



DIY Product Sell Toolkit

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ALL-IN-ONE DIGITAL PRODUCT SELL SOLUTION

15 Day Action Plan: Explored

Developed by Ash Waechter
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Day 1: Product Development: 1 (Research)

Develop a product for your website. If you already have a product for your site, you can skip this section.

There are several ways you can go about researching your product ideas. One way is to use the [Google Keyword Search tool](#). Using this tool you can find out what topics are popular and what people are actually searching for. This will help formulate your product idea.

Keywords related to term(s) entered - sorted by relevance ?		
golf lesson	<div style="width: 50%;"></div>	80,500
golf lessons	<div style="width: 50%;"></div>	201,000
free golf lessons	<div style="width: 25%;"></div>	6,600
private golf lessons	<div style="width: 25%;"></div>	1,600
online golf lessons	<div style="width: 25%;"></div>	6,600

If you conducted a search for “golf lessons,” you will find that more than 200,000 people searched for golf lessons in a given month. These people want to learn golf. This would be good starting point for the popularity of your subject.

Amazon

Another way to research your product idea is to use Amazon as a way to see what is popular. You can search [SCUBA diving](#) and see what is popular.

I once searched for “golf instruction” and found that there was a user who reviewed a golf instruction DVD. In his review, he revealed that he had been a consumer of over 150 golf instruction guides. That’s a lot! People want to learn and they are passionate about it.

Bookstore

Much the same as using Amazon for your research; you can also visit your local bookstore and see what topics are popular and what are hostellers.

Monster and Careerbuilder

Jobs boards are a great way to see what companies need. If they are looking for people with certain skills, you could create a learning kit that can solve their problems. This would be a high yielding kit. You can create a guide for advertising agencies on how to build a Media Plan.

Large business will be a great way to sell your product. You may not get a huge volume, but the price of your product could be pretty high.

These are just a few ways you can conduct your research. Let’s move on.

Content Development

Once you have your product in mind, you will need to develop its content. Ideally, you will want some written content, such as the document you are reading here. You might want some video, audio or interactive content also.

For the written parts, you should do all of this yourself. The video you can outsource and some audio and higher end parts of your product, you can outsource. I don't recommend that you outsource the essence of what you are trying to communicate.

You need to have your voice and expertise put into the product. However, if you want to get something out the door quickly, outsourcing the basic content could be the way to go.

A great strategy for creating content is to find a popular book on a popular subject and really take it apart.

One such idea would be to take a book like "The Automatic Millionaire" by David Bach and use it as guide for your own information product. I'm not suggesting that you steal the information from the book, but what I am saying is use the book as a guide to see how it is structured and see what elements motivate you.

The book contains text, charts, calculators and plenty of opportunities for multimedia. This would be a fairly easy book to make into a great digital product. It doesn't hurt that it's a N.Y. Times bestseller.

Don't forget to look at the [N.Y. Times Best Seller List](#) for ideas. One particular section to look at is Paperback Advice.

There are plenty of places to find good information that you can easily turn into a profit making downloadable digital product. Books are the best resource but not the only ones. Trolling the social media may turn up some hot ideas. Listen to what people are talking about. Find out what they are looking for and what motivates them.

Motivators (What gets people to buy)

Love

Nearly everyone wants to be loved. We all want to be loved by someone. This is a very strong emotion. If your product can convey this, you will do well. For instance: for the budding guitar player, you can appeal to his interest in finding

his true love by being master at the guitar. *“Serenade that special someone after learning to play guitar in seven days,”* could be your motivating headline.

Sex

This strong drive goes without saying and it plays a huge part in lots of advertising messages. Many alcoholic beverage companies promote this since many people feel sexier after a few drinks. Find a way you can use this in your product.

Friendship

If your product can come close to building better friendships, you can exploit this as well.

This particular product tried to exploit this concept quite explicitly: [Mr. Beer](#). Its headline says: **“The best part of brewing your own beer, hard cider and root beer is sharing it with friend.”** That’s a motivator if I ever heard one.

Here is a list of some more strong motivators that get people to buy:

- ✓ Relationships
- ✓ Dating
- ✓ Wealth
- ✓ Happiness
- ✓ Popularity
- ✓ Adulation

Money

This is the ultimate driving force because nearly everyone is under the illusion that money will solve all of their problems (especially those mentioned above). Money will buy **happiness, love, friendships**, etc. The truth is it doesn’t and many successful people who have lots of money will be the first to admit it. However, this should not stop you from exploiting this reality.



If you can interject how someone can be better off financially from your product, you will do extremely well. Money is the strongest motivator of all.

Your product may not directly relate to any one of those motivators but you must always keep those in mind when you are developing your product.

Make Your Product Market Itself

Remember that your product is the marketing. Seth Godin once talked at length about this concept in a video presentation. He said that Apple’s iPod did all of the marketing for the product because the product was so unusual and stood out from all of the other MP3 Players. Everyone else is wearing back headphones

but iPod users are wearing white. That's marketing built right into the product suggest reading books by Seth Godin.

Another author who knows a lot about selling and shopping is Paco Underhill. His ground breaking book "Why We Buy" will shed a lot of light on your product development and how to sell your product.

Day 2: Product Development: 2 (Content Development)

Find a developer to write a 50 page booklet about your topic. If your topic is about SCUBA or "better tax accounting," you can create an outline and find a developer on [Elance](#).

Use my step-by-step guide (in the *StepbyStepGuides* folder) that I have provided to set up your account and find a provider (i.e. bidder) for your project. You can consult my brief on *Outsourcing Your Website Project* in the same folder as this document..

In my guide, I show how you can make a quick story board in Word. You can make a quick story board for:

- ✓ An Article
- ✓ An e-Book
- ✓ Video Presentation

There are several ways you can go about outsourcing your presentation. You can have your provider do:

- ✓ Image collection
- ✓ Audio
- ✓ Presentation

For more control and cost savings (depending on the service provider), I would recommend that you provide all of the images in your video presentation. You will also have a better idea of how it will turn out.

Storyboarding your video presentation

Spend this day gathering your images for your video presentation. You can either write the copy first then get the images, or you can get the images first and then write the copy. Or you can do both. I try to write a few notes first and then get some images. Then I try to get some images that will inspire me to write more relevant information to the project.

