



**Claude Hopkins**

# **Scientific Internet Advertising**

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**By Claude Hopkins  
& Terry Dean**

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**Terry Dean**

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# Introduction to Scientific Internet Advertising

By Claude Hopkins and Terry Dean  
NEW Updated Version (Copyright 1999)

"**Scientific Advertising**" by Claude Hopkins is one of the great classics in Advertising and we are very pleased that we can bring it to you here in a new updated Internet version.

This absolutely incredible book was originally written in 1923 and is considered by many to be the greatest book on advertising ever written. Almost every one of the marketing "gurus" of our day credit at least some of their success to this book and now you will be able to take advantage of it's full contents here in a version made specifically for the Internet.

For example, Jay Abraham, considered to be one of the greatest marketing consultants of the 20th century, says that he has read the original "**Scientific Advertising**" by Claude Hopkins over 50 times and has learned something new every time he has read from it.

Test marketing, copy research, coupon sampling, market research, and many more of the "standard" marketing techniques businesses are currently using can all be traced back to the original version of this manual. You will be hard pressed to find any marketing "expert" who has not spent hours upon hours studying the content and techniques that Claude Hopkins has revealed through this marketing manual.

So, why have we updated it to contain Internet Advertising Techniques?

For a while we were distributing the manual from our web site, but we noticed that 95% of those who downloaded it just weren't getting that much out of it. It's full of wonderful techniques which will work and could be used to earn millions of dollars in income, yet most of the people who read it just didn't understand how they could apply it's techniques to their Internet marketing businesses.

That is where we come in. This book has helped us directly build our own Inter-

net businesses and we have gleamed hundreds of Internet "gems" throughout its pages. Now, we are going to share with you many of the techniques which we have learned through this manual...and give you the specifics that you need to apply these techniques to your Internet business.

You are about to experience a ride and an increase of your Internet marketing understanding like you have never experienced before. From now on, your advertising will no longer be a hit and miss gambling proposition. It will be a step-by-step growth of "Scientific" growth where you will know exactly what works for your business...and what doesn't work.

*You will experience the "Scientific Internet Advertising" difference...*

### **How to Get the Most Out of Reading this Manual...**

These are two sections in each chapter. The first section is the original text from Claude Hopkins' book "Scientific Advertising" which was published in 1923. The second section is our new updated content which will help you to apply the techniques which Claude Hopkins presented to your Internet business. These sections have been written by Terry Dean and are copyright 1999.

Read through each section that Claude Hopkins has written. Then, read through the Internet marketing "gems" Terry has provided to you. Then, pull out a pen and a notebook and write down ways that you are going to apply these scientific advertising techniques to your own business.

Don't neglect the pen and notebook. You will retain and use at least twice as much of the information which has been provided to you in this manual if you would just write down the ideas as they come to you. Don't just skip over this point. If you do, you may be ignoring the potential idea which could make you an Internet millionaire.

Once you are finished with the manual. Put it away for a week or two. Then, come back and read it again. Write down new notes and ideas that come to you. With each reading you will find new ideas will begin to fill your brain. Each reading will increase your understanding of how to produce effective marketing pieces. Each reading will help you produce the "Scientific Marketing" mindset within you.

Each new reading could produce the idea that will create your business future.

**If you want to learn more...**

If you would like to increase your understanding of Scientific Internet Advertising even further, we also recommend that you become a member of the "Instant Internet Cashflow System" which contains monthly updated content, specific advertising tests, examples, and more. It is the one and only online training group that currently shows you specific techniques and examples which are earning an income that very month.....instead of old content and made up examples.

You can learn what types of ads are working and what advertising sources are bringing in the dollars. For more information on the "Instant Internet Cashflow System," visit our information page at <http://www.bizpromo.com/cashflow.htm>

# How Internet Advertising Laws Are Established

## How Advertising Laws Are Established...By Claude Hopkins

The time has come when advertising has in some hands reached the status of a science. It is based on fixed principles and is reasonably exact. The causes and effects have been analyzed until they are well understood. The correct method of procedure have been proved and established. We know what is most effective, and we act on basic law.

Advertising, once a gamble, has thus become, under able direction, one of the safest business ventures. Certainly no other enterprise with comparable possibilities need involve so little risk.

Therefore, this book deals, not with theories and opinions, but with well-proved principles and facts. It is written as a text book for students and a safe guide for advertisers. Every statement has been weighed. The book is confined to establish fundamentals. If we enter any realms of uncertainty we shall carefully denote them.

The present status of advertising is due to many reasons. Much national advertising has long been handled by large organizations known as advertising agencies. Some of these agencies, in their hundreds of campaigns, have tested and compared the thousands of plans and ideas. The results have been watched and recorded, so no lessons have been lost.

Such agencies employ a high grade of talent. None but able and experienced men can meet the requirements in national advertising. Working in cooperation, learning from each other and from each new undertaking, some of these men develop into masters.

Individuals may come and go, but they leave their records and ideas behind them. These become a part of the organization's equipment, and a guide to all who follow. Thus, in the course of decades, such agencies become storehouses of advertising experiences, proved principles, and methods.

The larger agencies also come into intimate contact with experts in every department of business. Their clients are usually dominating concerns. So they see the results of countless methods and policies. They become a clearing house for every thing pertaining to merchandising. Nearly every selling question which arises in business is accurately answered by many experiences.

Under these conditions, where they long exist, advertising and merchandising become exact sciences. Every course is charted. The compass of accurate knowledge directs the shortest, safest, cheapest course to any destination.

We learn the principles and prove them by repeated tests. This is done through keyed advertising, by traced returns, largely by the use of coupons. We compare one way with many others, backward and forward, and record the results. When one method invariably proves best, that method becomes a fixed principle.

Mail order advertising is traced down to the fraction of a penny. The cost per reply and cost per dollar of sale show up with utter exactness.

One ad is compared with another, one method with another. Headlines, settings, sizes, arguments and pictures are compared. To reduce the cost of results even one per cent means much in some mail order advertising. So no guesswork is permitted. One must know what is best. Thus mail order advertising first established many of our basic laws.

In lines where direct returns are impossible we compare one town with another. Scores of methods may be compared in this way, measured by cost of sales.

But the most common way is by use of the coupon. We offer a sample, a book, a free package, or something to induce direct replies. Thus we learn the amount of action which each ad engenders.

But those figures are not final. One ad may bring too many worthless replies, another, replies that are valuable. So our final conclusions are always based on cost per customer or cost per dollar of sale.

These coupon plans are dealt with further in the chapter on "Test Campaigns." Here we explain only how we employ them to discover advertising principles.

In a large ad agency coupon returns are watched and recorded on hundreds of dif-



ferent lines. In a single line they are sometimes recorded on thousands of separate ads. Thus we test everything pertaining to advertising. We answer nearly every possible question by multitudinous traced returns.

Some things we learn in this way apply only to particular lines. But even those supply basic principles for analogous undertakings.

Others apply to all lines. They become fundamentals for advertising in general. They are universally applied. No wise advertiser will ever depart from those unvarying laws.

We propose in this book to deal with those fundamentals, those universal principles. To teach only established techniques. There is that technique in advertising, as in all art, science and mechanics. And it is, as in all lines, a basic essential.

The lack of those fundamentals has been the main trouble with advertising of the past. Each worker was a law unto himself. All previous knowledge, all progress in the line, was a closed book to him. It was like a man trying to build a modern locomotive without first ascertaining what others had done. It was like a Columbus starting out to find an undiscovered land.

Men were guided by whims and fancies - vagrant, changing breezes. They rarely arrived at their port. When they did, quite by accident, it was by a long round-about course.

Each early mariner in this sea mapped his own separate course. There were no charts to guide him. Not a lighthouse marked a harbor, not a buoy showed a reef. The wrecks were unrecorded, so countless ventures came to grief on the same rocks and shoals.

Advertising was a gamble, a speculation of the rashest sort. One man's guess on the proper course was as likely to be as good as another. There were no safe pilots, because few sailed the same course twice.

The condition has been corrected. Now the only uncertainties pertain to people and to products, not to methods. It is hard to measure human idiosyncrasies, the preferences and prejudices, the likes and dislikes that exist. We cannot say that an article will be popular, but we know how to sell it in the most effective way.

Ventures may fail, but the failures are not disasters. Losses, when they occur, are but trifling. And the causes are factors which has nothing to do with the advertising.

Advertising has flourished under these new conditions. It has multiplied in volume, in prestige and respect. The perils have increased many fold. Just because the gamble has become a science, the speculation a very conservative business.

These facts should be recognized by all. This is no proper field for sophistry or theory, or for any other will-o'-the-wisp. The blind leading the blind is ridiculous. It is pitiful in a field with such vast possibilities. Success is a rarity, a maximum success an impossibility, unless one is guided by laws as immutable as the law of gravitation.

So our main purpose here is to set down those laws, and to tell you how to prove them for yourself. After them come a myriad of variations. No two advertising campaigns are ever conducted on lines that are identical. Individuality is an essential. Imitation is a reproach. But those variable things which depend on ingenuity have no place in a text book on advertising. This is for groundwork only.

Our hope is to foster advertising through a better understanding. To place it on a business basis. To have it recognized as among the safest, surest ventures which lead to large returns. Thousand of conspicuous successes show its possibilities. Their variety points out its almost unlimited scope. Yet thousands who need it, who can never attain their deserts without it, still look upon its accomplishments as somewhat accidental.

That was so, but it is not so now. We hope that this book will throw some new lights on the subject.

