
THE GROWING TO LEVEL NEXT SERIES
Presents:

**The 21st Century Entrepreneur's Guide to
Internet Entrepreneurship Part 1**



**A Survival Guide to Thrive & Learn
Back Door Secrets**

LEGAL NOTICE:

The Publisher has strived to be as accurate and complete as possible in the creation of this report, notwithstanding the fact that he does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

While all attempts have been made to verify information provided in this publication, the Publisher assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific persons, peoples, or organizations are unintentional.

In practical advice books, like anything else in life, there are no guarantees of income made. Readers are cautioned to rely on their own judgment about their individual circumstances to act accordingly.

This book is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised to seek services of competent professionals in legal, business, accounting, and finance field.

You are encouraged to print this book for easy reading.

TABLE OF CONTENTS

PART I: LEVERAGE.....	6
Group Leverage.....	6
Joint Venture Marketing Leverage.....	6
Traffic Leverage.....	8
Safe Rule of Thumb for ANY Business Endeavor.....	9
Labor Replication.....	10
Due Diligence.....	11
One Chance on the Merry-Go-Round of Life.....	13
PART II: YOU ARE YOUR TARGET AUDIENCE	14
What's In It For Me?.....	14
Compelling Copy.....	15
Delivery Is Everything.....	18
Getting Your Reader's Attention.....	18
Honing Your Copy Writing Skills.....	21
Practice.....	22
The Naked Truth.....	23
Personalize and Be Specific.....	25
In Review.....	29

Instructions and Tasks

- * Take Notes and date your work so you can chart your progress
 - * Use the content as a guideline to follow and model after your business
 - * Use the **BLUE MARKER** arrows to head your outline and keep you on track
 - * Always make a clean outline and photocopy it so you can use it for every new product or service you provide
-

WELCOME TO THE TRIBE

ORIENTATION

THE 21st CENTURY ENTREPRENEUR

INTERNET ENTREPRENEURSHIP

SURVIVAL GUIDE

PART I: LEVERAGE

Question: What relationships can I leverage?

Group Leverage



Like a long pole, that can shift a great weight with little effort; such is the case with succeeding in business.

Your chances of succeeding- as an 'army of one' fall somewhere between zip, zilch and nil.

Social Marketing [i.e. Joint Venture Marketing] is the critical key to enjoying on-going success. There are approximate 100,000,000+ Web sites out there...and growing daily.

Without some good old-fashioned Joint Venture Networking skills under your belt; your chances of **not** getting noticed are virtually guaranteed! Though there are many different types of leverage, two- in particular- will be explored in this segment:

Joint Venture Marketing Leverage

All but gone [certainly rare, to say the least] are the days when you could merely just e-mail an Ezine Publisher with a copy of your offerings and a 50% profit-share.

You've got to captivate your potential Joint Venture Partners with a *more strategic, longer-range* heap of killer benefits, as well. *Prove to them* that you are extremely sensitive to **their** overall wants, needs and desires- not yours or mine.

Good take time to cultivate...*It's **all** about building trust.*

When a Strategic Joint Venture Alliances List Master recognizes you as a genuine Expert within your niche, and that you just don't recommend anything that you- *yourself*- are not absolutely delighted with as the end-consumer...

They will be *far more enthusiastic* about JV'ing with you in the future, because people like to do business with people they know and trust...

- ✓ Are you someone who is trustworthy and whole-heartedly worth getting to know?
- ✓ Does your JV Proposal showcase *them* in the 'limelight'?
- ✓ Is your focus on assisting them, in every way within your means, to help them grow their business and become even more successful?

If not- You need to seriously reconsider your marketing priorities...before you 'figure it out' the hard way!

That said...nothing can propel you to [seemingly] overnight success like a well-thought-out and deftly-crafted JV- **Nothing**.

Every single truly successful marketer realized- at some point within their career- that in order to get to where they're truly trying to be; they have to wholeheartedly and cheerfully assist others in doing the same.

This is especially true when making first contact with a good potential Partner...remember; it is *you going to them*, for something you want- *Not the other way around*.

Until you've cultivated your own Master List of 20,000, 50,000, even 100,000 Loyal Readers; and you are now the one getting **slammed** with 10 to 20 per day, on average...