Please see me article: *Quick & Easy Way To Create an Attention Grabbing Video.doc*. This article will show a quick and easy way to create a storyboard that you can outsource to a vdeio0 developer.

I would suggest 2 -3 images per fifteen seconds of video.

Yes, you can and should create a story board for an **article** or an **e-book**. Having relevant images or inspirational images can be very helpful in getting your point across in an article or an e-book.

Technique for Quick Content



You can record your thoughts in a portable recorder and have someone transcribe it for you. My suggestion is to buy a digital recorder and record about twenty minutes of whatever it is you want transcribed.

These recorders are very easy to operate. I find my best ideas come to me in my car while I am driving or at a red light. If you can create a quick outline, get yourself a cup of coffee and go on a long road trip, you can easily crank out a few really great articles or pieces of an e-book.

You can find someone to transcribe it for you on [Elance](#). I had over 30 pages transcribed for about seventy dollars. To me it was well worth it. I was able to create many articles out of the transcriptions.

Day 3: Product Development: 3

Find a developer to create a 25-50 custom photo slide show. If you are creating for a SCUBA product, then this project is obvious. For the tax accountant, you can set up a demonstration of how to file their taxes online or different images of tax forms.

You can get lots of great images for low cost stock image sites like: [iStockphoto](#). Some use [Flickr](#) to get free photos.

This slide show will add a big add-value element to your project. Most e-books are static and require lots of reading; your slide show will really stand out.

Side Note:

The idea here is to outsource as much as possible, so you can get this project finished and out the door and start selling. If you try to take on too much at once, you will be overwhelmed and you will never finish your project. See my article: *How investing one thousand.doc* to see how outsourcing will make you more profitable

You can create your own slide show with some off-the-shelf slide show maker, but I would recommend making the investment into a custom developer, so your project looks cohesive.

You will also save time. Once you get your project up and running and you want to start branching out into other areas, you can get a slideshow creator. I have found it easier to just let someone else do it. Remember, you are the **creator**, not the **doer**. You should use your time creating things not doing them.

Again, you can use my quick & easy guide on how to create a simple and quick storyboard that you can then give to your developer. You will spend about two hours doing this as opposed to many more hours trying figure out some software.

This slideshow is different from your video in that it is usually set to background music and does not really have a voice over. Also, it can be interactive.

Day 4: Product Development: 4

Find a developer to create a slide how with 10 charts & diagrams. With the SCUBA project, this can be charts about different air pressures, diving depths and stuff like that. For the tax accountant, these can be different forms or different ways of understanding difficult tax concepts.

Side Note:

There is one day devoted to each one of these projects. Some may see this as not enough time, but most will see it as too much time devoted to such a seemingly small project. It is important to devote one solid day to each of these projects because they are very vital to you over product. You should not try to slap something together. You must put lot of thought into this; at least a full day's worth.

This project is different than the photo gallery because these will be custom charts conceived by you and developed by a graphic artist. These are not pre-existing charts or photographs that can be thrown into a photo gallery.

Interactivity Applications

One way to really boost the credibility and value of your product is to have some kind of interactive application for your end user. These applications can be conceived by you and developed by a programmer. These applications are not nearly as expensive as you would think.

iPhone

Think about the iPhone. Within a year of its release, there have been over 50,000 applications created for that product. That's really amazing.

Your application can either be functional (like a calculator) or a learning module (like a quiz).

If your product is about: "How to Pass a Driver's Test The Easy Ways," you would have an interactive module and components to your overall product.

If your product is cooking, you may have an application that helps people with **measurements, cooking at different altitudes, calorie counters, etc.**

Having this interactivity will really make your product seem to be very worthwhile. Try to keep it simple so it does not cost too much but make sure it adds value to your overall product. Don't make anything meaningless or gimmicky.

When you have an idea, go to Elance and seek out vendors for this type of project. Some keywords might be:

- E-learning
- Flash Applications

For this e-learning application, you will want to draw out your ideas with markers and then scan in the images into your computer. Trying come up with a storyboard on a computer screen maybe difficult for this abstract concept.

Day 5: Create your landing page



Find a developer to create your landing page or a mini (2 page) website. For a one-page landing page, you can expect to pay about \$250 per page. You will need to have a list of benefits of your product as an outline for the page.

Your landing page should focus only on the product that you are selling, not anything else. Too many people make this mistake.

Some of the basics of a successful landing page are:

1. **Headline**
2. **Sub-Headline and Call to Action**
3. **Testimonials**
4. **Basic information about your product**
5. **Strong benefits to using your product.**
6. **Guarantee**
7. **Summary of everything you have mentioned**

Headline

If your headline uses the words in your (CPC) advertisement, you will instantly get your visitors attention. If you were searching for “brew your own beer” (which is an actual searched keyword phrase—9,900 searched per month) and your headline said “How to make your own beer,” it would not be as effective as “Brew Your Own Beer in 15 Days or Less.” The point here is to use actual phrases that

are actually searched. Use the [Google Keyword tool](#) to identify popular keyword phrases.

Try not to be too broad. Broad keyword phrases will get you lost in the mix. For instance, if you said “Beer Recipes – 101 Ideas” you would probably get lost in the mix because there are so many sites with beer recipes and the person looking for “brew your own beer” would probably look elsewhere.

Some Headlines and attributes:

Direct Headline

“Brew Your Own Beer in 15 Days or Less”

The Question

“Wouldn’t You Like to Brew Your Own Beer in 15 Days?”

The Testimonial

“*The Home Beer Booklet & Toolkit* got me brewing my own beer in less two weeks!” – Tom Daschle

The How-To

“How to Brew Your Own Beer in Less than 15 Days.”

The Guarantee

“We Guarantee that you will Brew Your Own Beer in 15 Days or your Money Back”

The benefit

“Brewing Your Own Beer at Home will make you the Talk of the Town

Third Party Endorsement

“*All About Beer* magazine says that you can brew your own beer in less than fifteen days.”

Presentation

Once you have some significant headlines to choose from, you should make your presentation on your website is look good. You don’t want your website to look like you are some fly-by-night schemer trying to make a quick buck.