### **How Internet Advertising Laws are Established By Terry Dean**

Internet advertising can be a "scientific" experience. While many so-called Internet marketing experts believe that you just can't determine what will and won't work online, when you start applying marketing and advertising techniques which have worked for decades to your Internet business, you will experience results.

Back in the first writing of this manual in 1923, Claude Hopkins reported that ad-

vertising was no longer a gamble. It was the safest of all business ventures. Even after 76 years, most advertisers, especially those online, have not learned this factor as the basis of all advertising.

You should be looking at every penny you spend on advertising as an investment and as an experiment to see what works...and what doesn't. What would you think of a scientist who kept trying different formulas hoping to someday find the "secret" that will make them wealthy? What about the scientist who just makes up random guesses each week as he goes into his laboratory? I expect that this scientist wouldn't stay alive long on this earth...if they are working with any type of explosive chemicals.

Yes, Internet marketers start advertising every day with a completely random approach. They try this. They try that. One day they get sales, but they can't seem to figure out what caused them. Many don't even know how many unique visitors they get every day or how long they stay at their site.

You shouldn't even venture out into any type of Internet marketing until you make a commitment to yourself that everything you do will be done with scientific accuracy. If you place an ad, it will be tracked and you will be able to tell me how many people responded to your ad, how many people visited your site, and how many people bought from you from that one ad.

If you can't do this, then you aren't ready to succeed online. I know that there have been a few "lucky" ones who achieved success online, but just can't seem to figure out what happened. They are definitely in the minority though.

You may say that tracking isn't that important for your Internet business since you only place free ads or try to rank high on search engines. Well, there is an old saying. Everything you do in business has a cost, either in money or in time. If your business does start being successful, your time will start being in heavy demand. Which ads will you stop placing? Which ads are important to your business? If you haven't been tracking your ads, you won't have any idea what to do.

You need to apply tracking to everything you. Which ads did you place that brought traffic to your site? Which keywords are you using on what search engines to bring traffic to your site? When you place ezine classifieds or pay for banner advertising, which banners or ads are producing sales of your products or services?

All of these questions can be answered by applying scientific methods to your Internet marketing. Scientists record everything they do. Every single gram of a substance used is recorded. Every minor little change made to the subject is recorded. You will find that any scientist worth their weight will have dozens of journals recording years worth of testing information for whatever product they are working on.

How many Internet marketers can you say the same about? Yet, we wonder why people find it so difficult to succeed online. They are randomly gambling their time and resources without keeping specific records of what works for them. Claude Hopkins said that in his day many advertisers will like the blind leading the blind.

He would be shocked to see what is going on in our day. People come online and immediately brand themselves as an Internet expert. They have yet to sell any products, but they believe that just because they read several books about Internet marketing they are now the Internet marketing "guru." Then, they portray themselves as such.

If you want Internet success, then apply scientific Internet marketing methods. Become methodical in your approach to advertising online. Track everything.

Back in the early days of scientific advertising, companies had to use coupons as their primary source of response. This is an extremely poor method of tracking compared to what we have at our disposal online, but it still worked for them. When certain coupons were clipped out and brought into the shops they knew which ads people were responding to. Many people would probably read the ad and forget to use the coupon or just dislike using coupons. Others could collect coupons from several news sources and use all of them. There were many ways the system could have broke down in those days.

On the Internet though, we have tracking mechanisms which are a hundred times better...and quicker than any other type of tracking which has ever been made available to advertisers.

First of all, there are dozens of programs which are available to you to use on your site to track your traffic. For example, CGI Resources lists 90 Low Cost or FREE programs you could be using on your web site to track your traffic.

90 Programs You Can Use to Track Your Web Site Traffic:

[http://cgi.resourceindex.com/Programs\\_and\\_Scripts/Perl/Logging\\_Accesses\\_and\\_Statistics/](http://cgi.resourceindex.com/Programs_and_Scripts/Perl/Logging_Accesses_and_Statistics/)

Take your pick. Choose a traffic tracking program that you like. The one that I am currently using is "Access Probe" which is available for free for a basic version. If you want their advanced licensed copy, it is only \$39.95. This is basically nothing when it comes to the types of information which it can provide for you.

Access Probe is available to you for a free download at <http://www.accessprobe.com>

I use this program to track how many unique visitors come to my web site every day. Then, I check through and see what trail they leave through my site. It shows me which pages they visited, how long they stayed, what type of browser they were using, and how they found my site in the first place.

Access Probe even shows me which search engine the visitor was using to find my site and what keyword or keyword combination they typed in to find my pages. This will help me to decide which search engines to focus on and what keywords to use. I get to know the exact information of what, why, and how my visitors ended up at my web site by using this free or almost free program.

The second way that I track my results in advertising is through my affiliate program software. The web site tracking program is great for showing me how people find my site and what they do when they get there, but it is poor at showing me exactly who my buyers are. It is nice to know that I am getting dozens of visits from a specific keyword on the Alta Vista search engine, but I also want to know many of those people are buyers.

Worthless visitors are not important to me. People who never intend to ever buy from me are not important to me. My main goal in advertising is to bring buying customers to my site. I want to have visitors that will buy from me again and again.

Which type of advertising is bringing in the largest number of buyers to my site? I use my own affiliate program for finding out this kind of information. While

building your own network of affiliates is a profitable idea which can help any web site earn a greater income, a more veiled advantage of having affiliate software built into your site is that you can actually track which ads you have placed are bringing in the buyers.

First, get some affiliate software installed on your site. At CGI Resources there are currently 28 programs which they have listed for starting your own affiliate program.

28 Low Cost Programs You Could Use to Start Your Own Affiliate Program:

[http://cgi.resourceindex.com/Programs\\_and\\_Scripts/Perl/Website\\_Promotion/Affiliate\\_Programs/](http://cgi.resourceindex.com/Programs_and_Scripts/Perl/Website_Promotion/Affiliate_Programs/)

(NOTE: Our Special "Internet Publishing" video course that is available at <http://www.ezinfo2000.com/> comes with FREE affiliate software (\$197 value) as another free 'bribe' for trying it out)

Once you have the software installed on your site, sign yourself up as a dozen or more affiliate numbers. Then, every time you place an ad, use a different affiliate number for the ad. Remember to write it down in your new advertising journal with full details. Now, you will know for sure if the ad you placed was worth the money you paid for it. You will know how many people purchased through the ad.

By using dozens or even hundreds of different affiliate numbers for your ads you will begin to learn exactly which sources, which ads, and which pages sell for you. For example, if you place a classified ad in 5 different ezines, you should be using 5 different affiliate numbers and you will know which ezine produced the sales for your product. Keep using that one and then either drop the others or edit your ad until it is making sales in those publications as well.

When you participate in a discussion group, use a different affiliate number.

When you place a free classified, use a different affiliate number. When you want to test ads, place two different ads in the same publication with different affiliate numbers.

This one technique that I have just showed you will do more for you in learning how to market online in a scientific manner than anything else you could ever do. It will teach you specifically what works for your product and what doesn't. Plus,

it will begin to show you how much you can afford to spend on advertising (both in money and in time).

The secondary benefit to having the affiliate software installed for you now is that if and when you decide to let other people sign up for your affiliate program, it is all ready to go. You will be able to build your own affiliate network just like Amazon has. Plus, if you have been testing your ads, you will be able to tell your affiliates what type of advertising is already working for your program.

A third way that you can track your advertising results is even easier. All you have to do is sign up for Mark Joyner's Free ROIbot service. The ROIbot is a simple tracking tool that will allow you to simply put in a different web code in your ads and it will send you daily reports of how many click throughs you have received through all of your ads. It is the easiest method of all of the available tracking methods and I recommend it even if you are using some of the others (for those times you get a little too lazy to do your other tracking methods).

Just sign up for a free account at [http://www.roibot.com/r.cgi?R249\\_SA](http://www.roibot.com/r.cgi?R249_SA)

Then, create a few campaigns. Use a different link when you post to web forums so that it can be tracked. Track your ezine ads. Track each advertising technique that you use with a different ROIbot campaign number. Then, you can check and see exactly how much traffic comes in through each type of advertising you use.

There is really no excuse for any web site to be trying to navigate the treacherous Internet waters without a map to advertising. Every ad you place should be adding another section to your map. Every successful...or unsuccessful...technique will add another base of knowledge to your marketing endeavors. With the low cost of such tracking software as listed above, there is no excuse for you to continue to follow blind guides any longer.

You can now use Scientific Internet Advertising to it's fullest extent. Every product or niche market is a little different both in methods and in procedure, but by tracking every ad you place you will be able to draw yourself an exact map of success in your specific market.

# Just Salesmanship

## “Just Salesmanship” By Claude Hopkins

To properly understand advertising or to learn even its rudiments one must start with the right conception. Advertising is salesmanship. Its principles are the principles of salesmanship. Successes and failures in both lines are due to like causes. Thus every advertising question should be answered by the salesman's standards.

Let us emphasize that point. The only purpose of advertising is to make sales. It is profitable or unprofitable according to its actual sales.

It is not for general effect. It is not to keep your name before the people. It is not primarily to aid your other salesmen. Treat it as a salesman. Force it to justify itself. Compare it with other salesmen. Figure its cost and result. Accept no excuses which good salesmen do not make. Then you will not go far wrong.

The difference is only in degree. Advertising is multiplied salesmanship. It may appeal to thousands while the salesman talks to one. It involves a corresponding cost. Some people spend \$10 per word on an average advertisement. Therefore every ad should be a super-salesman.

