

MarketStorm



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6 Fundamental
Questions Your
Sales Letter
Should Have

1. Who Are Your Prospective Customer?

- Before writing your sales letter, you must target your customer group. You should know whom you want to sell your product or service to.
- If you were offering a golf club designed to play golf, you wouldn't market it to men in general. You'd taper it down to people that actually played the game of Golf. You have to be very specific.

2. How Is Your Product or Service Differentiated?

- What makes your product different from the competition?
- Have you done a comparative study?
- If there is anything unique about the product in a positive way, don't hide it...flaunt it to the readers.





3. Why Should The Prospect Have Faith In You?

- With all the Hype, scams, and fake information being given through advertising, skepticism sets in pretty fast.
- You need to make your prospect consider what you're telling them is the irrefutable truth.
- Create confidence in the viewers eyes as to your credentials, background, and heartfelt story. Go in depth on who you are.
- Be sincere in your message and professional.

4. What Are All The Benefits Your Product or Service Offers To The Consumer?

- List all the visible and not so visible benefits that make your product irresistible to not accept.
- Headline should be focused on the main benefit of the product.
- Focus on "Hot Buttons" over Hype
- This is where research really pays off. In order to push hot buttons, you need to first know what they are.

5. What Might Your Prospects Objections Be?

- Want to really know what the objectives are. Walk a mile in the shoes of your prospective buyer. This way you will know what reservations or objections he/she may have.
- Knowing your market, (research objections)
- Once you know the objectives, start answering common questions they might have in their minds (Address objections).
- Think of questions you might ask before purchasing?
- Pointing out negatives in products and turn them into positive!

- Objection example; Is your product really for beginners?

6. Why Should Your Prospect Act Now?

- The end question you must reply for your prospect is why they need to act right now without any hesitation.
- Urgency or motive for desired action must be authentic.
- Example: Give them a special price if they act within the next few days.
- Tell them quantities are restricted and once the stock is exhausted they won't be sold at the same price.
- Make sure that your created urgency is credible.

Understanding How Affiliate Marketing Works

If you are looking for an extra stream of income, the internet is a big place of opportunity. Go online and browse through tons of money making potentials.

One of the most popular ones is affiliate marketing. It is a business model where merchants pay people for bringing in customers or visitors through their online efforts.

You may be overwhelmed with the information that you will find over the internet on how affiliate marketing works. It is really a very simple process when you look at the big picture. Remember, the more you complicate things, the harder money will come your way.



**Here are three simple steps
how affiliate marketing can
help you pocket some
profits...**

Choose a good product to push

This is the most basic rule that you must follow. Affiliate marketing will be your cash cow if you have good products to promote. You need to research and be very sensitive to the needs of the market.

Competition in affiliate marketing, like in any other business, is very stiff. Remember though that competition is a good gauge how popular a product is and how the market reacts to it. It will be a very good opportunity to be the first, but going for what already sells also pays well.

Traffic, Traffic, Traffic

Traffic will be the blood of your business. Without the consumers who will pay interest to the product you are pushing, there will be no profits to take.

Learn the different ways to bring in traffic. Some of the most popular ways are Pay Per Click, Blog

commenting, Forum posting, and article marketing.

You will build your wealth once you master how to build your list and have a base of buying visitors or followers.

Get Paid for Your Efforts

Taking home the bacon is the concept of affiliate marketing. The business that you help through your effort will share the revenues that they get.

Businesses will appreciate visitors that will buy from them, and for this you will be paid a percentage of their earnings. These earnings can be sent to you directly through check or deposited directly to your bank account.

Affiliate marketing can definitely boost your income. It is not a get rich magic scheme though. As an affiliate, you will have to work your way to the top and enjoy a glass of champagne when you get there!

Tips on Choosing the Affiliate Programs for You

You have read tons about affiliate marketing. You signed up for an affiliate network. Action! It is time to take the first real step in affiliate marketing—choosing the right affiliate programs for you.