There are many internet marketers who advocate a very streamlined (and thus rather ugly) approach to a website that focuses on problem solving. My years of experience as a website designer say that appearance of a website is very important to the likeability, trustworthiness and overall conversion rates.

Who would you buy your home brewing kit from?

[Mr. Beer](#)

Home Brewing Made Easy!

Home Kits Refills Recipes Ingredients Accessories Logo Stuff

Beer Kits | Hard Cider Kits | Root Beer Kit

I MADE THIS!
AND IT WAS SO EASY.

The best part of brewing your own beer, hard cider, and root beer is sharing it with friends -- So go ahead let them know how difficult it was. We won't tell!

Free UPS Place an order from Mr. Beer delivered to your door in the United States. No extra charge for UPS Ground shipping.

Need Help? No problem -- visit our help page for all your brewing questions.

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Brewmaster's Select Premium/Deluxe Kit Archer's Orchard Hard Cider Kit Mr. RootBeer® Kit

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Make great-tasting beer in just 14 days with a MR.BEER® Home Beer Kit! All kits are reusable, and best of all the

Hard Cider Kits!
The Archer's Orchard Hard Cider Kit is completely reusable, and best of all the

Root Beer Kit!
Turn your home into an old-fashioned soda fountain with Mr. RootBeer®. Create two

Or

[Midwest](#)

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Brewing Basics Equipment Kit: This equipment kit has everything you need to start brewing beer at home except for bottles, ingredients and a brewing kettle. Our starter kit includes all of the essential equipment needed to start homebrewing and is an economical way to get started. If you are worried that brewing beer at home is complicated and difficult, don't be. When you get your equipment and ingredients, just put your free homebrewing video in your VCR or DVD player and go. Just follow along as we boil it, bucket it, and bottle it. After 2 hours you'll be surprised how easy brewing is. Our starter kit is designed to be expanded as your level of homebrewing progresses. Be sure to check our new upgrade options! Brewing Basics Equipment List: Instructional Homebrewing Video or DVD • 71 page instructional book • 6.5 Gallon Fermenter and Lid • 6.5 Gallon Bottling Bucket with Spigot 9 Oz. of Easy Clean No-Rinse Cleanser • Airlock (keeps air out of the fermenter) • Hydrometer (Determines alcohol content) • Bottle Brush • Twin Lever Rod Baron Bottle Capper • Bottle Caps • Liquid Crystal Thermometer • Bottle Filler • Racking Tube with Bucket Clip • Siphon Tubing

[Add to Cart](#)

Price: \$59.95

My money is on Mr. Beer. Many build-your-own-website programs will tell you that presentation does not matter. They are wrong. It does matter and it matters a lot. If you are serious about your product, you should have a good presentation.

A quick note. As of this writing, [Midwest](#) has announced on its website that it is redesigning their website. It looks like they took my advice before I even had a chance to disseminate it to the public. Mind readers, they are.

Again, I would urge you to seek out a professional. Your goal is to get your product out there as quickly as possible. If you are wasting time messing around with software that you are not familiar with, you will be wasting a lot of time, money and effort along the way.

Try to budget the cost of your project to get a sense of what your returns will be.

Use my Elance Step-by-step Guide to navigate your way through Elance. Also, be sure to read my ***Outsourcing Your Website Project*** brief. Both of these are included in this package.

Strategy:

There are many schools of thought on strategy. Some feel you should offer lots of free information, enough to create arousal. Others feel that you should only offer a few bits of info to get people to signup for free access or a free download.

You may have seen some websites that are very long, that seem to go on forever. They are literally 15 pages long. This strategy works for some products and not for others. My feeling is to make your case in about two pages or less.

Some websites even write a few words and try to get you to buy right away.

simple.ology
The Simple Science Of Getting What You Want

Sanity brought to 407,897 people around the globe.

As featured in The Wall Street Journal

CEOs, Olympians, WAHMs, Artists – Everyone Loves Simpleology

“The principles found in Simpleology are the same that I followed to become a 3 time Olympian.”

Ruben Gonzalez, 3 Time Olympian (Luge)

Show Me Another

FREE Easy-to-Use Software Inside

Browser Bodyguard Desktop Cockpit
Webcockpit Wimiki

How Does it Work?

Brings Sanity to Your Day
(as seen in the Wall Street Journal)

Within minutes of setting up your account, you will:

- See your day with instant clarity
- Focus instantly on what’s important
- Dump the rest (liberation is a click away)
- Clear your brain of clutter and distraction

Once you’re inside we’ll walk you through it all Step-By-Simple-Step.

Step 1 Begins Here

No Account Yet?
Get Started in seconds...

Step 1. Set Up Your **FREE Account**

Instant FREE Access

NOTE: We are a TRUSTe certified company, so your privacy is guaranteed. We hate spam with a passion, so we will never email you without your consent and will never share your information with anyone.

Members Login : About Us : Contact Us

The site above just tries to get you to access the website with just very little information. What they have going for them is testimonials and a “As Seen in The Wall Street Journal” blurb. If you have these going for you, then a small website may work.

Again, I recommend about two pages worth of information if you expect people to buy or commit to freebies.

You want to provide enough information to get people to commit.

Guarantee

Be sure to offer a guarantee with your product. This will gain trust with your visitors right away. Sometimes the longer the guarantee is the better. If you offer a 90 day guarantee, that will give your customers 90 days to evaluate your product. It is unlikely that if your customer has up to 90 days to examine your product for free that they will actually return the product.

Some may see having a short money back guarantee has a good strategy. It is not. Most people buy products on impulse. The shorter your guarantee, the

faster they will return your product. If they only have seven days to evaluate your product, they will look at it briefly and if it isn't everything they expected in the first five minutes, "buyer's remorse" will set in and they will return your product immediately.

When people buy things on impulse (like on the internet), they don't necessarily have time to evaluate or use the product right away, but they want to buy it now because they don't want to forget where they found your great product.

You have to give the time to evaluate your product.

A bookstore near my home recently reduced its return policy from 30 days to 15 days. Now I feel more pressure to enjoy the book a shorter amount of time. I feel like I need to evaluate faster. I'm more inclined to return a book if it doesn't strike my fancy. I'm also inclined not to buy a book too.