A salesman's mistake may cost little. An advertiser's mistake may cost a thousand times that much. Be more cautious, more exacting, therefore.

A mediocre salesman may affect a small part of your trade. Mediocre advertising affects all of your trade.

Many think of advertising as ad-writing. Literary qualifications have no more to do with it than oratory has with salesmanship.

One must be able to express himself briefly, clearly and convincingly, just as a salesman must. But fine writing is a distinct disadvantage. So is unique literary style. They take attention from the subject. They reveal the hook. Any studies done that attempt to sell, if apparent, creates corresponding resistance.

That is so in personal salesmanship as in salesmanship-in-print. Fine talkers are rarely good salesmen. They inspire buyers with the fear of over-influence. They



create the suspicion that an effort is made to sell them on other lines than merit.

Successful salesmen are rarely good speech makers. They have few oratorical graces. They are plain and sincere men who know their customers and know their lines. So it is in ad writing.

Many of the ablest men in advertising are graduate salesmen. The best we know have been house-to-house canvassers. They may know little of grammar, nothing of rhetoric, but they know how to use words that convince.

There is one simple way to answer many advertising questions. Ask yourself, "Would it help a salesman sell the goods?" "Would it help me sell them if I met a buyer in person?"

A fair answer to those questions avoids countless mistakes. But when one tries to show off, or does things merely to please himself, he is little likely to strike a chord which leads people to spend money.

Some argue for slogans, some like clever conceits. Would you use them in personal salesmanship? Can you imagine a customer whom such things would impress? If not, don't rely on them for selling in print.

Some say "Be very brief. People will read for little." Would you say that to a salesman? With a prospect standing before him, would you confine him to any certain number of words? That would be an unthinkable handicap.

So in advertising. The only readers we get are people whom our subject interests. No one reads ads for amusements, long or short. Consider them as prospects standing before you, seeking for information. Give them enough to get action.

Some advocate large type and big headlines. Yet they do not admire salesmen who talk in loud voices. People read all they care to read in 8-point type. Our magazines and newspapers are printed in that type. Folks are accustomed to it. Anything louder is like loud conversation. It gains no attention worthwhile. It may not be offensive, but it is useless and wasteful. It multiplies the cost of your story. And to many it seems loud and blatant.

Others look for something queer and unusual. They want ads distinctive in style or illustration. Would you want that in a salesman? Do not men who act and dress

in normal ways make a far better impression?

Some insist on dressy ads. That is all right to a certain degree, but is quite important. Some poorly-dressed men, prove to be excellent salesmen. Over dress in either is a fault.

So with countless questions. Measure them by salesmen's standards, not by amusement standards. Ads are not written to entertain. When they do, those entertainment seekers are little likely to be the people whom you want.

That is one of the greatest advertising faults. Ad writers abandon their parts. They forget they are salesmen and try to be performers. Instead of sales, they seek applause.

When you plan or prepare an advertisement, keep before you a typical buyer. Your subject, your headline has gained his or her attention. Then in everything be guided by what you would do if you met the buyer face-to-face. If you are a normal man and a good salesman you will then do your level best.

Don't think of people in the mass. That gives you a blurred view. Think of a typical individual, man or woman, who is likely to want what you sell. Don't try to be amusing. Money spending is a serious matter. Don't boast, for all people resent it. Don't try to show off. Do just what you think a good salesman should do with a half-sold person before him.

Some advertising men go out in person and sell to people before they plan to write an ad. One of the ablest of them has spent weeks on one article, selling from house to house. In this way they learn the reactions from different forms of argument and approach. They learn what possible buyers want and the factors which don't appeal. It is quite customary to interview hundreds of possible customers.

Others send out questionnaires to learn the attitude of the buyers. In some way all must learn how to strike responsive chords. Guesswork is very expensive.

The maker of an advertised article knows the manufacturing side and probably the dealers side. But this very knowledge often leads him astray in respect to customers. His interests are not in their interests.

The advertising man studies the consumer. He tries to place himself in the posi-

tion of the buyer. His success largely depends on doing that to the exclusion of everything else.

This book will contain no more important chapter than this one on salesmanship. The reason for most of the non-successes in advertising is trying to sell people what they do not want. But next to that comes lack of true salesmanship.

Ads are planned and written with some utterly wrong conception. They are written to please the seller. The interest of the buyer are forgotten. One can never sell goods profitably, in person or in print, when that attitude exists.

### **“Internet Salesmanship” By Terry Dean**

The conception we have to start with in any type of sales situation, according to Claude Hopkins, All Advertising is Salesmanship. The immediate goal of your web site and every ad you place online should be to sell more of your products and services.

It is not just to produce general traffic for your site. It is not to give away more free materials. It is not to get your name "out there." It is to make more sales of your products or services, immediately and in the future.

You will hear many other statements regarding web sites from other "marketers." They just won't hold water though. Some "experts" claim the purpose of a web site is to entertain people and produce as much traffic as possible. That just isn't true. Traffic doesn't make you money. Sales make you money. Bringing buyers to your site makes you money. I would rather have 10 visitors starving for my products and services at my site than 1,000,000 general visitors.

The only way to make money through traffic is by selling off banner advertising and other types of advertising. The problem is that if you are just producing general traffic, the ads you sell won't work for your customers. They won't be back to place any more ads (at least not if they have been tracking their results). Only targeted niche visitors produce sales, for you or for people who would advertise with you.

What about the "content" model? Many Internet "experts" are constantly talking about the "content" model and that content is king to marketing online. This is

only true to a point. It is true that most people are seeking some type of free information when they first come to your site. The problem is that most web sites don't give them the "right" content. General content is not your goal. Having thousands of pages of general content is not your goal.

The specific goal of content on your site should be content which educates your visitor into a buying decision about your products or services. So many Internet surfers are overwhelmed by too much "content" online, much of it inaccurate or downright dangerous. Remember, visitors are not your goal. Buyers are. Every word or item of free content at your site has one goal in mind...Educating your visitor into becoming a paying customer.

It took me a long time to come to that understanding in my own Internet businesses. I didn't want to admit that I was a salesperson. I wanted to be Mr. Free Helper that helped everyone get as much out of the Internet as possible...for free. The problem was that I would run myself ragged trying to answer hours of emailed questions...for free.

Then, I would see those same people who I provided hours of my time for free to going to my competitors to buy their products and services, instead of my own (and my products were better).

What I didn't understand during this whole time was perceived value. Once people have received something for free from you, they are almost never going to be willing to pay full price for it in the future. By giving away your time for free, you have lessened the value of it in your prospect's eyes.

Sales are your web site goal, so you need to focus on this. Educate your customer into a buying decision. For example, if you sell software, you may want to provide a demo version of the software which gives them some of the features...but not all of the features...for free. The absolute best features of your software should be saved for later...for the paying customers.

If you sell information, a good strategy is to give away the first two or three chapters of the book, but they have to purchase the book if they want to access the last ten. If you were doing consulting, you may set your hourly rates at \$250, but they have the option to cancel the consultation after 15 minutes and owe nothing.

This is what I want you to remember from this section...if nothing else: "Never

provide anything for Free to anyone unless they have already been shown and understand the actual Value of it." Nothing is actually free and everything has a cost to it. Even if what you are providing them is free information, what would it cost them to not have access to it?

So, the "content" model as many people speak of it is not our Internet advertising goal. Sales are. Think about it from this perspective. Most of the largest Internet sites are built around a content model, but most of the largest Internet sites are also losing millions of dollars. They are fighting a losing battle. Sure, they may have 1,000,000 visitors a week, but what good does it do them when they are losing \$1,000,000 a week.

That is not the model I want to follow. This is not a model I can afford to follow.

So, instead of just being a content provider, I accept that I am a salesman. Once you finally make this proclamation to yourself, you will find that it just become 1,000% easier to build a profitable Internet business.

The goal of your web site is not to entertain your visitors. It is to sell to your visitors. Cutting Edge Technology (often referred to as bleeding edge technology) such as flash animation, large graphics, most Java applets, and thousands of freebies do not produce more sales for most sites at this current time. Flash animation may be exciting to you, but it does not make more sales.

It all comes back to the question: "Are you entertaining your visitors or selling to your visitors?" In most cases, there is no middle ground. So, I make no apologies for it anymore. I am a salesman and my web sites are designed for one purpose in mind...to make more sales of my products and services to my targeted niche markets.

I am not out to entertain thousands of freebie seekers. In general, most freebie seekers are not buyers. This is reason that you will see many of the most successful sites using offline advertising even more than Internet advertising for their web sites. It has been proven by numerous tests that offline visitors which are convinced to visit your web site are much quicker to buy from you than the average Internet surfer.

Why? The largest percentage of Internet surfers are looking for free stuff. The offline visitors are willing to pay for what they want. The "content" model as

many people see it does not work. For further proof of this statement, look at some of the biggest "content" sites of all...the search engines. For a long period of time search engines tried to survive off of just selling advertising.

Most of the smarter ones don't even like to be called search engines any more. Now, they are portals. They don't just try to sell advertising. They are now also producing and creating their own complete online shopping malls with everything you can imagine for sale. They could not survive off of just selling ads. They have to become "portals" which "SELL" to their visitors.

You must now follow in their footsteps. Begin redesigning your web sites and all of your online materials into items which will educate your visitors into buying decisions.

If you plan to make money online, you will learn that successful web sites are salesmanship in print...