Here are some tips to get the ball rolling for you in affiliate marketing:

Choose affiliate programs that do not collect fees. If you are a newbie, you cannot risk investing money with paid affiliate programs. You should also check when commissions are paid out so you have an idea if it fits your schedule.

Get a program that has a high traffic ratio. This will be your gauge as to how much money you can make with an affiliate program. Look at the hit per sale ratio which will tell you the

number of hits a promo gets before someone actually buys the product or service.

Check how long your affiliate cookies last. Cookies are like your marks in the system. They will be used to track the sale and say that the consumer was a referral from your site. The longer they are in there means the longer time you have to earn. Remember visitors might not grab the product or service the first time they see it.

**Affiliate
Marketing**



Pick an affiliate program that pays well.

There are some programs that pay out commissions that are as much as 75%. Promoting products which pay really low might just be a waste of time, effort, and resources. There are also programs which pay people for recruiting other people to promote their products.

Good affiliate programs provide support

materials. When you choose an affiliate program, life will be easier if it provides sales pages, banners, and other stuff

that you can use to promote their goods.

Once you have chosen a good program, start promoting it. It will be a good practice to think out of the box and be creative on how you will push for the product.

Think of ways to get the message across to your potential customers and use means like reports, newsletters, and videos to make them realize that your product is what they need.



Picking Up Important Lessons from the Best Affiliate Marketing Forums

The internet evolves everyday as the demands of people also vary from time to time. The affiliate marketing world is not exempted from this rule, and as a business proponent you must learn how to adapt to changes.

You are not alone in the affiliate marketing world. There are a lot of people with whom you can interact. You can seek some advice, build your network, or share your expertise through leading affiliate marketing forums.

These affiliate forums are treasure chests of knowledge. You can bump into the big guns of the business inside these forums. You can exchange ideas with other people about the business trends or have be privy to upcoming hot campaigns of affiliate marketing.

Here are some of the established affiliate marketing forums that you can visit or join:

- 1. 5 Star Affiliate Program** – This forum is good for the green horns of the affiliate marketing business. Information are readily available on their threads to increase the chances of knowing and succeeding in the business. The

discussion rooms will provide great motivation for the newbies to move forward. The exchange of ideas is also very healthy to anyone who may be a bit confused or overloaded with information.

2. **Associate Programs**

– This forum is designed specifically so masters of the online marketing world can share their success stories and inspire everyone who wants to follow their foot steps.

3. **Wicked Fire –**

Wickedfire.com may be considered by some as a loud, crazy place. It is very productive though

with trading of information, expertise, tools, and even websites.

4. **SEO Chat –** One can learn the ups and downs of the business through their threads. This site may not be getting as much traffic as other popular affiliate marketing forums but it still serves its purpose well.

5. **Digital Point –** DP is one of the most active forums online today. The number of members is quite big. Most threads are very active. Services, tools, and expertise are shared in every corner of the forum.

There are other affiliate marketing forums online which you can visit. Success can be achieved by broadening your horizon through networking and continuously learning about the affiliate marketing business.

A graphic of a baseball home plate. The plate is diamond-shaped with a green center and a brown border. It has four white square bases at the corners. The text is centered on the green area.