To create *successful, mutually beneficial JV's*; you must pole-position your wants, needs and desires in such a way as to naturally resonate with/compliment theirs.

Often times, this is *much* easier said than done; as good JV Proposals require a fair and reasonable amount of selfless and *candid* receptiveness, attention to detail and deep meditation.

However, the dividends are supremely worth it!

Traffic Leverage

Where are some of my networks? How can I organically cultivate traffic using relationships I already have?



Short of having a 'bottomless wallet'...you will quickly realize, early in your online success endeavors; exactly just how difficult it is to drive *consistent*, quality traffic to your Web site.

Virtually all of the 'marketing gurus' trying to sell you how you, too, can quickly and easily make boatloads of cash online, with no out of pocket expenses; are feeding you a fat, stinky pile o' bull. Run...*Fast!*

And hide your wallet!!!

Furthermore, they straight-up buy their traffic, *one way or another*; until such point as they have established a monster downline of resellers [one of your primary goals, actually].

Ahhh, yes...

Then *you too* can- indeed- make boatloads of cash on the Internet and perhaps even become the next 'guru'...

Safe Rule of Thumb for ANY Business Endeavor

The *more money* [up front] you invest in yourself, the less time that you'll be shackled to your venture. The *less money* you are willing to ★ invest in yourself, the more time you will spend [exponentially] to overcome lack of funds.

Remember:
INVEST your
time and your
money, don't
SPEND it!

In a nutshell, you can actually become quite successful on the Internet-generating a modest four figures a month- with virtually no out-of-pocket expenses. *However, ...*

Do plan on exercising Due Diligence and spending thousands of hours.

Hence, why it is *critically important* to choose something that you are 100% *absolutely* passionate about- as the *end-consumer hobbyist!*

I apologize if the blunt truth of the matter 'takes the wind out of your sails'...but, again- I wish someone was this brutally honest with me years ago!

"This will increase your profitability substantially, while cutting down your work load!"

Labor Replication

The closer you *want to get* to all of that *free time and boatloads of money* you've indubitably been promised time and time again...

The more closely you must examine exactly what it takes *to become as digitally automated as possible!* Which also takes into consideration creative opportunities such as outsourcing and B2B JV Barter.

A PENNY SAVED is a PENNY EARNED and TIME is MONEY... Saving Your Time is Earning Your Money

One very excellent example is the *awe-inspiring* power of autoresponders. Depending on your particular approach; a deftly-crafted autoresponder series can cultivate long-term customers, clients, subscribers, etc... Only if the information you are divulging high-quality.

Another *prime example* is a genuinely high-quality, PLR eBook. Most especially if these can be re-branded, featuring your downlines' primary Web venture.

Perhaps a Strategic Joint Venture Alliance or a Membership - In which you provide your members with a step-by-step plan of action and *everything they need to achieve their own success, on-line* [tenacity notwithstanding, of course]!

In each of these examples, the **Principle of Labor Replication** [another demonstration of leverage] is *invoked*- your one and only Way to *consistent* Internet Success-

Regardless of your offerings...but if you are not willing to actually put forth the effort and initially **act** upon your knowledge, **and then this will merely be *entertainment to you.***

Due Diligence

This is one subject that the vast majority of Internet Marketing 'gurus' avoid like the plague.

Why?

Because if they were 100% straight-up with you from the get-go and told you *in no uncertain detail* exactly just how hard, time-consuming and resource-consuming owning and operating your own truly successful biz op *really* is...

They somehow got it figured that you'll end up opting out and they'll end up losing the almighty buck they stood to make on your complete and utter ignorance. The faster and easier they promise you tons of money and leads; the far more cynical I'd be, if I were you.

And this applies to the so-called Joint Venture Systems out there, as well-of which I own several.

Good, solid long-lasting Joint Ventures actually do require a great deal of time, effort and giving of yourself...especially if they require a Joint Venture Agreement Contract.

However- these are the very the types of JV's that really can make you fabulously wealthy... *seemingly* overnight.

As a matter of fact, if it is anything short of a methodically built-up System- over a reasonable period of time [6 months to a year] ...then I can *all but* guarantee you that you are setting yourself up for some **serious** grief.