# Offer A Unique Service

## “Offer Service” by Claude Hopkins

Remember the people you address are selfish, as we all are. They care nothing about your interests or profit. They seek service for themselves. Ignoring this fact is a common mistake and a costly mistake in advertising. Ads say in effect, "Buy my brand. Give me the trade you give to others. Let me have the money." That is not a popular appeal.

The best ads ask no one to buy. That is useless. Often they do not quote a price. They do not say that dealers handle the product. The ads are based entirely on service. They offer wanted information. They site advantages to users. Perhaps they offer a sample, or to buy the first package, or to send something on approval, so the customer may prove the claims without any cost or risks.

Some of these ads seem altruistic. But they are based on the knowledge of human nature. The writers know how people are led to buy.

Here again is salesmanship. The good salesman does not merely cry a name. He doesn't say, "Buy my article." He pictures the customers side of his service until the natural result is to buy.

A brush maker has some 2,000 canvassers who sells brushes from house to house. He is enormously successful in a line which would seem very difficult. And it would be for his men if they asked the housewives to buy. But they don't. They go to the door and say, "I was sent here to give you a brush. I have samples here and I want you to take your choice."

The housewife is all smiles and attention. In picking out one brush she sees several she wants. She is also anxious to reciprocate the gift. So the salesman gets an order.

Another concern sells coffee, etc., by wagons in some 500 cities. The man drops in with a half-pound of coffee and says, "Accept this package and try it. I'll come back in a few days to ask how you liked it." Even when he comes back he doesn't ask for an order. He explains that he wants the women to have a fine kitchen utensil. It isn't free, but if she likes the coffee he will credit five cents on each pound

she buys until she has paid for the article. Always some service.

The maker of the electric sewing machine motor found advertising difficult. So, on good advice, he ceased soliciting a purchase. He offered to send to any home, through any dealer, a motor for one week's use. With it would come a man to show how to operate it. "Let us help you for a week without cost or obligation," said the ad. Such an offer was irresistible, and about nine in ten of the trials led to sales.

So in many, many lines. Cigar makers send out boxes to anyone and say, "Smoke ten, then keep them or return them, as you wish."

Makers of books, typewriters, washing machines, kitchen cabinets, vacuum sweepers, etc., send out their products without any prepayment. They say, "Use them a week, then do as you wish." Practically all merchandise sold by mail is sent subject to return.

These are all common principles of salesmanship. The most ignorant peddler applies them. Yet the salesman-in-print very often forgets them. He talks about his interest. He blazons a name, as though that was of importance. His phrase is, "Drive people to the stores," and that is his attitude in everything he says.

People can be coaxed but not driven. Whatever they do they do to please themselves. Many fewer mistakes would be made in advertising if these facts were never forgotten.

### **“Offer A Unique Service” by Terry Dean**

Your web site visitors are selfish. They only care about themselves. They don't care about your brand, your information, or your business name. They only care about what you can do for them.

This leads us to the five most important words of all advertising - online or off-line. "What's In It For Me?" That's what your prospects are always asking of each page on your site. That's what they are asking about your products. That's what they are asking about your services.

Most marketing consultants have rightfully taught us to focus on the benefits, not



the features of your products or services. They first learned this information through what Claude Hopkins taught in this book. In most cases, though, they didn't teach us the rest of what is explained through our text above.

You will begin to turn your visitors into customers by assuming a more customer centered approach than the competition. You are going to provide more value than your competitors. You are going to become Unique in the eyes of your customers.

The key to marketing on the Internet or in any other avenue is to create a Unique Selling Position or USP. What is it that makes your business more unique than the competition?

Why should people buy from you? Why shouldn't they just go on over to your competitor's web site and buy from them? What sets you apart? Do you have a better guarantee? Do you have better bonuses? Do you have more specific results? What is it that makes you better than your competitors? If you don't have an answer, then you are going to have a horrible time trying to be successful online.

Avoid basing your USP on price alone. Avoid price wars. As a small business person, you just cannot compete with the huge corporations such as Wal-Mart when it comes to prices. You have to find another USP. You have to make yourself unique from them. You have to give your visitors another reason to buy from you.

What greater service can you offer? What can you do to set yourself apart from the competition?

You will notice throughout this manual that we continually talk about similar situations. Claude Hopkins mentions again and again about providing the product and asking for the payment later. Although this is a very successful strategy, Mr. Hopkins was dealing with people back in the early part of the 20th century when they were more honorable about paying for what they received.

When selling online, you find that people aren't quite this honest anymore, so you have to come up with other solutions for providing a Risk-Free product to your customers. Offer signed guarantees. Offer bonuses that your customer can keep even if they return the main product. Offer 90 day, 365 day, 10 year, and lifetime

guarantees. Become imaginative in your approach.

Numerous mail order marketers have proven that holding a customer's check for 30 days before depositing it can be a great way to increase your sales immeasurably. In other words, they offer to prove that their product is what they say it is before they can cash the check.

They set themselves apart from their competitors by providing the actual product before they receive the money.

A very widely respected marketing consultant wrote in his books about how he increased his copywriting fees and increased his order dramatically at the same time. Change. He was charging \$5,000 up front for writing sales letters. This price was proving to cause quite a bit of resistance in his buyers, so he came up with a little more imaginative solution.

He raised his price to \$15,000 per sales letter written. Only \$6,500 had to be paid up front. The other \$8,500 was based on a contingency deal where he received 5% of the profits from the sales letter up to his \$15,000 fee. Once he established this new pricing schedule, he found that the resistance he was experiencing before disappeared.

He made more sales. Plus, he was getting \$1,500 more for his up front fee. Then, on many of the sales letters, he was also getting backend profits at the sales letter earned money for his clients. It was definitely a much more effective pricing situation for his service.

How could you apply a similar strategy to your products or services?

Now, let's look at the most effective product to sell online...software. How do most software distributors sell online? That's right. They sell through offer a free trial or a free demo version of the software. Then, you are offered a chance to buy it once you have proven the software's effectiveness.

By selling electrons which can be downloaded from web sites and having no hard costs involved, the software distributor could have hundreds of thousands of people receive free demos or free trial versions of the software without any out of pocket expense.

The same approach could be applied to selling information online. You could make an electronic book available for download. The trick is that the customer has to purchase a code to access the majority of the book. OR...with some of the newer software available, you could also make the electronic book or product so that it automatically times out or expires on their computer after a certain number of days.

If they want to keep using it, they will have to pay for it. This type of strategy would be most effective when selling a product which contains lists of resources the customer could keep using time and time again.

The electronic book making software that I use for password protecting certain information in an electronic book or for causing it to time out after a specific period of time is called the "Editor Pro" which is available at: <http://www.e-ditorial.com/e-book.cgi?id=bizpromo>

Here's how you can sell 1000% more products or services through any affiliate program than all of the program's other affiliates.

If you are a member of an affiliate program, all you have to do is add value to the affiliate program you are a member of. Give an extra bonus that you provide yourself on top of what they are getting out of the affiliate program. For example, if you are selling a product that pays you a \$75 commission through an affiliate program, provide a couple of extra downloadable free bonuses that are only available from you...not any of the other affiliates.

This is a way to create a USP in your market even if you have 1,000 competitors who are exactly like you (all of the other affiliates selling the same program are in essence your competition). You just provide a better service and better unique bonus than all of the competition. Then, if anyone intends on buying that affiliate product, they will buy from you instead of the other affiliates. They get a better service or better product for the same money.

By studying how past marketers succeeded and using a little bit of brainwork, you can out position and outsell all of your competitors.

# What Mail Order Can Teach Your Internet Business

## **“Mail Order Advertising - What It Teaches” by Claude Hopkins**

The severest test of an advertising man is in selling goods by mail. But that is a school from which he must graduate before he can hope for success. There cost and result are immediately apparent. False theories melt away like snowflakes in the sun. The advertising is profitable or it is not, clearly on the face of returns. Figures which do not lie tell one at once the merits of an ad.

This puts men on their mettle. All guesswork is eliminated. Every mistake is conspicuous. One quickly loses his conceit by learning how often his judgment errs - often nine times in ten.

There one learns that advertising must be done on a scientific basis to have any fair chance of success. And he learns that every wasted dollar adds to the cost of results.

Here is a tough efficiency and economy under a master who can't be fooled. Then, and only then, is he apt to apply the same principles and keys to all advertising.

A man was selling a five-dollar article. The replies from his ad cost him 85 cents. Another man submitted an ad which he thought better. The replies cost \$14.20 each. Another man submitted an ad which for two years brought replies at an average of 41 cents each.

Consider the difference on 250,000 replies per year. Think how valuable was the man who cut the cost in two. Think what it would have meant to continue that \$14.20 ad without any key on returns.

Yet there are thousands of advertisers who do just that. They spend large sums on a guess. And they are doing what that man did - paying for sales from 2 to 35 times what they need cost.

A study of mail order advertising reveals many things worth learning. It is a prime subject for study. In the first place, if continued, you know what pays. It is there-

fore good advertising as applied to that line.

The probability is that the ad has resulted from many traced comparisons. It is therefore the best advertising, not theoretical. It will not deceive you. The lessons it teaches are principles which wise men apply to all advertising.

Mail order advertising is always set in small type. It is usually set in smaller type than ordinary print. That economy of space is universal. So it proves conclusively that larger type does not pay. Remember that when you double your space by doubling the size of your type. The ad may still be profitable. But traced returns have proved that you paying a double price for sales.

In mail order advertising there is no waste space. Every line is utilized. Borders are rarely used. Remember that when you are tempted to leave valuable space unoccupied.

