final formula for getting anything you want. Here it is:

Knowing what you want + Modeling + Focus =
Success Beyond Your Wildest Dreams

There is no other way.

Paul Hartunian is recognized worldwide as a rare master of free publicity. His *How To Get \$1 Million Worth of Publicity* kit has helped people around the globe get millions of dollars worth of free publicity for their products, services, causes and issues. His techniques are simple, fun and can be used by absolutely **anyone**.

At Paul's website — www.PRProfits.com — you can get complete information about his publicity kit as well as a wealth of free resources to help you get publicity.

Dr. Paul Hartunian
paul@prprofits.com
www.PRProfits.com

© 2001 Copyright Paul Hartunian. Reprinted with permission.

Special Resources for You

To find the most up-to-date version of this page, you can visit:
<http://make2002great.com/resources.html> at any time.

Free — Make 2002 Great Newsletter

If you haven't already subscribed, just send an email to subscribe@make2002great.com. Until now, the only way you would get the tips offered in this newsletter is to pay \$149 per year. Now, we've decided to make these specific tips from top experts on how to make this year your best year ever available to readers of this book. Again, to subscribe, just send an email to: subscribe@make2002great.com

The Tough Times Business Survival Kit

How to be Outrageously Successful in Any Economic Climate

Today, while so many businesses are struggling just to stay afloat, some savvy business owners are experiencing explosive growth and huge profits. Discover how your business can be among them. This new program shows you how to make your business very profitable in the next 60 days using only the resources you already have — guaranteed!

<http://make2002great.com/kit.html>

Other Busy Person's Guides™

Turning Dreams Into Dollars: 5 Steps to Becoming a Self-Made Millionaire!

This wonderful book is for anyone who wants to live the life of his or her dreams. You won't find the get-rich-quick garbage or motivational fluff that sounds OK but never works. Not too surprising, since the editors of *Internet ScamBusters* are publishing it. The perfect gift to yourself and anyone you know who is searching for something more in life.

<http://ebooks.wz.com/wealth/w68.html>

Getting Paid to Make People Laugh (Without Being a Comedian)...

Learn from a man who showcased Robin Williams, Paula Poundstone, Kevin Meany, Rob Schneider, and Dana Carvey. Humor coach John Cantu reveals the Wrong Way — and the Right Way — to make money with humor.

<http://ebooks.wz.com/cantu/w68.html>

10 Unorthodox Yet Simple Techniques for Getting Thousands of New Subscribers Every Month... And as Many Leads as You Can Handle!

Paul Myers shares 10 unorthodox techniques that can be set up in very little time — and 7 that will cost you nothing. Each one will get you lots of new loyal subscribers — every single month.

<http://ebooks.wz.com/myers/w68.html>

The Busy Person's Guide to... Search Engine Optimization: How to Get 85% of the Results in Only 5% of the Time!

Imagine getting thousands of qualified visitors to your website every week who are looking for exactly what you offer... without spending a lot of time learning complicated and time-consuming search engine optimization techniques. Now you can... You'll learn exactly which actions to take, in what order, to get the best results in the shortest time.

<http://ebooks.wz.com/seo/w68.html>

How to Save Thousands Of Dollars For Your Small Business — Even in Tough Times

Discover the easiest ways to save more than you ever imagined — with less effort than you ever dreamed! You'll discover how to get people to look forward to offering you discounts, and you'll find that bargains will come to you... once you know the secrets of saving money without spending time!

<http://ebooks.wz.com/adams/w68.html>

Want to sell this ebook or any of our others?

Click here to find out how to become an affiliate!

<http://ebooks.wz.com/affiliates/>