Incentive

You also have to realize that your guarantee gets people to buy. Not only will a short term return policy will get you more returns but it will also keep people from buying your product from the beginning.

Since your product is digital in nature, it is really hard to enforce your return policy in regards to your customer returning the product to you. You cannot really get your product back from someone. If they want to fleece you, they will. There is not much you can do about it.

You might as well put in a very liberal return policy and make them feel good about their purchase.

Keep Focus

Many website owners have the urge to out other things "that people might find interesting" on their site.



Resist this urge. I found a Google ad for "hangover cures" which sent me to this website: drinkinmate.com. For such a simple product that I wanted to Buy Now, the website had way too much information on it and way too many opportunities to click off their site and onto another site. Don't do this.

In one section, the site had me go to their Facebook page. While I was on Facebook I was checking out what my "friends" were doing. I did that for twenty minutes! All I wanted was a hangover remedy (actually I didn't. I was just doing some

research) and now look where I am. I'm Facebook heaven (or that other place). **Don't lose focus.** If your ad says "hangover remedy," get them to a page where they can buy a hangover remedy—right away.

This is exactly why many people and business do not get great results from their Google Ads. It's because their sales funnel is not focused on making the sale.

Now granted, this is not a digital product. Some things may be different. But why would they need me to go their Facebook page? What's that going to do for me? How is that going to get me closer to buying their product? They should have one page that tells me where I can buy a hangover remedy. That's it.

Don't fall into this trap. Since they are here, maybe they will like this other stuff. I mention this in detail because I have seen so many website owners lose focus of their main objective. My many years of experience has shown me that it is easy to lose focus and offer other goods since you are already have a captive audience. *But that's what your e-mail list is for.* We'll get to that later.

High Traffic Low Conversions

If you find that you are getting a lot of traffic but not getting enough conversions (i.e. buyers or subscribers), you might want to think about:

- ✓ Your benefits list
- ✓ Your features list
- ✓ Split testing (A/B Test) with a different sales page
- ✓ Adjusting your price
- ✓ Offering different levels of product and services

Benefits List

Focus on the benefits of using your product. For example, learning how to play golf can help people make better business contacts on the golf course, therefore gain more financial success. Don't focus on the obvious like be a better golfer. Go through the Motivators list above and see how you can fine tune your message to focus on the benefits of using your product.

Features List

See what else you may need to offer in your product to get people to buy your product. Did you mention everything that comes with your package? Did you use the Bonus rule?

Split Test

This has been mentioned elsewhere in this package, but you can find more info in [Google help](#). A split test is basically two or more web pages

that have different messages for the same product. Use this feature in Google to test different messages and pricing options.

Adjust your price

I say “adjust your price” because I don’t always mean lower your price. Sometimes if your price is too low for what you are offering it does not sound real. In other words, it’s too good to be true. Having a digital product that is easily reproducible with low overhead, it may be tempting to offer incredible deals. Sometime this can backfire.

You may have to raise your price in order to increase conversions. Or if conversion remains the same, it will turn out to be more profitable for you.

Offer different levels of product or service

You can offer: Silver, Gold Platinum packages. People love having a choice in how they spend their money. Offer it to them. Try it in a split A/B test

Day 6: Set up your hosting

Set up your hosting for your site. You can use hosting providers such as GoDaddy, HostGator or Lunar Pages or find one on your own.

After getting all of your providers (from Elance) started on your projects, this is a good day to get your hosting set up. Usually it is pretty easy to set up.

I personally use GoDaddy for all of my sites for one simple reason: the tech support is excellent. They nearly always answer the tech support hotline within five minutes. Some hosts will take over an hour to answer your call.

Don’t get too hung up on pricing and packages. The money you will make from selling your product will far exceed any special pricing or discounts that can be offered to you from your hosting company. The number one thing to think about when it comes to hosting is reliability. I use GoDaddy because I always know that if I need help with anything, they are always there to help. I have not had such good experiences with many other hosts.

Fortunately, as former web developer, I got a chance to experience a lot of different hosting companies. Always choose convenience over price. You are going to be in a business where price is not going to make any difference but reliability will. If your site goes down or you mess something up, you will lose lots of money.

Domain Name

Make sure you get a **.com** name. Here's why. The vast majority of people trust a website with a .com name versus a .net or .biz name. Having a .com name right there tells your visitors that you are the real deal, not just some hack trying to make a quick buck. Just a quick brief about domain extensions.

- .com = Commerce websites
- .net = Network websites (i.e. Network Solutions)
- .gov = Government website
- .org = Organization website

Anyone can acquire any of these extensions. Another reason for not getting a .net or any other non .com extension is that you will end up advertising for your .com equivalent.

For instance: If your website is: taxcheats.net, you will invariably direct traffic to taxcheats.com because when people land on your site and see that you are a .net, they will ask themselves: "Who is the .com?" and then go to that site. If that site is a direct competitor of yours, then you have given a sale to your competition.

If you cannot find the domain of your first choice, try to find some adjective to describe your product. For instance, if your product is "**coin collecting**" and you wanted coincollecting.com, try these on for size

- ✓ MyCoinCollecting.com
- ✓ CoinCollectingMadeEasy.com
- ✓ SevenDayCoinCollecting.com
- ✓ CoinCollectingToday.com

The point is to get your keyword or the name of your product in there somewhere. Don't ever get a .biz or any other extension that is not a .com extension. To recap:

Wrong:

- CoinCollecting.net
- CoinCollecting.org
- CoinCollecting.biz
- CoinCollecting.us

Right:

- ✓ MyCoinCollecting.com
- ✓ CoinCollectingMadeEasy.com

- ✓ SevenDayCoinCollecting.com
- ✓ CoinCollectingToday.com

Search engines also respect the .com a lot more than any other extension.

Hosting companies, like GoDaddy will give you suggestions for alternate domain names if yours is taken. Try their domain name search box.

Be descriptive

If you are creating a sole landing page, you will want to be descriptive. If you are selling a product that is Financial Freedom in Seven Days, your domain should be www.financial-freedom-in-seven-days.com, **not** www.financial.com nor www.finays.com.