In mail order advertising there is no palaver. There is no boasting, save of super-service. There is no useless talk. There is no attempt at entertainment. There is nothing to amuse. Mail order advertising usually contains a coupon. That is there to cut out as a reminder of something the reader has decided to do.

Mail order advertisers know that readers forget. They are reading a magazine of interest. They may be absorbed in a story. A large percentage of people who read an ad and decide to act will forget that decision in five minutes. The mail order advertisers that waste by tests, and he does not propose to accept it. So he inserts that reminder to be cut out, and it turns when the reader is ready to act.

In mail order advertising the pictures are always to the point. They are salesmen in themselves. They earn space they occupy. The size is gauged by their importance. The picture of a dress one is trying to sell may occupy much space. Less important things get smaller spaces. Pictures in ordinary advertising may teach little. They probably result in whims. But pictures in mail order advertising may form half the cost of selling. And you may be sure that everything about them has been decided by many comparative tests.

Before you use useless pictures, merely to decorate or interest, look over some mail order ads. Mark what their verdict is.

A man advertised an incubator to be sold by mail. Type ads with right headlines

brought excellent returns. But he conceived the idea that a striking picture would increase those returns. So he increased his space 50 percent to add a row of chickens in silhouette.

It did make a striking ad, but his cost per reply was increased by exactly that 50 percent. The new ad, costing one-half more for every insertion, brought not one added sale.

The man learned that incubator buyers were practical people. They were looking for attractive offers, not for pictures.

Think of the countless untraced campaigns where a whim of that kind costs half the advertising money without a penny in return. And it may go on year after year.

Mail order advertising tells a complete story if the purpose is to make an immediate sale. You see no limitations there are on amount of copy.

The motto there is, "The more you tell the more you sell." And it has never failed to prove out so in any test we know.

Sometimes the advertiser uses small ads, sometimes large ads. None are so small to tell a reasonable story. But an ad twice larger brings twice the returns. A four times larger ad brings four times the returns, and usually some in addition.

But this occurs only when the larger space is utilized as well as the small space. Set half-page copy in a page space and you double the cost in returns. We have seen many a test prove that.

Look at an ad of the Mead Cycle Company - a typical mail order ad. These have been running for many years. The ads are unchanging. Mr. Mead told the writer that not for \$10,000 would he change a single word in his ads.

For many years he compared one ad with the other. And the ads you see today are the final results of all those experiments. Note the picture he uses, the headlines, the economy of space, the small type. Those ads are as near perfect for their purpose as an ad can be.

So with any other mail order ad which has long continued. Every feature, every word and picture teaches advertising at its best. You may not like them. You may

say they are unattractive, crowded, hard to read - anything you will. But the test of results has proved those ads the best salesman those lines have yet discovered. And they certainly pay.

Mail order advertising is the court of last resort. You may get the same instruction, if you will, by keying other ads. But mail order ads are models. They are selling goods profitably in a difficult way. It is far harder to get mail order than to send buyers to the stores. It is hard to sell goods which can't be seen. Ads which do that are excellent examples of what advertising should be.

We cannot often follow all the principle of mail order advertising, though we know we should. The advertiser forces a compromise. Perhaps pride in our ads has an influence. But every departure from those principles adds to our selling cost. Therefore it is always a question of what we are willing to pay for our frivolities.

We can at least know what we pay. We can make keyed comparisons, one ad with another. Whenever we do we invariably find that the nearer we get to proved mail order copy the more customers we get for our money.

This is another important chapter. Think it over. What real difference is there between inducing a customer to order by mail or order from his dealer? Why should the methods of salesmanship differ?

They should not. When they do, it is for one of two reasons. Either the advertiser does not know what the mail order advertiser knows. He is advertising blindly. Or he deliberately sacrifices a percentage of his returns to gratify some desire.

There is some apology for that, just as there is for fine offices and buildings. Most of us can afford to do something for pride and opinion. But let us know what we are doing. Let us know the cost of our pride. Then, if our advertising fails to bring us the wanted returns, let us go back to our model - a good mail order ad - and eliminate some of our waste.

### **“What Mail Order Advertising Can Mean to Your Internet Business” by Terry Dean**

Mail Order has prospered for decades and it still continues to prosper even during

the Internet revolution. You still receive sales letters in the mail. You still see ads through magazines you are reading. If you will open your eyes you will see that the "Death" of mail order has been greatly exaggerated. It is still alive and well on planet earth.

Mail order has withstood the test of time and can teach you how to create a profitable Internet business...if you let it.

### **Mail Order Lesson #1: Everything isn't profitable to sell by mail.**

You will see many people online who are trying to sell products that could have never made it through a mail order approach. The sales letter is too poor and the concept behind the product just won't fly. Plus, many of them are trying to sell products which can be picked up at any local store such as Wal-Mart.

These types of web sites would never have stood a chance if they tried to mail order. The expenses that went along with it would absolutely destroy their business - the postage, the ad costs, the fulfillment, the order lines, etc. They have chosen a hard road to travel.

The reason they have never realized that they have picked such a hard product to sell is the fact that they have never compared it to a mail order approach. Through the Internet and the free advertising available online, they are able to make money from even the most difficult products and the worst sales letters.

Even though they are making some sales through free advertising online, what they don't realize is that their time could be used much more productively by selling the "right" product to the "right" market. They could be making 10 to 100 times as much money by putting forth the exact same amount of effort if they had applied a few mail order ideas to their Internet business.

How does a mail order business choose the right product? The first test they put it through is that it must not be available reliably locally. It shouldn't be something people can run down to the store and pick up. It should be something unique or something that can be presented in a unique way.

The second test they put it through is that it must be easy to target the best potential prospects and buyers. People do not start mail order businesses and try to sell to everyone. They would go broke. The product needs to be something that ap-



peals to a specific niche market (such as gardeners, model train owners, mothers, etc.).

## **Mail Order Lesson #2: Target Your Specific Market.**

Successful mail order and direct mail businesses target their market like a laser. They don't just go through the phone book and try to send a letter to everyone listed. They seek mailing list managers who can help them find specific lists of people who:

- \* Have Money.
- \* Bought a Similar Product by mail.
- \* Spent The Same Amount or More.
- \* Did all of the above recently.

They go after buyers of similar products. In other words, most successful mail order companies don't create a product and try to find people to buy it. They find people who WANT to buy something. Then, they create something to sell them.

Most Internet marketers have the process backwards. Creating a product and then trying to find people to buy it is the HARD way. Finding people who are ready to buy and then selling them what they want is the EASY way. You may be able to make money the HARD way, but why should you when you could be making so much more money the EASY way.

## **Mail Order Lesson #3: Use a Proven Sales Process.**

Too many people have jumped on the Internet bandwagon and have led us to believe that anything goes online. "You never know what will work," they will tell you. The way some "experts" talk you would never be able to figure out what creates successful Internet businesses.

Well, I have news for you. People have been selling products and services by mail for decades now, and every single one of them has something to teach you about creating a successful sales process. Some will teach you what to do. Some will teach you what not to do.

The same rules which have applied to mail order advertising still apply to Internet advertising. For example:

1. Mail Order advertisers have told us for years, "The more you tell, the more you sell." Yet, Internet advertisers have tried to tell us differently. They have said people won't read long copy online. They have said people are too educated to be convinced by a sales letter. They have said that you don't even want to use a sales letter on your site. Guess what? THEY are wrong.

The mail order advertisers had it right...after decades of testing their hypothesis again and again. People will read long copy. People just won't read boring copy. If your sales letter educates the customer and tells them more than the competition, then you will make sales online. Good effective ad copy still works today just as it always has.

2. Mail order advertisers have told us to use a headline on every sales letter. Yet, Internet "experts" have forgotten to tell us to use headlines on all of our web pages. No mail order marketer would even consider sending out a letter without a headline. So, why would you even consider having a single web page without a headline?

Mail order advertisers have also taught us an easy method of increasing our response rates by an immediate 27%. All you have to do is put quotation marks around your headline and your response rate will immediately go up, because people believe the quotation marks show that you are saying something extremely important.

3. Mail order advertisers have told us to write our sales letters like we are writing them to our best friends. Internet "experts" have told us to present a more professional appearance. Sales Letters which have been proven to work time and time again are those which are written in a friendly tone. They use underlining to emphasize key points, short words, short sentences, and a personal signature in blue coloring at the bottom.

This same process of writing winning sales letters still works online. You don't want your visitors to think of you as a big corporation. You want them to get to know you personally and to bond with you. Then, once they know you, they will buy from you.

**Mail Order Lesson #4: Keep Detailed Records Of Everything.**

A successful mail order business is always testing everything that they do. Nothing is set in stone until it has been proven in the marketplace. They track how much they spend for ads, how many people respond, and how many of the responders actually purchase their products or services.

Every new ad will be tracked in the exact same way. If they don't keep the records and haven't done their math, they won't be in business for long. Just because much of Internet advertising is currently free does not give you any excuse for not tracking even more specifically.

Please refer back to chapter one for more information on the two primary tracking methods we use at our web sites.

### **Mail Order Lesson #5: Develop a Control and Keep Testing It.**

When you hear mail order advertisers talk, they always speak of a control piece. This is a scientific word which refers to the sales piece which has already been proven to sell. The goal of every mail order business is to continually test this control document and try to outsell it with another piece. Then, once they find a piece which has been proven to outsell the first one, they will replace it as the new control. Then, the process of competition between the pieces begins again.