Sure...the *rare* exception to the rule- such as that *deftly-crafted* and *patiently-researched* Joint Venture Proposal you hit BIG with in just a few short weeks or even days...because you *done paid* your Due Diligence!

An *entirely* different approach: Tell your people the **whole** truth- and *nothing but*.

Don't sell them pipe dreams, fluff and just plain crap; in the hope of making a sale. In fact, *don't sell them anything*. **Give 'Till It Hurts** [for being such a *blatantly promiscuous* sneezer...it happens to be one of Robert G. Allen's *truly superb* Principles].

And when you actually **do** attempt to 'sell' your reader something:

Do it in a way that they are both absolutely eager and confident in your recommending them such a kick@\$\$ deal, offer, etc. Treat your Reader [*most literally*] as if they were your best friend, and *develop a relationship accordingly*. And this is just one of many ways Due Diligence comes into play.

One very sad mistake made over and over again -particular to Internet Marketing *proselytes and neophytes*- is promotion of a cookie-cutter biz op that they are absolutely not the delighted end user of. Self-evident.

If you're just starting out [or strongly considering doing so] - Do not fall into this **fatal trap**....

In other words, before you go wishing failure, stress and duress upon yourself...

Compliments of the infamous **University of Hard Knocks**:

“Be the end consumer of whatever it is you'd seriously consider promoting, and put it to the hardest-core Satisfaction Tests that you can possibly devise.”

One Chance on the Merry-Go-Round of Life

Find a means of online revenue that is something you are already approaching as a joyful leisure hobby; and then research out *biz ops that naturally compliment* your favorite hobby.

After carefully researching and refining your biz op you'd like to focus on; aggressively put it to the test- *as the end user*- and see if it truly Stands and [over-] Delivers on all Promises made.

And, though this may- at first- sound a bit *oxymoronic*; do NOT focus on making the sale. Instead, focus on the wants, needs and desires of your Loyal Readership, and sales will follow in a completely relaxed, zero-pressure manner.

Your Readers will appreciate your lack of hype and high-pressure sales tactics; and will be quicker to recommend you [provided you freely quality content with them]!

The Most Important Aspect of Living Your BEST LIFE, in my opinion, is living a Purpose Driven Life just like the book teaches. If you haven't read it, I suggest you pick up a copy and the companion workbook to go along with it.

If you do not LOVE what you are doing, then in my world you aren't living in, on, for, and through purpose. To me, that is why so many entrepreneurs are unfulfilled. I cannot stress enough that money will never make you happy. For that reason, your end game can never be chasing money... for it will outrun you every time!

Be authentic, tap into your gifts, hone your skills, and your audience will be blessed by what you have to offer and will take the journey to greatness alongside you.

PART II: YOU ARE YOUR TARGET AUDIENCE

What's In It For Me?

Don't Sell Yourself Short or Cheap.
Be unapologetically wonderful and share that with the world!

It's ALL about value adding. If I were to actually take a moment out of my busy day, and experience your Web endeavor for the first time...

“The challenge you face is that people don't care about you. They care about themselves, which is pretty natural.”

- Seth Godin

Flipping the Funnel [*Companies Edition*]

- What is my very first impression, *visually*, of your site?
- Are you using **obnoxious/psychotic** color schemes, hard-to-read fonts and/or multi-media over-load...
- Or, is your page clean, crisp and completely devoid of truly unnecessary noise and clutter?
- Is your color/font scheme *aesthetically pleasing* to the eye?
- Does your layout represent single-focus, which a *clear and definitive* call to action?
- What real value are you actually adding to me?
- Does the amount of value {you seek to add to me} inspire me to naturally share your Web site with others, based on simple excellence?
- Can you actively pinpoint each of the **viral techniques** both present, and

missing, in each of your Web endeavors?

This one Principle, alone- if mastered with *passion* and zeal- will conservatively increase your base-rate chances of outstanding success by at least **double**.

Do NOT, for love of all that is precious in your life, promote something that you are not whole-heartedly sold on- as the end-user: failure is a *statistical certainty* waiting to happen.