Homerun Copywriter's Course

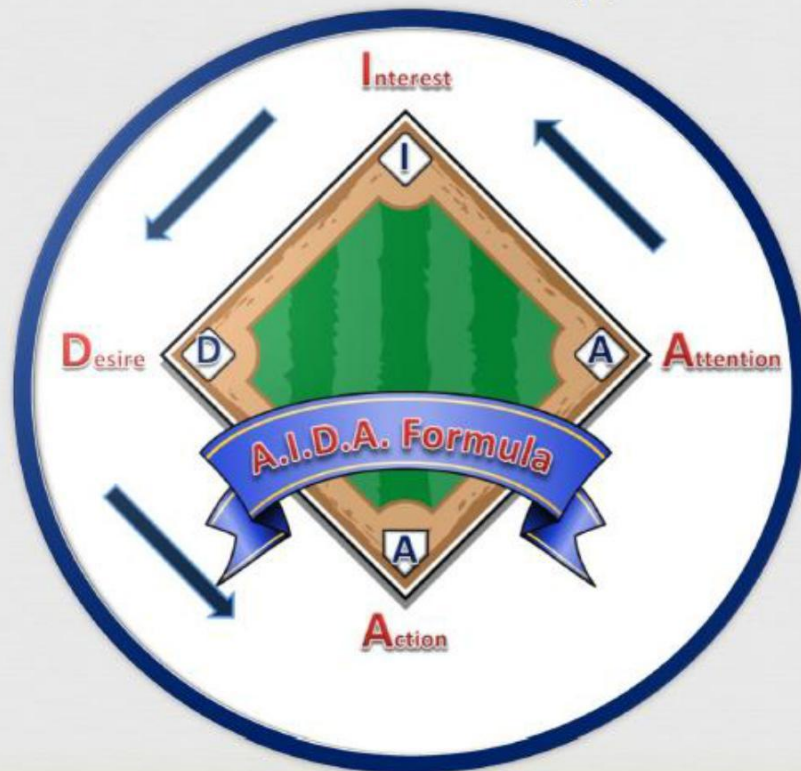
Write sales copy that turns suspicious
readers into trusting, eager to buy customers
at the blink of an eye...

"Avoiding A Strikeout"

Double or Triple conversions with your existing sales letter or write a brand new killer one that takes your visitor from suspicious reader, and turns them into a trusting, eager to buy customer at the blink of an eye!

"A.I.D.A" Marketing's oldest formula & the fundamentals every copywriting should know

The A.I.D.A. Homerun Copywriter's Model



Attention-Get Your Reader's Attention

- If you want your sales letter to have an impact on your readers, it must first get their attention and cause them to want to read further.
- Your reader will be interested only in knowing "What's in it for me?" "Why should I invest my time in reading on?"
- Headline

Interest-Gain Your Reader's Interest

- You must clasp the reader's interest by showing him why he needs your product or service.
- You have to create a want for your product or service.
- Let the reader know how his or her life will become easier with your product.
- Show the reader what is missing by not even trying the product.
- Gain your reader's interest by connecting (your Story)

Desire-Create Desire

- Tell the reader how exactly he or she will benefit from your product. Paint a picture in readers mind!
- Get them to realize how your product can benefit them, how convenient it is for them to get it, and how comfortable life will be for them afterwards.
- Generalities are less convincing. Specific details are far more believable.
- Example: "Within 3 weeks you will have lost 15 pounds. Imagine the compliments pouring in from your spouse. Think how gorgeous you will look in that new swimsuit!"

Action-Solicit Action

- What do you want the reader to do next?
- You've worked hard so far. You've gotten their attention, hooked their interest, created desire. Isn't it appropriate to ask for action?
- Don't presume that your reader knows what to do next.
- The P.S. is one component of a letter that almost always gets read. Use your P.S. to emphasize your most compelling benefit or restate your guarantee, and don't forget the call to action once again.

COST PER ACTION

It's possible you've completed CPA offers in the past and didn't realize that you were literally giving the person money just from you downloading a software application, or inputting your zip code or email address into a form. It's really amazing that something as simple as entering your email address into a form with one field can result in being paid up to \$1.50 in most cases.

When you join a CPA company what you're basically doing is aiding that company in promoting the advertisers that have registered with that company to have their product or service promoted. CPA companies break down their service into two categories.

Advertisers

These are the companies that have paid the CPA Company to promote their product. In most cases they have pre-paid a deposit to have their product or service promoted.

Once the deposit is made and the offer goes live within the CPA Company's database, it is made available for the second category.

Publishers

As noted, the Advertisers have their company listed with the CPA Company's database, so now it is available for the Publishers to start promoting.

The Publishers are the promoters. You will be the Publisher, as you will be promoting the offers listed within the CPA Company's database by the Advertisers.

That's basically how the CPA networks work. You have the Advertisers and the Publishers. It's also important to note that some CPA offers will have restrictions, so all the methods that will be mentioned in this report may not apply to each offer that is available. For example, some offers maybe restricted to being promoted via email only, while others maybe for web and search only.