Do you have a control web site for your product? Have you tested a web site again and again to prove whether it is effective at selling your products or services? If not, then as soon as you are finished reading this manual the first time, start testing your piece.

Once you have a site that is making sales, then it is time to create a mirror page where you make some minor changes such as a new headline, a different picture, a different price, etc. Then, test that new page in the same type of medium as the first page. Compare the results. Then, test some other sites.

You should never be completely finished in testing your selling process. There is almost always a way to make it sell a little bit better. Think about the difference in profits if you find out that a certain product sells better with a \$10 higher price. What if you sell twice as many by dropping the price 10%?

The marketers who are usually talked about as "Geniuses" are not any such thing. They are just people who have tested every possible method until they eliminated

everything that didn't work. All they are left with is the BEST way to sell their products or services.

# Headlines

## “Headlines” by Claude Hopkins

The difference between advertising and personal salesmanship lies largely in personal contact. The salesman is there to demand attention. He cannot be ignored. The advertisement can be ignored.

But the salesman wastes much of his time on prospects whom he can never hope to interest. He cannot pick them out. The advertisement is read only by interested people who, by their own volition, study what we have to say.

The purpose of a headline is to pick out people you can interest. You wish to talk to someone in a crowd. So the first thing you say is, "Hey there, Bill Jones" to get the right persons attention.

So it is in an advertisement. What you have will interest certain people only, and for certain reasons. You care only for those people. Then create a headline which will hail those people only.

Perhaps a blind headline or some clever conceit will attract many times as many. But they may consist of mostly impossible subjects for what you have to offer. And the people you are after may never realize that the ad refers to something they may want.

Headlines on ads are like headlines on news items. Nobody reads a whole newspaper. One is interested in financial news, one in political, one in society, one in cookery, one in sports, etc. There are whole pages in any newspaper which we may never scan at all. Yet other people might turn directly to those pages.

We pick out what we wish to read by headlines, and we don't want those headlines misleading. The writing of headlines is one of the greatest journalistic arts. They either conceal or reveal an interest.

Suppose a newspaper article stated that a certain woman was the most beautiful in the city. That article would be of intense interest to that woman and her friends. But neither she nor her friends would ever read it if the headline was "Egyptian Psychology."

So in advertising. It is commonly said that people do not read advertisements. That is silly, of course. We who spend millions in advertising and watch the returns marvel at the readers we get. Again and again we see 20 percent of all the readers of a newspaper cut out a certain coupon.

But people do not read ads for amusement. They don't read ads which, at a glance, seem to offer nothing interesting. A double-page ad on women's dresses will not gain a glance from a man. Nor will a shaving cream ad from a woman.

Always bear these facts in mind. People are hurried. The average person worth cultivating has too much to read. They skip three-fourths of the reading matter which they pay to get. They are not going to read your business talk unless you make it worth their while and let the headline show it.

People will not be bored in print. They may listen politely at a dinner table to boasts and personalities, life history, etc. But in print they choose their own companions, their own subjects. They want to be amused or benefited. They want economy, beauty, labor savings, good things to eat and wear. There may be products which interest them more than anything else in the magazine. But they will never know it unless the headline or picture tells them.

The writer of this chapter spends far more time on headlines than on writing. He often spends hours on a single headline. Often scores of headlines are discarded before the right one is selected. For the entire return from an ad depends on attracting the right sort of readers. The best of salesmanship has no chance whatever unless we get a hearing.

The vast difference in headlines is shown by keyed returns which this book advocates. The identical ad run with various headlines differs tremendously in its returns. It is not uncommon for a change in headlines to multiply returns from five or ten times over.

So we compare headlines until we know what sort of appeal pays best. That differs in every line, of course.

The writer has before him keyed returns on nearly two thousand headlines used on a single product. The story in these ads are nearly identical. But the returns vary enormously, due to the headlines. So with every keyed return in our record ap-

pears the headlines that we used. Thus we learn what type of headline has the most widespread appeal. The product has many uses. It fosters beauty. It prevents disease. It aides daintiness and cleanliness. We learn to exactness which quality most of our readers seek.

This does not mean we neglect the others. One sort of appeal may bring half the returns of another, yet be important enough to be profitable. We overlook no field that pays. But we know what proportion of our ads should, in the headline, attract any certain class.

For this same reason we employ a vast variety of ads. If we are using twenty magazines we may use twenty separate ads. This because circulation's overlap, and because a considerable percentage of people are attracted by each of several forms of approach. We wish to reach them all.

On a soap, for instance, the headline "Keep Clean" might attract a very small percentage. It is too commonplace. So might the headline, "No animal fat." People may not care much about that. The headline, "It floats" might prove interesting. But a headline referring to beauty or complexion might attract many times as many.

An automobile ad might refer in the headline to a good universal joint. It might fall flat, because so few buyers think of universal joints. The same ad with a headline, "The Sportiest of Sport Bodies," might out pull the other fifty to one.

This is enough to suggest the importance of headlines. Anyone who keys ads will be amazed at the difference. The appeals we like best will rarely prove best, because we do not know enough people to average up their desires. So we learn on each line by experiment.

But back of all lie fixed principles. You are presenting an ad to millions. Among them is a percentage, small or large, whom you hope to interest. Go after that percentage and try to strike the chord that responds. If you are advertising corsets, men and children don't interest you. If you are advertising cigars, you have no use for non-smokers. Razors won't attract women, rouge will not interest men.

Don't think that those millions will read your ads to find out if your product interests. They will decide at a glance - by your headline or your pictures. Address the people you seek, and them only.

## **“Internet Headlines” by Terry Dean**

Every web page you create and every email you send out must have a headline on it. Don't take this to mean that you have to use uppercase letters or that you must use a large font for the top of your letter. That is not what I am talking about. That isn't really a headline. That is just being annoying online.

You have to have a headline. You have to have a phrase which pulls out your specific prospects and tells them that you are talking directly to them.

Claude Hopkins compared it to yelling your friend's name into a crowd so that he will respond. Use your headline to do the same. Your headline should call out the name of your prospect and make them stop in their tracks. It must make them say, "This letter is written for me."

It only takes second for your web site visitor to click away. So, you have one second to get their attention.

It cannot be done deceptively. You can't make up something to just stick at the top of your page to get their attention if it doesn't apply to the rest of your site. At the same time, you don't want to just include something that tries to get everyone's attention who visits your site.

You are trying to get the attention of the specific individuals who are most likely to buy your products and services.

This means that you have to do some research about your customers before you even start the process of writing headlines. Who is it that buys your products and services? Write everything you know about them down in your advertising journal.

If you are just getting started selling online, then go to some message boards, newsgroups, and online mailing lists, and ask them some advice about your products and services. Take polls to find out what it is that interests people most.

Most professional copywriters will tell you that the headline equals 80% or more of the effectiveness of the entire ad. This means it is worth putting forth time and effort into it. If your headline can't target and pull out the prospects mostly like to



buy, then your whole Internet advertising campaign will come up short.

So, get to work. Write at least 100 headlines for any product you sell. Claude Hopkins spoke of writing as many as 2,000 headlines for one product. How do you expect to do so much better than him by only writing one or two headlines?

So, keep writing headlines about your product. Look at your product from as many different customer angles as possible. Ask for advice from other people you know about your product. Write headlines for days. Then, begin to pick out some of the best headlines to test them for your web site.

The extra advantage of writing all of the other headlines is that you may find it beneficial to use many of them as bullets inside of your sales letter. They may not quite be the best headline, but they are able to convince. So, you use them as part of the sales letter.

## **Our 2 "Devious" Little Plans For Finding Out the Best Headlines Quickly and Easily...**

**Plan #1:** Create a special report about your product and choose the 5 best headlines for your product. Then, use each of them as a title for the report. Take a poll asking which report people would most like to receive...then no matter which one they choose - send them the free report you have written with that title attached.

**Plan #2:** Create 5 classifieds ads using each of your headlines as the headline to the classified ad. Then, use those classified ads to post to different free classified sections and groups which accept this type of advertising. Key the ads by having them respond to a different web page or email a different address. The ad which brings back the most response will usually be proven to be the best headline.

**Would You Like to Know How to Double Your Headline's Effectiveness With Only Two Words?**

The most simple and subtle technique of doing this that we have ever seen is to customize your headline for your specific audience. In mail order, this meant to customize your headline for the specific audience which you were mailing to. If you were mailing a sales letter about making money to doctors, the headline could be something like this: "How Doctors Can Make Extra Money."

If you sent the exact same letter to a group of pastors, you may use the headline of "How Pastors Can Make Extra Money." The same letter mailed to lawyers would read, "How Lawyers Can Make Extra Money." And so on down the list. If you would do this, you would find that the response rates from your mailings could easily double.

Here's how we apply a customization strategy to the Internet. We change the headline of our web page according to where we are advertising at.

For example, if you advertised in my ezine Web Gold, you may use the headline of "How Web Gold Subscribers Can Make Extra Money." If you had gotten a high ranking on the Infoseek search engine, your headline could read, "How Infoseek Users Can Make Extra Money." If advertising by a banner on Yahoo, then your headline would read, "How Yahoo Visitors Can Make Extra Money."

There is a second benefit to using customization of your pages as I have it listed above. It gives you an implied endorsement in the eyes of the readers. It almost appears to them that you are being endorsed by the place where you are advertising. This factor in and of itself will increase your response rates immeasurably.