Compelling Copy

Thousands of books have been written on the subject and more are being manufactured daily... A subject that most people have a difficult time- *at best*- to actually sit down and learn just the fundamentals of.

And with good reason...it's Real Work.

However, you will be *simply astounded* -if not outright floored- when you pay your Due Diligence and see *just how much per hour* top Sales Copy writers are thoroughly enjoying-

And they can *easily command* these prices because the amount of people that actually can write juicy, hypnotic copy are very far and exceptionally few in between...

People like Henry Gold, Brett McFall and Alex Mandossian. Is yours up to snuff?

Remember the Great Internet Marketing **Caveat**: Your Web, sales, and autoresponder copy.

Why?

There's a whole lot of it out there that comes across as just plain cheesy. Pay your due diligence and start *your own* private **swap file** of both on and off-line ads/sales copy that:

- *Totally grabs* you, or...
- Leaves you with the impression that a **chimpanzee** would most likely have created a better ad or superior sales copy!

The former is to inspire you to *write your own* compelling sales copy [not to plagiarize, of course] ...while the latter is to inspire you to see all advertising *in a whole new light...*

Whether it be radio, TV, Web, etc.

Specifically- how you would make a bad ad or sales copy compelling; and really compelling sales/JV copy or ads *irresistible*. Take some time *each and every day* to gain further mastery in copy writing. In as few as a few short months- even weeks-

You'll find yourself able to quickly and easily adapt to [and emulate] quite a number of different writing styles and 'voices'. Furthermore, you will start to naturally pick ads and copy apart and 'rebuild' them...*almost subconsciously*.

When that happens, compelling copy will begin to flow out of you like a refreshing babbling brook!

Just imagine the untold money you'll save, alone, writing your own copy...*and money saved is money earned...*not to mention the fact that you'll be cultivating a high-paying skill in huge demand.

The best part, however, is the fact that you *do not have to rely on someone else's concept* of 'good' copy- heck, you'll be quickly designing your own in practically no time!

If the extent of your effort is merely to present your offerings in a bland, uninteresting way-

Then whether or not you actually make the sale depends solely on your price, and the visual information I can glean from the quality of your photos.

If I actually, really want your offering bad enough, I *might* convince myself to send you an e-mail with a question or two.

However, that detracts from both my precious time and overall eBay experience- unless I want your item *THAT* bad; which I most seriously doubt- all things being what they are.

Let's face it- we live very harried lives with a bazillion "taxing" of our extremely limited time and money resources.

If you do not inspire me to keep reading- for my own personal enjoyment- you have a *better than* a 99% chance of losing my- and countless other's- interest and business.

Why? With just eBay, *alone*, I have millions of consumer choices at my immediate fingertips. And that doesn't even factor in the other 70+ million Web Sites, my bills, children's needs, etc., etc.!!!

However, when you *inject your personality* into your descriptions and storefront, and it's one I find somewhat intriguing; at very least- you'll *inspire me* to read on a little farther.

Maybe put your site in my fav's, to get back to. Perhaps your Character even persuaded me *to make a modest bid!* One thing's for absolute certain, though- you will sell far more, far quicker, by putting some real personality into your copy! Remember...

The globalize attention span is about as long as the average cell phone antenna.

With a little bit of extra time invested- you may very easily find your sales doubling, tripling even quadrupling; far greater than what they would have been...if you would've just "let happen as it may" ...test, Test, TEST!

The primary way the world will know you is by your copy; convince us you're worth knowing- because you get one shot- and friends do business with friends, over strangers!

Delivery Is Everything

I always say, since people can always spot BS, it's better to just BE SELF!... BE yourSELF

"It doesn't matter whether your product is information or a flyswatter. If you understand marketing, you can make serious income."

Robert G. Allan, Author

Multiple Streams of Internet Income

How will your offerings make me look better, feel better? What will my family and friends say? Will this help me enjoy my leisure? Money is forever the great desire.

Saving money and buying at a lower price are sound copy points. But they must be followed through with benefits, reasons, sound facts and lots more benefits.

When designing your copy, stick to the **emotionally-gratifying** benefits. A potential customer may be sold, but will that person buy?