- ✓ In the first example, your purpose is clearly stated in the domain a name (www.financial-freedom-in-seven-days.com).
- ✓ In the second example (www.financial.com), there is attempt at simplicity. This strategy just does not work well. Where do you buy shoes online: www.zappos.com or www.shoes.com? Where do you buy books online www.amazon.com or www.books.com? What ever happened to Pets.com? They were a disaster. What about www.broadcast.com. This was a billion dollar domain name fiasco.
- ✓ The third example shows an attempt at branding which has worked for some. See examples above but it usually does not work. Names like Flickr have done well but there are many other goofy names that have gone nowhere because they are too hard to spell, too hard to pronounce and really do not describe what the site is all about.

The best strategy is to be descriptive, even if it means you will have a long domain name. Remember you are not trying to be a big brand like IBM. Who goes to IBM.com anyway?

If you already have a domain like www.dawsonscreek.com then you will want a landing page that says, www.dawsonscreek.com/learn-to-fly-fish.html. Before you start writing an e-mail to me, I am fully aware that Dawson's Creek website has nothing to do with fishing. This is just an example.

Always remember, that you should speak to the humans first; the search engines second. Ultimately, it is a human that is going to buy your product. If you attract thousands of visitors to your site by way of tricky search engine tactics, but no one understands what your website is about or what you are selling, then you really have not accomplished anything. Believe me; I have seen plenty of these websites.

Since setting up hosting won't really take all day, use this day to recap everything you have done in the past few days. Follow up on:

- ✓ Your outsourced projects
- ✓ Bang out another storyboard
- ✓ Get your projects wrapped up.

Security Seals



Security seals help buyers feel confident about you. You should invest the time and money into getting these on your site. The increase in conversion rates is well worth the time, money and effort.

Let's move on.

Day 7: Set Up AWeber

You can use my step-by-step guide to help you with [AWeber](#). You should **not** try to set up the e-mails at this point, but you should set up your account, so you can get your e-mail form code. You will need to give this code your web developer before she finishes developing your website. Later, we will discuss setting up e-mails in your cue.

While AWeber can be tricky to figure out, it is the best solution for making lots of money on your site. The simple reason is that it is free advertising. So, do not skip this part of the process. This must be set up.

Once you get someone's e-mail address, you can market to them over and over again.

So let's get started.

First set up all of the basics on AWeber. This is your account info and list setup, everything right up to getting your code.

Some e-mail auto-responder basics:

Personalization works best. Many have personalization as being effective, but the truth is that people want to hear and see their own name. There is just no denying that.

On that note, I recommend that you read Dale Carnegie's **How to Win Friends and Influence People**. It is an eye opener on human behavior. You will learn a lot about human behavior from this book not just gimmicky marketing tricks.

Unlike your website, you will want to learn this tool inside and out, and have complete control over it. You will not want to outsource this part of the process because there is so much of "you" that has to go into these e-mail messages.

Your first e-mail message may look like this.

Hi {first name},

I hope you enjoyed your first Guitar Lesson. I hope you are getting a lot out of it.

We've just completed our Slide Guitar Lesson Series. We are offering a 50% discount for all of those who purchased our Beginning Guitar Series. Get it today.

Happy playing,

{Your Name}

Tips on e-mails:

Do not send e-mails too often. AWeber has some suggestions on its website about e-mail sending strategies. I would suggest that an immediate e-mail goes out to welcome the subscriber. A lot of it depends on your product and actual message. What you don't want to do is send e-mails every day.

The Golden Rule:

The more times you e-mail someone, the more chances they have to unsubscribe from your mailings. If you e-mail someone three times a year, they only have three chances to unsubscribe from you. Now this would be an impractical e-mail follow-up campaign, but I show it here to make a point.

Once your recipient unsubscribed, you can never get them back unless they re-opt-in. Some e-mail service providers (like AWeber) will require a sixty waiting period before someone can re-opt-in. So, you want to e-mail people judiciously.

I personally have unsubscribed from four lists because they gave me too many opportunities to do so. In other words, they e-mailed me everyday or too often.

I am also on a list that e-mails me about once every six weeks. Every time I get the e-mail, I read every word of it and I go to their website. Why? Because I

figure if they don't contact me that often, they must have something important to say. And they usually do.

Day 8: Set Up Payment System

You can use a variety of payment systems, but I would suggest [PayPal](#) for people just starting out. It is low cost and easy to set up. You can use my step-by-step guide for PayPal to easily set up your account and insert the code into your website. On this day, you can also put in the code into your website.

Remember that the one thing you have to get across to your visitor is trust. If they don't trust you then you have lost them forever. Many web surfers are getting wiser and wiser. They are on the lookout for unscrupulous businesses who are just looking to get someone's credit card numbers. They will give away the store for a few dollars in order to get your credit card information. (This is why I mention to not price your product too low. It may look suspicious.)

The best way to gain this trust is to offer a PayPal option. People know and trust PayPal. Google Checkout another option that people trust. I don't know much about it, so I won't discuss it much here. You can have more than one payment system on your website. You can have your normal checkout cart, but you must have a PayPal option.



They even mention that "PayPal is the safer, easier way to pay" on their website (your checkout cart) when your customer is ready to purchase your product. How great is that?

I know many people who just love sites that you use PayPal; not just for the security but for the convenience. I know I love these sites because of that reason too. I am much more likely to buy a product that offers a PayPal option than if it didn't.

Having a PayPal option also helps to alleviate any coding issues. These issues are becoming less and less. These issues include a website visitor not inputting the information correctly, like putting dashes in the credit card number or leaving out spaces and so on. When people encounter this problem, it's another reason for them to back out and go somewhere else.

Whether you want to believe it or not, many purchases are impulse purchases. No matter how great you think your product is, most people are buying on impulse. That means they are buying your product because it presented itself at the right time. If there are any hiccups in the checkout process, you've lost a sale.

I have helped many small business increase their conversion rates and sales numbers tenfold just by improving the checkout process.

Also, don't forget: PayPal now offers credit payments in which they did not previously. So there really isn't nay reason to any other payment system for simple digital products for download.