## **5 Bonus Headline Tips...**

1. Write a minimum of 100 headlines.

Always write a minimum of 100 headlines for every product or service. Use the top 5 or so in a test against one another. Then, use some of the others as bulleted benefits in your sales letter.

2. Use quotation marks around the headline.

Using quotation marks around the headline will increase your response rates by 27%. This statement has been tested again and again by numerous mail order advertisers.

3. Always keep the headline to 17 words or less.

You will find that your readership begins to drop off once you start using a headline longer than 17 words. Your headline needs to get to the point and pull out

your targeted prospects as quickly as possible.

#### 4. Use upper and lower case letters in the headline.

Don't use all upper case for your headlines. Uppercase letters are very hard to read. Plus, using all uppercase is considered the equivalent to yelling in the online world.

#### 5. Use Some of the Advertising Hot Words.

Words such "Free, You, Quickly, Easily, 100% Guaranteed, etc." have all been proven to increase your sales when used in the headlines. Use these words along with some of the other hot keywords in your headlines whenever possible.

# Internet Psychology

## “Psychology” by Claude Hopkins

The competent advertising man must understand psychology. The more he knows about it the better. He must learn that certain effects lead to certain reactions, and use that knowledge to increase results and avoid mistakes. Human nature is perpetual. In most respects it is the same today as in the time of Caesar. So the principles of psychology are fixed and enduring. You will never need to unlearn what you learn about them.

We learn, for instance, that curiosity is one of the strongest human incentives. We employ it whenever we can. Puffed Wheat and Puffed Rice were made successful largely through curiosity. "Grains puffed to 8 times the normal size." "Foods shot from guns." "125 million steam explosions caused in every kernel." These foods were failures before that factor was discovered.

We learn that cheapness is not a strong appeal. Americans are extravagant. They want bargains but not cheapness. They want to feel that they can afford to eat and have and wear the best. Treat them as if they could not and they resent your attitude.

We learn that people judge largely by price. They are not experts. In the British National Gallery is a painting which is announced in a catalog to have cost \$750,000. Most people at first pass it by at a glance. Then later they get farther on in the catalog and learn what the painting cost. They return then and surround it.

A department store advertised at one Easter time a \$1,000 hat, and the floor could not hold the women who came to see it.

We often employ this factor in psychology. Perhaps we are advertising a valuable formula. To merely say that would not be impressive. So we state - as a fact - that we paid \$100,000 for that formula. That statement when tried has won a wealth of respect.

Many articles are sold under guarantee - so commonly sold that guarantees have ceased to be impressive. But one concern made a fortune by offering a dealers signed warrant. The dealer to whom one paid his money agreed in writing to pay

it back if asked. Instead of a far-away stranger, a neighbor gave the warrant. The results have led many to try that plan, and it has always proved effective.

Many have advertised, "Try it for a week. If you don't like it we'll return your money. Then someone conceived the idea of sending goods without any money down, and saying, "Pay in a week if you like them." That proved many times more impressive.

One great advertising man stated the difference this way: "Two men came to me, each offering me a horse. Both made equal claims. They were good horses, kind and gentle. A child could drive them. One man said, "Try the horse for a week. If my claims are not true, come back for your money." The other man also said, "Try the horse for a week." But he added, "Come and pay me then." I naturally bought the second mans horse."

Now countless things - cigars, typewriters, washing machines, books, etc. - are sent out in this way on approval. And we find that people are honest. The losses are very small.

An advertiser offered a set of books to business men. The advertising was unprofitable, so he consulted another expert. The ads were impressive. The offer seemed attractive, "But," said the second man, "let us add one little touch which I have found effective. Let us offer to put the buyers name in gilt lettering on each book." That was done, and with scarcely another change in the ads they sold some hundreds of thousands of books.

Through some peculiar kink in human psychology it was found that names in gilt gave much added value to the books.

Many send out small gifts, like memorandum books, to customers and prospects. They get very small results. One man sent out a letter to the effect that he had a leather-covered book with a mans name on it. It was waiting on him and would be sent on request. The form of request was enclosed, and it also asked for certain information. That information indicated lines on which a man might be sold.

Nearly all men, it was found, filled out that request and supplied the information. When a man knows that something belongs to them - something with his name on - he will make an effort to get it, even though the thing is a trifle.

In the same way it is found that an offer limited to a certain class of people is far more effective than a general offer. For instance, an offer limited to veterans of the war. Or to members of a lodge or sect. Or to executives. Those who are entitled to any seeming advantage will go a long way not to lose that advantage.

An advertiser suffered much from substitution. He said, "Look out for substitutes," "Be sure you get this brand," etc., with no effect. Those were selfish appeals.

Then he said, "Try our rivals' too" - said it in his headlines. He invited comparisons and showed that he did not fear them. That corrected the situation. Buyers were careful to get the brand so conspicuously superior that its maker could court a trial of the rest.

Two advertisers offered food products nearly identical. Both offered a full-size package as an introduction. But one gave his package free. The other bought the package. A coupon was good at any store for a package, for which the maker paid retail price.

The first advertiser failed and the second succeeded. The first even lost a large part of the trade he had. He cheapened his product by giving a 15-cent package away. It is hard to pay for an article which has once been free. It is like paying railroad fare after traveling on a pass.

The other gained added respect for his article by paying retail price to let the user try it. An article good enough for the maker to buy is good enough for the user to buy. It is vastly different to pay 15 cents to let you try an article than to simply say "It's free."

So with sampling. Hand an unwanted product to a housewife and she pays it slight respect. She is no mood to see its virtues. But get her to ask for a sample after reading your story, and she is in a very different position. She knows your claims. She is interested in them, else she would not act. And she expects to find the qualities you told.

There is a great deal in mental impression. Submit five articles exactly alike and five people may choose one of them. But point out in one some qualities to notice and everyone will find them. The five people then will all choose the same article.

If people can be made sick or well by mental impressions, they can be made to favor a certain brand in that way. And that, on some lines, is the only way to win them.

Two concerns, side by side, sold women's clothing on installments. The appeal, of course, was to poor girls who desire to dress better. One treated them like poor girls and made the bare business offer.

The other put a woman in charge - a motherly, dignified, capable woman. They did business in her name. They used her picture. She signed all ads and letters. She wrote to these girls like a friend. She knew herself what it meant to a girl not to be able to dress her best. She had long sought a chance to supply women good clothes and give them all season to pay. Now she was able to do so, with the aid of men behind her.

There was no comparison in those two appeals. It was not long before this woman's' long established next door rival had to quit.

The backers of this business sold house furnishings on installments. Sending out catalogs promiscuously did not pay. Offering long-time credit often seems like a reflection.

But when a married woman bought garments from Mrs. \_\_\_\_\_, and paid as agreed, they wrote to her something like this: "Mrs. \_\_\_\_\_, whom we know, tells us that you are one of her good customers. She has dealt with you, she says, and you do just as you agree. So we have opened with you a credit account on our books, good any time you wish. When you want anything in furnishings, just order it. Pay nothing in advance. We are very glad to send it without any investigation to a person recommended as you are."

That was flattering. Naturally those people, when they wanted some furniture, would order from that house.

There are endless phases to psychology. Some people know them by instinct. Many of them are taught by experience. But we learn most of them from others. When we see one winning method we note it down for use when occasion offers. These things are very important. An identical offer made in a different way may bring multiplied returns. Somewhere in the mines of business experience we must find the best method somehow.

## **“Applying Psychology to Internet Marketing” by Terry Dean**

The best advertising writers are those who have some knowledge of psychology. We are not dealing with "new" people online. We are dealing with the same people who have the same desires they have always had. The same approaches that worked one hundred years ago will also work today. Don't forget that. Advertising mediums change. Effective advertising does not, because effective advertising is based on a knowledge of human nature.

Remember the first principle of advertising. Your prospects are inherently selfish. They will ask one question of everything your web site does, "What's In it for Me?"

That is the first question you have to answer with your web site. It has to tell and show your visitors what's in it for them. What would they get out of ordering from your site that isn't available anywhere else?

Below are four aspects to the human make-up which you can and should use throughout your Internet advertising.

### **1. Curiosity is a powerful motivation.**

Just about every information product you see advertised has the word "Secrets" in the ad somewhere. People are afraid to miss out on something. They are curious to find out just what those secrets may be.

Use this to your advantage. With information products, I love to write the sales letters so that they hit on the curiosity hot button. You can take advantage of this factor of human nature by providing some of the results which were achieved through your information system, but not actually revealing what the system specifically is. You will notice that I do this a lot in the bullets that I create to go in the sales letter. They will tell you that there are 3 insider secrets to \_\_\_\_\_, but they won't tell you what the 3 secrets are.

The purpose of this is the pull on the curiosity of the reader...and cause them to order.



## **2. Extravagance at a bargain price.**

People want to keep up with the Jones'. They want the absolute best, but they want to feel like they got it at a bargain price. No one wants to feel that they paid too much for anything. So, you need to give them an impressive value at a bargain price.

In many products and cases, this simply boils down to explaining the exact process it took to create the product. For example, with an information product, it may have taken you 5 years of research and \$20,000 in testing to come up with the information in this product. If so, tell them about it.

When your company builds a widget, it might search the country for the best wood available. Half of the wood in the factory is rejected. You have over 60 people who actually work on the wood to create the product you sell (in the ad itself you would tell people what many of them do), and you may have 5 people who put it through a strict 13 step test to assure it's quality.