Getting Your Reader's Attention

Endorsements and testimonials are effective ways to dramatize facts and back up the benefits of your product, but don't use ones that look or feel transparent-bad juju.

If you use an endorsement from a famous or popular person, that person should use the product. Any testimonials you use must be true. Always aim for satisfaction. Self-respect, accomplishment and security are human aspects everyone strives for.

Never talk down to the readers as though you know something they don't or you're better than they are. To you, the potential customer is POTENTIAL GOLD.

- You've caught the reader's attention with a catchy headline.
- You've followed through with good copy that demonstrates benefits and

appeals to the reader.

Now- before you lose that interest -command an action in their baser interests [greed, sloth, etc...

You can to close the gap between reading your sales copy and acting upon impulse. The purpose of your eBay ad is to make people buy. You have to tighten the desire to buy.

An iron-clad money-back guarantee is the most useful tool in pressing action- The more generous, the better! It goes for the bottom line: *What do I have to lose?*

And it affirms the quality of the product. If you are willing to back the claims you make with a full refund, you can get a hook into those borderline buyers.

Absolutely STAND BEHIND your word. Be cheerful and expedient in returning a refund. Let them know that you sincerely appreciate their business and not to hesitate in contacting you, if there is any way you can be of further assistance.

If you give a time limit the product will be offered for sale, or mention a limited supply, or have a reduced price for a certain time, you'll increase the impulse to act.

Again, STAND BEHIND your word; do not make a "time sensitive" or limited quantity offer that- in fact- is not; illegal and unethical- better to be a **flaming** spammer!

What you're after...

- Appeal to the reader's urgency;
- Make the product totally irresistible to have- now;
- Extend a generous guarantee;
- Wholeheartedly stand behind the above!

What is your competition doing? When testing new ads; start with the tried and true. Don't try to be different. It is the sound and worthwhile that brings in the customers- time and time again.

The best way to write your ad is to disregard size at first, writing everything on paper that might attract readers.

Tell it all. Stress the need for what you have to offer, what it will do for readers, how they will benefit, benefit and benefit, what they can expect by using your product, how easy or more pleasant life will be for them...

When you have finished writing, you might have a long paragraph or a dozen pages. Now is the time to think of clarity, not cost. Unlike a 'zine classified, you do not pay by the word.

So, you won't have to be nearly as selective in your choice of words in the final ad.

To build sales, this advertising must be seen or heard by potential buyers, and cause them to react to the advertising in some way. The credit for the success, or the blame for the failure of almost all ads, reverts back to the ad itself.

The bottom line in any ad is quite simple: To make the reader buy the product or service.

Any ad that causes the reader to only pause in this thinking, to just admire the product, or to simply believe what's written about the product -is not doing its job completely.

The "ad writer" must know exactly what he wants his reader to do, and any that does not elicit the desired action is an absolute waste of time and money.

Never forget the basic rule of advertising copy writing:

"If the ad is not read, it won't stimulate any sale; if it is not seen, it cannot be read; and if it does not command or grab the attention of the reader, it will not be seen!"

Most successful advertising copywriters know these fundamentals backwards and forwards.

Whether you know them already or you're just now being exposed to them...

Your knowledge and practice of these fundamentals will determine the extent of your success as an advertising copywriter.

All Web copy, sales copy and ads are written according to all the same rules. What is said in a 'zine classified ad must have the same [if not more] impact that's delivered in a larger, more elaborate type of Web site, in ultra-condensed form.

Honing Your Copy Writing Skills

To start learning how to write good ads, carefully study:

- ✓ High-octane Copy Writers, like Marc Goldman and Alex Mandossian.
- ✓ Issues of The National Enquirer. These are some of the all-time highest paid copy writers, and with good reason- sales of products advertised.

No, I am not suggesting studying articles such as "Jennifer Williams Gets Impregnated By Alien!". Only the ads.

Analyze each of these ads for the following:

- How has the writer attracted your attention
- What about the ads keeps your interest?
- Are you stimulated to want to know more about the product being advertised?
- What action must you take?
- How strongly are you "turned on" by each of these ads?

Rate these ads on a scale of one to ten, with ten being the best. Now, just for practice- without clipping the ads- do the same thing with ten different ads from a Wards or Penney's catalog.

