

9 Training Tips To Tempt Your Business Tastebuds



by Terry Telford & Edwin Ryan

<http://www.EmailWealthToolkit.com>

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Introduction

Do you ever get the feeling that you're standing on the sidelines while the real game is being played in front of you? You can see what's going on, but you're not part of the action. You sit there staring at your computer screen with a glazed look in your eyes and a haze forming around the inside rim of your skull.

You're reading about a guy that made \$50,000 in the blink of an eye and this woman who just bought a new car because she has a great list. You sit there with a glazed look on your face thinking, "How in the world do these people do it?" You've tried everything and it nothing seems to work.

- You've tried sending email and you get accused of spam
- You've tried buying traffic and you have a web counter that whizzes off its rocker, but no sales
- You've tried placing banners and got an entire 3 clickthrus for the month
- Ezine advertising left your credit card smoking hot, but not enough sales to cover your expenses, Your classified ad in your local newspaper got buried
- No one answers your request to do a joint venture

Sound familiar? Are you ready to turn the tables?

Just before we jump into the meat and potatoes of this report, I just want to share a little story with you. I find it heart warming. I think the moral is something that we can all keep in the back of our minds as we go about turning the tables and discovering how to truly make your living online. I hope this inspires you as it does me.

A well-known speaker started off his seminar by holding up a \$20.00 bill. In the room of 200, he asked, "Who would like this \$20 bill?"

Hands started going up.

He said, "I am going to give this \$20 to one of you, but first, let me do this.

He proceeded to crumple up the \$20 dollar bill.

He then asked, "Who still wants it?"

Still the hands were up in the air. Well, he replied, "What if I do this?"

And he dropped it on the ground and started to grind it into the floor with his shoe.

He picked it up, now crumpled and dirty. "Now, who still wants it?"

Still the hands went into the air.

"My friends, we have all learned a very valuable lesson. No matter what I did to the money, you still wanted it because it did not decrease in value. It was still worth \$20."

Many times in our lives, we are dropped, crumpled, and ground into the dirt by the decisions we make and the circumstances that come our way. We feel as though we are worthless. But no matter what has happened or what will happen, you will never lose your value. Dirty or clean, crumpled or finely creased, you are still priceless.

The worth of our lives comes not in what we do or who we know, but by who we are.

I like that story.

If you're the kind of person that knows in the pit of your stomach that you can make a living online, if someone would just take the time to show you a simple formula and step by step process of what to do and how to do it, then these 9 simple tips could be the beginning of a very bright future for you.

The 9 tips you're about to receive have been taken directly from the training system at <http://www.EmailWealthToolkit.com>

Tip 1

Set Your Mindset

In the beginning, your business is you and you are your business. The way you see yourself reflects in the way you build your business.

It doesn't matter if you decide to develop your own product in the beginning, start out promoting affiliate programs or become the next Google AdSense genius, you are the CEO of your own company. Even if you're the only one in your company and your company consists of an old computer perched on a rickety TV tray in a dusty corner of your bedroom, you are the CEO. Engrave it into your mind and act accordingly. If you treat this as a hobby, it will pay you a hobby income. If you treat this as a business and have realistic business goals, you're more likely to become successful.

Many wildly successful people started their businesses in less than optimal conditions tucked away in the corner of a spare bedroom or the back of a garage. Look at Michael Dell of Dell Computers or Steve Jobs of Apple and co-founder of Pixar Animation Studios, both men are perfect examples of starting with nothing and changing the world.

Tip 2

Write It Down

A Harvard University study revealed that graduates who had written down their goals right after graduating, achieved a much higher level of success than graduates who had unwritten goals.

This may seem like a bunch of psychological mumbo jumbo and it probably is, but the bottom line is, it works. Why buck the system when it's so easy to join it and reap the rewards that follow. Write down your goals.

Tip 3

You Must Have Your Own Optin Subscriber List

You've heard this advice from every single online marketer around, but do you have your own list. And if you have your own list, what are you doing to continue building it? New blood is the lifeblood of your business.

Of course you can sell back end products to your existing customers 'til the cows come home' but if you don't have a constant flow of new customers walking in your virtual front door each and every day, you'll soon find that you hit the wall. You can only sell so many products to your existing customers.

It's a lot easier to add new customers and prospects to your system every day than it is to hit the wall and have to start from scratch.

Naturally, you need a system to build your list. Here are 3 simple free ways to build your list:

1. Post regularly at Forums. In your signature file, add a link to your sign up page. This takes a bit of time, but its very, very effective. Your postings are archived, spidered by the search engines and read by forum members. This is a productive way to gain exposure.

As an experiment, I spent 1 hour a day for 3 weeks posting at forums and gained 750 new subscribers to my list. That's 35 subscribers an hour. Several large personalities in today's online business world started by simply posting at forums.

2. Put a link to your sign up page in your signature file of all your emails.

3. Add a sign up form to the error pages of your website. This is free traffic and sign ups that you would have lost. Why not take advantage of the hundreds, maybe thousands of error pages that appear when your potential visitor types in the wrong page URL?

Tip 4

Give It Away

A super fast way to build your subscriber list, promote your affiliate programs and sell your product or service is report writing. Write a simple report, like the one you're reading right now. Add valuable information, sprinkle in a few affiliate links, link to your products and then give it away.

Let your visitors rebrand some of the links with their own links and make even more money. If you allow people to rebrand your reports they're much more likely to give them away. Remember people only listen to one radio station WIIFM What's In It For Me. You do it and so do I.