Continuity

Make sure your PayPal page has the same look and language as your product. You want your buyer to feel that he has not left your site to pay for your product.



Put your logo on the PayPal checkout page. There is an option to do this. Make sure you do this. A great book by Steve Krug called "Don't Make Me Think" about website usability talks at length about website continuity. You want to make sure your visitors do not feel they have been taken to another website. This is where the trust factor comes in. You want them to feel that they are at the payment page of

your website, not somewhere else.

Day 10: Put Code on Website

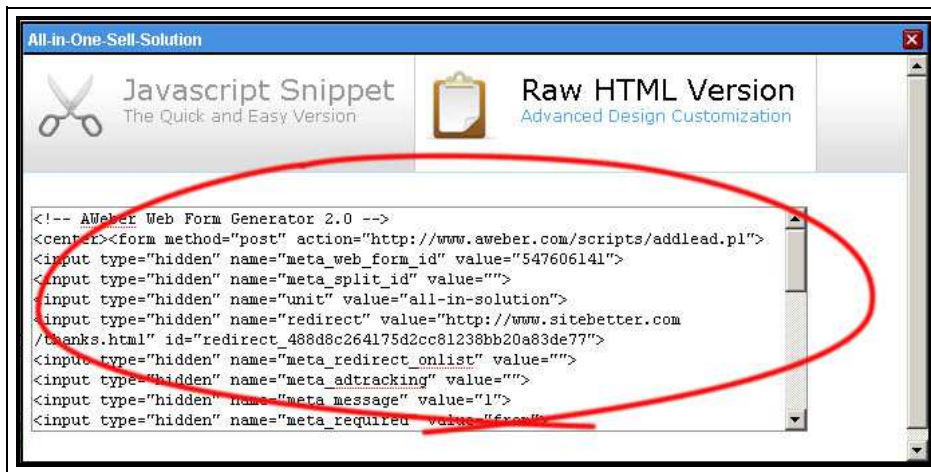
This will depend on you whether your site is complete or not. But this would be a good time to put your e-mail code from AWeber and PayPal onto your website and do all the testing that is necessary. It is also a good time to set up a few follow-up e-mails

This is pretty much straight forward. If you have someone creating your website for you, get the code from your PayPal account and your AWeber account and give them to your website developer. You can simply cut and paste these codes into a Word documents and send them right to your web developer. They will know what to do with them.



PayPal Code: (copy and paste)

The full instructions are on the Step-by-Step Guide for PayPal



AWeber Code: (copy and paste)

Make sure you go through the step-by-step guides so you create your codes properly.

Day 11: Follow-up E-mails

Write ten follow-up e-mails. Much like blogging, you should dedicate one day to do all of your content writing. You should not try to do a little each day. Multitasking is a waste of time. If you write ten good follow-up e-mails, this should get you started with your online marketing campaign. These ten e-mails will last you about a month.

You will want to schedule these out. Below are e-mails are sent to the people who downloaded our FREE guide: "What You Need to Know About Your Credit." This guide was our free offering to get people's e-mail addresses.

If visitors do not buy your product right away, you will want to get their name and e-mail, so you can later follow-up with them. A free offering will do that.

The messages below are to the people who downloaded the freebie. Now we are trying to get them to purchase the regular product: "Credit Repair Toolkit."

Here are some examples you may want to use for your e-mail campaign.

1. Thank your visitors (immediately)

Hi {first name},

Thank you for downloading "What You Need to Know About Your Credit." If you found the information in that report as half as interesting as I did, your mouth is probably wide open right now.

Did you know that you can get your credit repaired in less than two weeks? Our full "Credit Repair Toolkit" shows you how to repair your credit in twelve days.

Sincerely,

{Your Name}

2. Remind visitors what is for sale (Day 2)

Dear {first name},

I don't know if you received our last e-mail, but our "Credit Repair Toolkit" has been recently updated with all new information.

Credit is so important to everything we do with our lives. Having it ruined or not even know where it stands can make many feel very uneasy.

In the next e-mail, we will send you a highly valued tip from an expert that will get you to repair your credit today.

Sincerely,

{ Your Name }

3. Offer some value like a free tip (Day 4)

Hi {first name} ,

"To begin the long road to repairing your credit, the first thing you need to do is stop giving out your social security number," says a leading credit repair expert.

"Every time you put your social security number in a document like a doctor's form, you are jeopardizing your credit."

I hope this helps,

{ Your Name }

You'll notice that there is no reference to what is currently being sold. This is just a good natured free tip.

By the way, I don't know anything about credit, so this information may be totally erroneous. I am just an internet marketer, so I am just making this up by the seat of my pants. Please do not take the content of this example as truth. That's my disclaimer.

4. Offer another valued tip (Day5)

Hi {first name} ,

"The longer you wait to repair your credit, the harder it is to repair," says a leading credit repair expert.

Here's a tip: Make sure you pay all of our credit card bills *before* paying any of your utilities.

Sincerely,

{ Your Name }

Again, I offered a free tip. No selling. Remember, I don't want them to unsubscribe. If I sell too much, I might lose their interest. No one can resist a tip that's void of a sales pitch. We still have them on the ropes. Remember, this e-mail recipient has still not purchased our product.

5. Remind recipient of original offer (Day 6)

Hi {first name},

Many have repaired their credit with our "Credit Repair Toolkit." What is the status of your credit? Are you in good standing?

Getting the things you and your family want is not easy to do with bad credit.

Sincerely,

{Your Name}

Don't forget that you are speaking to a targeted audience. They downloaded your free offering about credit, so you can use some hard sell tactics and other selling techniques that would not be useful for a general audience.

These people have some interest in their credit, otherwise they would have never downloaded your free guide.

6. Offer a discount to the original product (Day 7)

Dear {first name},

We are updating our "Credit Repair Toolkit" with new info and new graphics, so we are offering you a one-time incredible discount.

You can get the "Credit Repair Toolkit" today for only \$97 plus get our upgrade when it comes out. That's a savings of over \$40.

Wouldn't you or your family be bummed if you didn't save \$40?

Sincerely,

{Your Name}

This is an appeal to get some of the fence-sitters to make a quick decision. They had seven days. Maybe this is the day they make a move. Did you notice how I snuck in “your family” into the guilt ridden message? This is a classic selling tactic. It works very well.