In fact, every ad you see from now on, quickly analyze it, and rate it somewhere on your scale.

If you'll practice this exercise on a regular basis, you'll soon be able to quickly recognize the "Power Points" of any ad you see, and know within your own mind whether an ad is good, bad or otherwise, and what makes it so.

This will give you the "feel" of the fundamentals and style necessary in writing successful ads.

It takes dedicated and regular practice, but you can do it!

Simply recognize and understand the Master Formula [A.I.D.A.]:

-
- Attention!
 - Interest!
 - Desire!
 - Action!

Practice

Practice reading and writing the good ads -and rewriting the bad ones to make them better- and keep at it...until the Formula, the Idea, and the feel of this kind of ad writing becomes second nature to you.

This is the **ONLY WAY** to gain *expertise* in writing good copy, including classified ads.

Virtually all successful copywriters rate the headline and/or the lead sentence of an ad as the most important part of the ad, and in reality, you should do the same.

After all, when your ad is surrounded by hundreds of other auction ads; what makes you think anyone is going to see your particular ad?

This brings you to...

The Naked Truth

Win people with a simple truth and don't worry about selling lies. Be better than that!



The truth is, they're not going to see your ad unless you can immediately reach out and grab their attention; entice them to read all of what you have to say.

Your headline has to make it more difficult for your prospect to ignore or pass over, than to stop and read your ad. If you don't capture the attention of your reader with your headline, anything beyond is useless effort and wasted money.

Successful advertising headlines- are written as promises, either implied or direct.

The former promises to show you how to save money, make money, or attain a desired goal. The latter is a warning against something undesirable.

Example of a Promise: Are You Ready To Become A Millionaire -In Just 18 Months?

Example of a Warning: Do You Make These Mistakes In English?

In both of these examples, I've posed a question as the headline. Headlines that ask a question seem to attract the reader's attention almost as surely as a moth is drawn to a flame.

Once she's seen the question, she just can't seem to keep herself from reading into the rest of the ad to find out the answer.

Remember, however, that your first 250 words are going to make or break whether they read on- and usually a lot less than that!

The best headline questions are those that challenge the reader; that involve her self-esteem, and do not allow her to dismiss your question with a simple yes or no.

You'll be the envy of your friends is another kind of "reader appeal" to incorporate into your headline whenever appropriate.

The appeal has to do with basic psychology: everyone wants to be well thought of, and consequently, will read into the body of your ad to find out how she can gain the respect and accolades of her friends.

Wherever and whenever possible, use *colloquialisms* or words that are not usually found in advertisements. The idea is to shock or shake the reader out of his reverie and cause him to take notice of your ad.

Most of the headlines you see day in and day out, have certain sameness with just the words rearranged.

The reader may see these headlines with his eyes, but his brain fails to focus on any of them because there's nothing different or out of the ordinary to arrest his attention.

Example of Colloquialism: **Do You Experience Severe Brain Farts?**

Another attention-grabber kind of headline is the comparative priced magazine headline: Three For Only \$3, Regularly \$3 Each!

Still another of the tried and proven kind of headlines is the specific question: Do You Suffer From These Symptoms??? And of course, if you offer a **strong** guarantee, you should say so in your headline: Your Money Refunded, If You Don't Make \$100,000 Your First Year.

How To headlines have a very strong basic appeal, but in some instances, they're better used as book titles than advertising headlines.

Who Else Wants In On The Finer Things -which your product or service presumably offers- is another approach with a very strong reader appeal. The psychology here is the need of everyone to belong to a group (read *herd mentality*)- complete with status and prestige motivations.

Whenever, and as often as you can naturally work it in, you should use the word "you" (and its derivatives) in your headline, and throughout your copy.

After all, your ad should be directed to "one" person, and the person reading your ad wants to feel that you're talking to her personally, not everyone who lives on her street.

Personalize and Be Specific

Less is always more.



Whenever you sit down to write advertising copy intended to pull the orders -sell the product -you should picture yourself in a one-on-one situation and "talk" to your reader just as if you were sitting across from him at your dining room table.