If you give out a free report and you know that your links are embedded in it, you'll give it away to a ton of people because each time you give out the report it has the potential to bring you in another effortless sale or two. This is a fast and efficient way to spread your name and links around the internet, it's viral marketing at its best.

Tip 5 Build Relationships

This could possibly be the single most deciding factor in the sales process. People buy from people they trust. Building a trust level with people takes time. They come to know and trust you from the correspondence they have with you, whether it's email, phone calls, or face-to-face meetings. The more contact you have with someone, the more you build up that trust level.

Building a relationship is sometimes as easy as answering your email. When someone sends you a compliment, don't just hit the delete key, hit the reply button and send them a quick thank you and let them know you appreciate their compliment. It takes 60 seconds to say thank you and your small time investment is paid back over and over. People that you acknowledge often become your greatest customers.

Tip 6 Use Your Senses

As human beings, we like to involve as many of our senses as we can. The internet is faceless. In it's most basic sense, just a bunch of words on the screen...until you add some life and character to it.

Bring your website to life by adding your personality in audio and video. Adding a simple 30-second audio can increase your sales dramatically. In one simple test, I was able to increase my sales by 33% just by adding a short audio introducing my product and myself.

If you want the Full Monty go with video. Screen capture video, or even better, recorded web cam video lets your prospect have a face to face meeting with you. Talk about a fantastic way to build a relationship with your customer and instantly have a built in trust level.

Don't worry about being self-conscious. People want to get to know you for who you are. If you're nervous and it shows, go with it. When I first started doing interviews for The Business Professional I was incredibly nervous and you could hear it in my voice. After doing several interviews I became more relaxed and less nervous. It's natural to be nervous the first few times, just go with it. People like to know you're human.

Tip 7

Scribble It Down

Once you have started building an optin list, you need to mail them regularly so you can build up a natural rapport with them. Tell your list a story, be personal and send them quality information. It's not difficult and it doesn't have to be a novel. If you send your list a message once a week, they'll get to know you and trust your judgement.

If you're having trouble writing, try this. Instead of thinking of your list as a bunch of names in a database, think of them as your fan club. They're waiting to hear from you. They want your updates and want to know how you're doing and what you're doing. Just write your email as if you were writing to your Mom.

Tip 8

Direct Your Message

Direct mail is a perfect way to

- Reach your prospects and introduce your newest widget
- Say thank you to your new customer
- Congratulate an affiliate on their sales

Postcards are inexpensive to produce, cheap to send and extremely effective.

Very few online entrepreneurs are sending postcards, so your message stands out. Often response rates can be as high as 20% - 50% depending on your offer. An economical way to send post cards is through the US Post Office. They advertise their postcard service right on their home page at <http://www.usps.com>

Tip 9

Test Everything

Learn from everyone you can, but test everything first.

Pay Per Click advertising may work well for some people, but may not work well for you in your business. Before you go out and invest hundreds or thousands of dollars on any kind of marketing or advertising, test the waters first.

If the test works well, increase your exposure. If it doesn't work, adjust your angle and try again. If that doesn't work, try a new angle. If that doesn't work scrap that method and move on to the next.

Conclusion

The 9 tips you've just consumed are only a small sprinkling of ideas. To build a real online business that generates a professional income, grab the home study course at <http://www.EmailWealthToolkit.com>

This course has been responsible for making thousands of people, hundreds of thousands of dollars.

One concept from this course was responsible for making Edwin and I \$41,439 In Just 17 Days. And we're not above average guys. Imagine what you can do with it.

If you're looking for a realistic way to pull \$2,000 - \$5,000 a month out of your computer, this course will show you the step-by-step, method that we use every single day.

But don't take my word for it, listen to what other people are saying:

Testimonials



Hi Edwin, Hi Terry,

My hats off to both of you!!

With your EmailWealthToolKit you are helping people solve the #1 obstacle to thier success on the net.

With out a list of prospects its next to impossible to make and "real"money .

And with your fabulous bonuses, including my entire Mega Course, which by the way I sell for a \$189 this deal is a NO Brainer!

MichaelT Glaspie "Mike G"



Edwin,

Once in a blue moon does something come across my desk that makes me say, "Duh, this is a no brainer"...

This is one of those times.

The courses being offered are courses that I've actually gone through and used myself - and have helped me tremendously on my journey of achieving success online.

I've paid full price for these courses, and would gladly do it again.

The information is some of the best that you can find, and you should actually be ashamed of yourself for practically giving it away!

For anyone who is actually "on the fence" about the value that is being offered, "**Duh, this is a no brainer**".

Sincerely,

Brian T. Edmondson

List Profit Expert



Hi Edwin and Terry,

OK, NOW I'm excited!

I've LOVED what you have done in the past.

I've been a partner of The Business Professional, and have really appreciated a few things that I noticed, both there, and with this project.

Remember the movie line, "If you build it, they will come" (Field of Dreams) "If you follow it, you will make money" (my quote!)

I LOVE the step-by-step directions- very direct, very easy to follow

Very dramatically laid out.

There's no missing what to do, no casting about, wondering "What's Next?"

A B C

Do A, Then B, Then C

Unless you're making more than \$5,000 a month, this is gonna rock your socks!

Andrew Larder

Final Note

I hope you found this report useful. The information you've just read can help point you in the right direction. But information is not going to make you wealthy. What you do with the information will.

Put this report into action and make it work for you. Rebrand this report with your own affiliate links and give it out to as many people as you can. When they click on your links and make a purchase, you get paid. Rebrand this report now at

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