Can you see how this auto-responder / follow-up system works? Can you see how really effective it is?

Again, you paid no extra money to advertise to these people. It’s free advertising and it’s highly targeted. Therefore you can fine tune your message.

You can expect to get up to a 30% conversion rate if you set this up right.

Here is the wonderful thing. The schedule is set up relative to when the recipient downloaded the freebie. It’s not based on an absolute date.

So one person could start on July 1st and get the last message July 7th while another person could get the first message on August 13th and receive the last message seven days latter on August 20th. These are all in the your cue.

Day 12: Set up AdWords Account

By this time, your website should be up and mostly ready to go. You may have to tweak it, but you should have your site up on your internet host. You should have your AWeber code inserted into your page, and your payment systems set up with the proper code. You should have at least a dozen follow-up e-mails in the hopper ready to go.

Now you can set up your AdWords account and start driving traffic to your website. Use my full color step-by-step guide to set up your AdWords account. AdWords can be somewhat confusing. My guide has deliberately made it simple for a website such as the one you are developing.

Set up about five really good ads for your website. Do not try to be too broad. You want to be specific and you want each click to result in a sale or an e-mail sign-up. Also, do not move onto the next step. While it may be tempting to set up Analytics since you are already in your Google account, do not do this on this day. Wait until the next day.



Make sure your ads are highly targeted to your audience. If you have a Crafts guide that is totally focused on Christmas décor, don’t create a general ad that says “Crafts Guide.” You will end

up with a lot of people who are not interested. They may be looking for a Crafts guide for Halloween, a school project, etc. Having your ad focused is a way to qualify your customers before they get to your website.

Remember, you don't pay for exposures; you only pay for when a user clicks on your ad. Qualifying people before they click will save you lots of money

In my conclusions below I talk in detail about other (free) traffic methods. In brief I will say this: most free traffic methods that are in vogue today will no doubt change tomorrow.

Today, blogging, Twittering, Reciprocal links, etc are all the rage today. Tomorrow these will change. Going after organic methods will have you chasing the next best thing that comes along.

The one thing that will be constant is paid advertising. Companies like Google don't want to change what has been very successful for them. Look at their homepage—it's barely changed all of these years. Ninety-percent of Google's multi-billion dollar business is its online ads program, not its free search engine.

Also, organic traffic gets all sorts of characters just looking around and not really interested in buying something. You want to focus on people buying from you, not just general traffic. You only want to attract your most die-hard customer not a bunch of looky-loos.

Little Known Fact: Google gauges the quality of your site based on what your bounce rate is. If you have too many people who go to your site and suddenly leave, they have "bounced off" your site. If this rate is too high, it looks bad for you. It says to Google that you are doing things (either by way of advertising or by SEO) that are attracting the wrong people. The better your quality score in AdWords, the better your ad placement will be.

More on this in my conclusions down below titled "Regarding Traffic"

Time of Day

Use the time of day to your advantage. Is your product the type that people impulsively buy without a lot of clear thinking? Maybe you want to advertise late at night.

Think about when most people think about your product. If your product is weight loss, what time of day or day of the week would be a good time?

My feeling is that people let loose on the weekends and don't think about (or ignore) their diet but come Monday they are shameful and really want to start

their diet again. You would do better to advertise at the beginning of the week, not at the end.

Hangover Prevention
One tablet, one time; no **hangover**
Patented Wild Guava Leaf Extract
www.drinkinmate.com

Is your product a hang-over remedy? Well, Friday through Sunday mornings would be your best bet. No sense wasting time and money on any other day of the week. Right?

These are the things you should think about when you start writing ads and creating your ad campaign. There is a right way to advertise and a wrong way.

It is important to strategize your advertising. You want to optimize your advertising so only the customers who will buy your product will click on your ad, not those who are just curious.

Pre-Qualify Your Visitors

When you are writing ads, focus on the sale, not the traffic. Anyone can get traffic to their site through online advertising.

“**Free Money**” will get a lot of traffic. If you write in your ad that you have something for free, but you are actually selling something, you will attract the wrong kind of traffic.

Make sure your ads qualify people. An ad like: “Get Out of Debt with Our Guide. \$49.95” will *pre-qualify* your traffic. Only those who are really willing to spend \$49.95 on a guide to get them out of debt will click on your ad. This is a lot better than “Get of Debt Free,” which only will attract people who are looking for something for free.

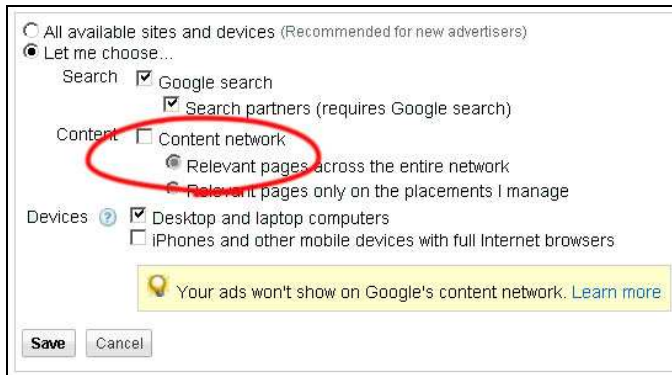
Your ad is the great qualifier. Don't run your ads like a magazine ad.

In print media, you are paying for exposure. It's the same price whether someone calls you or not. In CPC advertising, you pay per click, so you only want real interested buyers.

You may be thinking that your freebie is free. That is true but you should not spend money to give away your freebie. Again, you will only attract people who want *and only* want something for free. These will be a tough up-sell later on.

Content Network

You will see when you set up your AdWords ads, that there is an option where you can opt-out of Google's Content Network. I advise that you do just that, unless you are more experienced.



Google's Content Network means your ad will show up other people's websites. There are several reasons why I advise to NOT get on the Google Network right away

- ✓ Passive advertising versus active
- ✓ Not much control over the ads
- ✓ Needs more monitoring

Passive vs. Active Advertising

Here's a real world example of passive versus active advertising. If you were in a dentist office waiting for your appointment and you were looking at an ad in a magazine that you happened to pick up, that's passive advertising. You picked up the magazine to look at an article, not to be sold to.