Be specific and ask him if these are the things that bother him -are these the things he wants -and he's the one you want to buy the product...the layout you devise for your ad, or the frame you build around it, should also command attention.

Either make it so spectacular that it stands out like lobster at a chili dinner, or so uncommonly simple that it catches the reader's eye because of its very simplicity [known as a "plain vanilla" Web site].

It's also important that you don't get cute with a lot of unrelated graphics and other "eye candy". Your ad should convey the feeling of excitement and movement, but should not tire the eyes or disrupt the flow of the message you are trying to present.

Any graphics or artwork you use should be relevant to your product, its use and/or the copy you have written about it. Graphics [other than your product photo] should be used *modestly*- as artistic touches; to create an atmosphere.

Any photos within your ad should complement the selling of your product, and

prove or substantiate specific points in your copy. Once you have your reader's attention, the only way you are going to keep it, is by quickly and *emphatically* telling him what your product will do for him.

Your potential buyer doesn't care in the least how long it's taken you to produce the product, how long you have been in business, nor how many years you've spend learning your craft- save that for your About Me page for those who *are* interested!

All she really wants to know, is specifically how she is going to benefit from the purchase of your product. Period. Generally, her wants (and perceived needs) will fall into one of the following categories:

- ✓ Better health;
- ✓ More comfort;
- ✓ More money;
- ✓ More leisure time;
- ✓ More popularity;
- ✓ Greater charisma/beauty;
- ✓ Greater success and/or
- ✓ Greater security!

Even though you have your reader's attention, you must follow through with an enthusiastic enumeration of the benefits you can gain. In essence, you must reiterate the advantages, comfort and happiness she'll enjoy -as you have implied in your headline.

Mentally picture your prospect -determine his wants and emotional needs -put yourself in his shoes, and ask yourself: If I were reading this ad, what are the things that would appeal to me?

Write your copy to appeal to your reader's wants, emotional needs and ego cravings!

Remember, it's not the "safety features" that have sold fine cars for the past 50 years -nor has it been the need of transportation. It has been, and almost certainly always will be the advertising writer's recognition of people's wants and

emotional/ego needs/cravings.

Visualize your prospect, recognize his wants and satisfy them. Then Stand and Deliver on your promise, with a sweet, unadvertised bonus bundle!

Writing good advertising copy is nothing more or less than knowing "who" your buyers are; recognizing what he wants; and then telling him how your product will fulfill each of those wants.

"I can define copy writing in two words: *applied psychology*."

- Alex Mandossian

The "desire" portions of your ad is where you present the facts of your product; create and justify your prospect's conviction, and cause her to demand "a piece of the action" for herself.

It's vitally necessary that you present "proven facts" about your product because survey results show that at least 80% of the people reading your ad -especially those reading it for the first time -will tend to question its authenticity.

So, the more facts you can present in the ad, the more credible your offer. People want "logical facts" to justify emotional surges of instant gratification- as reasons/excuses for buying a product.

It's like the girl who wants to marry the guy her father calls a "no good bum."

Her heart -her emotions- tell her yes, but she needs to nullify the seed of doubt lingering in her mind- to rationalize her decision to go on with the wedding.

In other words, the "desire" portion of your ad has to build belief and credibility in the mind of your prospect.

It has to assure him of his good judgment in the final decision to buy- furnish evidence of the benefits you have promised- and afford him a "safety net" in case anyone should question his decision to buy.

People tend to believe the things that appeal to their ego, individual desires, fears and other emotions. Once you have established a belief in this manner, logic and reasoning are used to support it. Your reader "wants" to believe your ad if she has read it through this far-

It is up to you to support her initial desire.

Study your product and everything about it- visualize the wants of your prospective buyers- dig up the facts, and you'll almost always find plenty of facts to support the buyer's reasons for buying.

Here is where you use results of tests conducted, growing sales figures to prove increasing popularity, and "user" testimonials or endorsements.

"Just exactly what is it for me?!?"

Draw a mental picture for your potential buyer. Let her imagine owning the product. Induce her to visualize all of the benefits you have promised. Give her the keys to seeing herself richer, enjoying luxury, having time to do whatever she would like to do, and with all of her dreams fulfilled.