When an advertiser has setup their offer, they have the

option of selecting the modes of promotion that they allow for their offer. Email only offers are primarily for those who have newsletters and a mailing list to promote the advertiser's offers. While web is for the on-site banner placement, and search is mainly for those advertising through pay per click search engines.





You'll have the option as a Publisher to go through and select the offers that meet your specifications in terms of mode of promotion.

When you join the various CPA networks you'll realize that some offers will be available in more than one CPA network. For example, CPA Network A, may have the same offer as CPA Network B.

The difference between the two offers maybe the payout that one network is offering. That's why it is important that you join more than one CPA network. Don't put all your eggs in one basket. You will need to join as many networks as possible, so you can review all the offers available in each network and select the one that is paying the most for the offer you would like to promote.

SELL!

VS

FREE

*Create A List Of
People Who Love You*



You need to position yourself. Your subscribers will be attracted to you depending on how you position yourself or introduce yourself. So when they subscribe onto your list, you need to position yourself right then and there.

And what I mean by that is this. Are you there to help them? Or are you there just to sell to them? And even though helping people sounds really good, you can still help them through what you sell them. Now what

I've found is, being on the extreme end of giving away free stuff all the time, or selling all the time, should be avoided. If you give people free stuff all the time, you've conditioned them to receive free stuff from you. And you've positioned yourself as somebody who gives away free stuff! Now if you sell to them all the time, then they're going to think, "How are you helping me?" you know, but as long as the products that you are selling relate to possibly helping them, that might be good as well. But in terms of creating raving fans, you need a balance. So that's

why I call it The Balance Formula.

What I've found over the years is this, there needs to be a balance between the two, a balance between education versus promotions. So in other words, you need to educate them, but you also need to sell. So in this case we've got a balance of both worlds. For example, the first half of the week or whatever half that you choose, you can help educate your list on a certain topic that can help them. And then on the second half of the week, you could promote a

product that is related. And what I've found that works really, really well is discounts and scarcity. So if you teach them about a subject matter, and you just teach them, that's it – then that's kind of to the extreme. Or if you just sell them about a certain topic and that's it, then that's a little to the other extreme as well. But you also want to make sure between the balancing of the education and the selling, that whatever they signed up for, you're only emailing them about that. So if they sign up for puppy training, you could eventually probably sell them about

elderly dogs, but that has to be later down the road, and you have to be careful about that. Because somebody who wants puppy training is probably not interested in elderly dog training, so you want to make sure that you balance it, but keep on target.

Now let's talk about discounts and scarcity.

What works even more is if you teach them a subject matter, and you promote something that is related but you take it one step further, and you find somebody with a related product. You approach

them, you say "Hey I've got this list, it converts really well in terms of this product, and I just taught them about this subject matter, and your product relates to it." what I've found is, you approach these sellers and you work out a deal, even if it's 50% 40% or 30% - just ask 30% for 48 hours. If you constantly do this on a consistent basis, even if it's once a month, I've found that this works like crazy because people feel like, "wow I'm learning something that's useful, but how can I apply it?" "how can I get something related to it?" so they're already

thinking about that, and if you use this method and specific strategy, then you will do very well in terms of converting your list into raving fans and into buyers. And it definitely takes a little more time on your part, but it's definitely well worth it.

And another thing to do is be consistent as well about the time that you email them. So if you're used to emailing them at 9:30am Eastern Time, then you want to make sure that you email them consistently from that point on, at 9:30am Eastern Time. And

I've found that helps a lot because people are waiting to receive an email at that time. And of course people around the world, if you're dealing with people around the world, that could be a different case for them, but with the autoresponders that you use, like GetResponse and things like that, you can also set it in a way that it'll be sent during their time zone and so forth. But consistency is important, conditioning your list is important, so whatever you do, make sure that you're consistent, and that's it!



Online marketing is to stay in touch with current customers and develop loyalty, while also bring in new customers, and get more traffic to your website.