However, if you were at home and needed a dentist for your aching tooth, you looked in the phone book and saw an ad for a dentist that "specializes in tooth aches", that would be active advertising because you opened the phone book with the desire to do business with a dentist. The dentist that advertises with a big display ad will get your business.

The same is true with internet CPC ads. The ads that appear on the search engine results page (SERP) are active advertising ads because you are looking to solve a problem. You are in a buying mode. Ads that appear on some other website are just clutter. Your interest level is low. You are most likely on a website to read an article or just goofing off.

In fact Google has changed pricing structure based on this fact.

"Google is constantly analyzing data across the Google Network. If our data shows that a click from a Google Network page is less likely to turn into an actionable business result - such as an online sale, registration, phone call, or newsletter signup - we may reduce the bid for that site." -[Google Adwords Help File](#)

Once you get used to how the AdWords structure works and you become proficient, then you may want to explore the Google AdWords Content Network.

Many people try to go for the shotgun effect want to be on every possible website. Remember you pay for each click.

How you create your ads is important. You can learn more here:

<http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=6100>

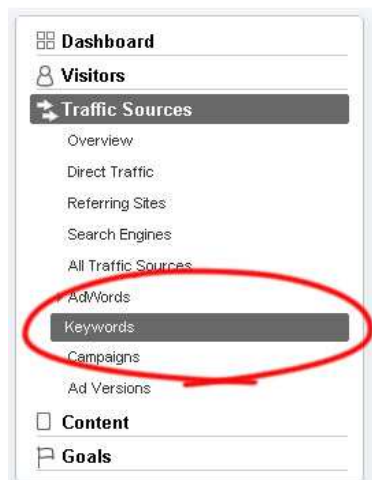
Testing

The good thing about Google AdWords is that you can test different ad types. You can run different ads and see which one is doing better. In fact, Google will help you determine that. It will rotate the ad that is doing better. But you should do your own testing, also.

Day 13: Set up your Analytics Account

Use my step-by-step guide to set up your analytics account. You will want to set up your sales funnel, so you can see how every click is resulting in a dollar amount. This way you can measure what you are doing in terms of advertising and sales. After a few days, you will be able to adjust your bid amount based on your conversion rates.

Setting up an account is pretty much straight forward. For starters, you should just put the code into your website. Make sure you read all of the instructions carefully.



You can learn more about A/B Split Tests here:

<http://adwords.google.com/support/aw/bin/answer.py?hl=en&answer=71976>

Optimize 0:25

You can better optimize your keywords for Google AdWords by seeing what keywords people use to find your website in the organic search results.

Learning from your website statistics is the best way to improve your success. You won't have to second guess yourself all of the time

This is why I am a big advocate of getting your product finished as soon as possible and getting it out the door. You won't really know how to sell your product until you get results from your analytics. This will tell you how you will

need to sell your product. The people who come to your site will tell you what they are looking for.

Bounce Rate

You will want to pay special attention to your bounce rate. Your bounce rate can affect your bid rate and affect your organic search results. When someone comes to your site and leaves immediately, it is referred to as a “bounce.” The higher the rate, the worse it looks for you. You will want to see what your bounce rate is.

Day 14: Test everything

This is an important day because you will want to make sure you test everything before you launch your ad campaigns. Lack of testing can cost you money.

- ✓ Make sure your payment system is set up properly.
- ✓ Make sure your freebie and AWeber form is set up properly.
- ✓ Make sure you have at least ten e-mails in the hopper for your auto responder.

Things will move quickly once your ad campaign is off and running.

Day 15: Launch everything. All systems go!

After everything is in place and tested, you can safely launch your advertising campaign. Be sure to monitor your site very closely for the next week. Focus mostly on the big holes. Check to see if your payment system is not working or your auto responder is not working.

Don't worry too much about lack of traffic or lack of sales. You should give those systems about a month before evaluating and making big sweeping changes to your original plan.

Conclusion:

I intentionally made this *15 Day Action Plan* as brief as possible because it is a motivator to get you to concentrate on certain task on specific days. It certainly does not come close to guiding you through each process. My step-by-step guides should help you through most of that.

If you purchased this guide from my website: SiteBetter.com, you will be on my e-mail list where I send out periodic information to help you through much of this setup and delivery of your product. I also send out educational e-mails.

The most important thing I want you to take away from all of this is to learn the most basic system and get your product out the door today. Then you can learn more complex systems. Or you can just duplicate this profitable system for other products and other websites.

Regarding Traffic

I know I will get many e-mails about how I do not discussed generating traffic in great detail. In fact, I only focus on CPC advertising. There are many reasons why. I hope I can dispel any confusion.

Since CPC is the most costly in terms of making a mistake, I figured this is where most people would need to be educated. If you don't conduct your CPC campaigns properly, you could lose money.

I also focus on CPC because it gives you the most control of all the other traffic generating methods.

Here is a list of other options:

- Social media
- Social bookmarking
- Affiliates
- SEO
- Blog Comments
- Blogs
- Etc

There are actually twenty more I know of but it would truly defeat the purpose of my program to mention them here.

Another reason is if you master CPC, you will do very well for yourself. Other methods are not that reliable. SEO could cost you hundreds or thousands of dollars to get an expert to rank your site. I know a lot about SEO and it just isn't worth trouble for this kind of site—at least at the beginning stages.

Also, most sites that get ranked are more than a few pages. My program focuses on a single landing page, not very likely to get picked up. But it might.

The one thing to remember is that advertising programs like AdWords do not change, they improve. There are so many traffic generating gimmicks out there that the search engines are constantly changing to keep the playing field level.

SEO tactics will work today in some way or another, but tomorrow they won't. Google constantly changes its algorithm and you hear stories where website's rankings were wiped out. If you rely on search engine (free) rankings as your business model, you may be in for a real surprise in the long run.

Affiliates

I don't mention this is my toolkit because there is certain amount of loss of control over your product and how it is advertised. My years of experience tell me that the vast majority of legitimate business owners do want to lose this control in fear that their image / brand may get tarnished.

I also don't mention affiliates because I don't want to confuse the message here.