This can be handled in one or two sentences, or spelled out in a paragraph or more, but it is the absolute ingredient you must include prior to closing the sale. Study all the enticing sales presentations you have ever heard; look at every winning ad; these are the elements that actually make the sales for you.

Remember them, use them, and don't try to sell anything without them. Lots of ads are beautiful, almost perfectly written, and quite convincing- yet they fail to command action from the reader. If you want the reader to have your product, then tell her so and command that she send her money now.

Unless you enjoy spending money on eBay listings, mildly entertaining your prospects with your beautiful writing skills; always command that she complete the sale now, by acting now- by ordering, visiting your eBay store or Web site, etc.

Once you have got her on the hook- land her! Don't let her get away!

Probably, one of the most common and best methods of moving the reader to act now, is written in some form of the following:

- All of this can be yours!
- You can start enjoying this new way of life immediately, simply by sending a check for \$XX!
- Don't put it off, then later wish you had gotten in on the ground floor!
- Make out that check now, and "be IN on the ground floor!"
- Act now, and as an "early-bird" buyer, we'll include a big bonus package

-absolutely free, simply for acting immediately!

- You win all the way!
- We take all the risk!
- If you are not satisfied, simply return the product and we will quickly refund your money!
- Do it now!
- Get that check on its way to us today, and receive the big bonus package!
- After next week, we won't be able to include the bonus as a part of this fantastic deal, so act now!
- The sooner you act, you more you win!

In Review

Mastering the fundamentals of Social Networking and the Web2.0 philosophy is merely the **permission-based** art of selling- knowing how to present whatever it is that you're selling to your visitor in such a manner that she feels you will personally solve her problems or fulfill her dreams.

Anybody can sell anything to anybody and selling on the Web- absolutely no different than selling by mail, in person, or face to face with your prospect...just a more efficient and economical way of making contact:

- You've got to captivate her attention;
- You've got to appeal to her interests;
- You've got to reveal to her how her purchase of your product will benefit her;
- You've got to close the sale by causing her to reach into her purse for her

credit card or to write out a check for whatever it is you're selling.

The first few seconds of the opening encounter with your prospect ultimately affects the success of the presentation and inevitably-whether or not a sale is made. Therefore, it's absolutely critical that your sales presentation radiates enthusiasm and success!

Once she's on your Site and is looking at your presentation, you've got to make her feel comfortable; be friendly and believable. Stimulate her interest in whatever you're selling by appealing to one of her primordial wants, needs or problems with a solution.

Don't waste her time with a long and/or complicated dissertation...

- Make your sales presentation flow;
- Anticipate her objections;
- Logically answer them within your presentation.
- Explain all of the irresistible benefits gained from ownership of your product or service;
- Whenever possible, let her see or read of proof or testimonials from people who have already bought from you.

The most important thing you want to do is to create- within your presentation- **the fulfillment she'll have as a result of buying from you....**

- Stimulate her imagination;
- Explain to her how she can use whatever you're selling to solve her problems or achieve her dreams;
- Invite her to attend the theater of her own mind;

-
- Cast a word movie that allows her to see herself ultimately gratified and satisfied with your product.
 - Give her a payment button to click on or a simple benefits-packed squeeze page.
 - Make it as simple and as easy as possible for your prospect to buy from you, extend a generous guarantee and – most importantly- **STAND BEHIND IT.**

The payment button, order agreement or simple coupon should close the sale for you - that is, if your presentation is well-written and highly compelling; she sees what you're selling as an immediate solution to one of her immediate wants, needs or problems!

Too many sites begin with some sort of blah-blah story about the seller...

“Hello there, I'm writing to you from the beautiful beaches of Waikiki” Or...

“After a hundred years of research I've found the fountain of youth”.

Even some such tripe as “dear friend, you may not know me but I'm now a millionaire...” blah biddy blah.

Just ask them if they'd like to _____ ...if so, let me explain; if not, then I don't want to waste your time. Treat your prospects as though their time is more precious than your own!

Remember there is no get rich quick path to greatness. Don't buy into false dreams and don't sell them to anyone either. Success is something you have to work hard to get. Those willing to put in the time, effort, and work are few and far between. Many are called, but chosen are few. Be committed to being one of the few!