A Website

You do **NOT** need a complex and expensive website.

Most businesses need nothing more than a 1-5 page website that tells people a little bit about their company and products, offers contact information, collects visitor details,

and perhaps offers coupons or other incentives.

You'll need to be certain your website is optimized for search engines. Just make sure you have phrases that relate to your business in page titles and content.

It should also be professional and attractive so you can let potential customers know that your company can be trusted. If your website is poorly put together, it will give the impression that your company is shady.

Don't use Flash! Websites should be done in HTML/CSS, but Flash should be reserved only for minor visual elements. You want your site to be compatible in every browser!

Once you have a simple, attractive website online, it's time to start getting traffic to it. Most of your traffic will probably come from search engines, so you'll want to make sure you have important keywords in your page titles and content to help people find your site in search engine.

You'll also want to make sure your site shows up when someone searches for the name of your business, so you'll have to craft your page titles carefully.



1. Local SEO

Google (the number one search engine in the world) displays local results before standard listings, and you should submit your business to their local business search specifically or your company won't appear there.

If you want your business to appear in these results, you should submit your business using this form:

<http://www.google.com/local/add>

1. Directories

When you search for local businesses is that a lot of directories usually show up.

Since these sites all appear on the first page, you would definitely want to make sure your business was listed in all of them.

Always do a search for the top keywords for your business and make sure you get your company listed in every directory that shows up in the first two or three pages of results.

2. Social Marketing

Social marketing is potentially a fantastic tool if your major demographic is happening to be under 40. Facebook and Twitter are both great for keeping in touch with your customers. Set up a fan page on Facebook

and get your company a Twitter account. Then start adding friends by searching for people in your local area.

3. Offline Marketing

Great Place to promote your website offline:

- ✓ Local Newspaper
- ✓ Magazines
- ✓ Radio Ads
- ✓ Bulletin boards and other

4. Building List

By building an email list, you can keep in touch with both current and potential customers, reminding them of the presence of your business, and hopefully to shop with you again!

You need to get potential customers on your list, but also as many of your current customers as possible.

It's important not only to get new customers, but also to keep existing ones loyal and happy. By building an email list, you can keep in touch with both current and potential customers, reminding them of the presence of your business, and hopefully to shop with you again!

WEBINAR

The Easy Way to
Connect with a
Worldwide Audience





One of the biggest problems any online business owner has is how to connect effectively with an audience that is located around the world. The simple answer to that is to start using Webinars or Google Hangouts for your business.

Webinars provide any business owner with some great advantages:

1. You can get your business in front of more people at any one time.
2. Webinars can be recorded and viewed multiple times.
3. You can email your webinar links to your list.
4. Webinars help to reduce the span of time zone gaps.
5. Webinars can be recorded at any time.
6. You don't necessarily have to have a live audience for your webinar.
7. Guests must register to join your webinar and this helps create a targeted list.

Webinars also help reduce the time and need of having to travel to different locations for business meetings and conferences. You don't even have to negotiate busy traffic to connect with a satellite office. Instead you can fire up your webinar software and hold a quick meeting.

Another great use for webinars is when it comes to hiring and training your staff members. Today hiring virtual workers is a popular trend. Many of these workers will reside in a different location and time zone from you. You can easily create training videos inside your webinar software for them to use.

While you may prefer to train while they are in attendance. You can record the session so that they can refer to it as needed. This reduces the time they have to wait to get any questions answered.

As you can see there are many uses of webinars, not just as a replacement for the traditional slide show presentation. Webinar software provides you with access to a private room. This is perfect for anyone who offers any type of coaching or consultation service. All activity is private and does not even have to be recorded. This also allows coaches to provide services to people

who live outside their local area. It is not unusual for a coach to have clients in Australia or Europe, with them being based in the United States.

Webinars are a great way for any business owner to expand their market reach and target new customers

and clients. The ability to record webinars means that your audience has repeated access to it whenever the need arises.

Haven't started using webinars yet? Maybe now you can see how powerful their reach can be.