Even if all of your competitor's go through the exact process you do to create the product, it will still be effective for you to tell the story to your customers. This is called preemptive advertising. The person who first tells the story is the one who garners the trade. Anyone else who seeks to follow them ends up looking only as a copycat, not the originator of the system.

In Jay Abraham's materials, he speaks of a paper manufacturer and a beer manufacturer who both used this very same technique to advance their sales. Both of them were in very competitive markets, but they both chose to explain the value adding process that they went through to create the product they were selling.

Once the customer understood the value involved in the product, they were glad to be able to purchase it at such a bargain price.

What process does your product go through that will add a value to it in your customer's eyes?

## **3. Fear of Failure and of Making the Wrong Decision**

This is the biggest barrier that we have to overcome throughout the selling process. People are afraid they are going to make a bad decision in buying your prod-

uct. They are afraid you are going to rip them off and not provide them with the product they are expecting.

Everything that you say as an advertiser is immediately looked at with a grain of salt. People have been lied to before when it comes to advertising, so they look at your ads wondering if you are any different. Unless you find a way to overcome this fear of "being taken" in your prospect's eyes, you are not going to close a majority of sales.

There are basically two aspects to overcoming this resistance. The first way is by presenting and adding credibility to your ads. Credibility is produced through your "proof" and through the testimonials which you provide. It is often said that salespeople without testimonials have skinny children. It is next to impossible to build the credibility you need in the eyes of your prospects without testimonials.

The second way to overcome this resistance is by giving a risk free guarantee or a better than risk free guarantee. Let your prospects know that they can return the package for any reason. Plus, give them several bonuses in the package which they can keep even if they return the package for a full refund.

An even better method of overcoming this buyer's resistance is by allowing them to try out the package for free, and having them pay for it at the end of the trial period. Which one you rather buy from? Would you rather buy from the person who gives you the horse to try out for a week and allows you to pay later...or the person who requires up-front payment?

Think about ways where you can overcome the buyer's resistance by offering a more risk free proposition than all of our competitors.

#### **4. Exclusivity**

People like to get a "special" deal which is made just for them. They like to be told that they are special. They like to have their names mentioned. They like to have their names engraved on the objects that they purchase.

I have learned how to apply this factor to my own sales. I run a subscriber only special to my 36,000 ezine subscribers now once a month...many of which will actually generate as much money as the rest of the month combined. People love it. They are getting something for a special price or with a special bonus that isn't available to the general public. They are getting it just because they are one of my

newsletter subscribers.

All successful Joint Ventures are also based on this element of exclusivity. A special deal was created with the list owners partner ONLY for their customers. No outsider can participate. The list owner cares so much about their list members that they negotiated to get them this special price or special deal. These endorsed types of mailings have been known to produce sales rates as high as 10% - 20%... which is completely unheard of in any other venture.

**"FREE" without an understanding of the value is actually dangerous.**

Along the same lines, the word "FREE" is actually being overdone online. To some people it appears that everything is free online. Using the word "Free" without explaining the actual value involved does not profit you according to final sales figures.

When you are giving away a freebie from your site, it isn't your goal to just attract visitors I hope. You are not after freebie seekers. Your final goal should be to sell more of your products and services to your visitors. This is not accomplished through just handing out the most freebies.

This is accomplished through explaining the value of your products and services... then offering the freebie. Claude Hopkins recorded that even back in his time you should never offer a sample to anyone unless you have had the chance to tell them your product story. Unless you have actually had a chance to show them the value of your offering, it could possibly diminish the value of your actual product.

Tell your prospects the actual value of the freebie. Then, tell them "why" you are offering it free. If you just listed the value at \$97, but never told them why it was worth \$97 or why you are giving it to them free, then your statement is worthless. You must both explain why the free product is worth \$97 and why you are giving it to them for free. Tell them that you know letting them use it for free will get them hooked and that they will keep coming back for more. Tell them why it is free...or don't offer it at all.

This is why there is so much confusion online concerning giving freebies away at web sites. Some experts recommend giving away freebies. Some recommend that you don't give anything away. It is all a matter of understanding and showing the "VALUE" that you are giving away for free...and if it brings your visitor back

to order from you. The ordering process is what you are after.

Remember the marketing statement, "**Tell me why, and then I'll buy.**"

# Being Specific

## “Being Specific” by Claude Hopkins

Platitudes and generalities roll off the human understanding like water from a duck. They leave no impression whatever. To say, "Best in the world," "Lowest price in existence," etc. are at best simply claiming the expected. But superlatives of that sort are usually damaging. They suggest looseness of expression, a tendency to exaggerate, a careless truth. They lead readers to discount all the statements that you make.

People recognize a certain license in selling talk as they do poetry. A man may say, "Supreme in quality" without seeming a liar, though one may know that the other brands are equally as good. One expects a salesman to put his best foot forward and excuses some exaggeration born of enthusiasm. But just for that reason general statements count for little. And a man inclined to superlatives must expect that his every statement will be taken with some caution.

But a man who makes a specific claim is either telling the truth or a lie. People do not expect an advertiser to lie. They know that he can't lie in the best mediums. The growing respect in advertising has largely come through a growing regard for its truth.

So a definite statement is usually accepted. Actual figures are not generally discounted. Specific facts, when stated, have their full weight and effect.

This is very important to consider in written or personal salesmanship. The weight of an argument may often be multiplied by making it specific. Say that a tungsten lamp gives more light than a carbon and you leave some doubt. Say it gives three and one-third times the light and people realize that you have made tests and comparisons.

A dealer may say, "Our prices have been reduced" without creating any marked impression. But when he says "Our prices have been reduced 25 percent" he gets the full value of his announcement.

A mail order advertiser sold women's clothing to people of the poorer classes. For years he used the slogan, "Lowest prices in America." His rivals all copied that.

Then he guaranteed to undersell any other dealer. His rivals did likewise. Soon those claims became common to every advertiser in his line, and they became commonplace.

Then under able advice, he changed his statement to "Our net profit is 3 percent." That was a definite statement and it proved very impressive. With their volume of business it was evident that their prices must be minimum. No one could be expected to do business on less than 3 percent. The next year their business made a sensational increase.

At one time in the automobile business there was a general impression that profits were excessive. One well-advised advertiser came out with this statement, "Our profit is 9 percent." Then he cited actual costs on the hidden costs of a \$1,500 car. They amounted to \$735, without including anything one could easily see. This advertiser made a great success along those lines at that time.

Shaving soaps have long been advertised "Abundant lather," "Does not dry on the face," "Acts quickly," etc. One advertiser had as good a chance as the other to impress those claims. Then a new maker came into the field. It was a tremendously difficult field, for every customer had to be taken from someone else. He stated specific facts. He said, "Softens the beard in one minute." "Maintains its creamy fullness for tens minutes on the face." "The final result of testing and comparing 130 formulas." Perhaps never in advertising has there been a quicker and greater success in an equally difficult field.

Makers of safety razors have long advertised quick shaves. One maker advertised a 78-second shave. That was definite. It indicated actual tests. That man at once made a sensational advance in his sales.

In the old days all beers were advertised as "Pure." The claim made no impression. The bigger the type used, the bigger the folly. After millions had been spent to impress a platitude, one brewer pictured a plate glass where beer was cooled in filtered air. He pictured a filter of white wood pulp through which every drop was cleared. He told how bottles were washed four times by machinery. How he went down 4,000 feet for pure water. How 1,018 experiments had been made to attain years to give beer that matchless flavor. And how all the yeast was forever made from that adopted mother cell.

All claims were such as any brewer might have made. They were mere essentials in ordinary brewing. But he was the first to tell the people about them, while oth-

ers cried merely "pure beer." He made the greatest success that was ever made in beer advertising. "Used the world over" is a very elastic claim. Then one advertiser said, "Used by the peoples of 52 nations," and many others followed.

One statement may take as much room as another, yet a definite statement may be many times as effective. The difference is vast. If a claim is worth making, make it in the most impressive way. All these effects must be studied. Salesmanship-in-print is very expensive. A salesman's loose talk matters little. But when you are talking to millions at enormous cost, the weight of your claims is important.

No generality has any weight whatever. It is like saying "How do you do?" When you have no intention of inquiring about one's health. But specific claims when made in print are taken at their value.

### **"Being Specific Online" by Terry Dean**

Generalities mean no more today than they did 75 years ago. As a matter of fact, they are even more dangerous on the Internet than they have ever been. If you say you have the easiest to use product, then you need to show specific proof of why it is the easiest to use. If you have the highest quality silverware, then you need to tell me exactly why it is the highest quality. Is it heated and molded better? Is it made out of better materials? How much better is it...1%, 10%, 50%? Has it been tested and proven as better by Consumer Reports?

Never advertise or write anything on your site in generalities. Always be specific. Tell them exactly how much traffic you get if you are selling banner advertising. Tell them what kind of click through rate has been achieved.

Don't tell them that you will advertise their site on over 400 search engines. Tell them that you will advertise it on 435 search engines. Don't tell them that they can make money quickly online. Tell them that it is possible to make money in 5 hours and that you have proven it by \_\_\_\_\_.

If you sell a manual which contains 345 places they can advertise for free, tell them that. Don't tell them you will show them hundreds of places to advertise for free. You need to make every single claim as specific as possible. Don't let a single claim on your site be made in general terms.

Always be specific. Then, show the proof such as a test which you did or testimonials which prove the exact statements you made.



# Telling Your Full Story

## **“Tell Your Full Story “ by Claude Hopkins**

Whatever claim you use to gain attention, the advertisement should tell a story reasonably complete. If you watch returns, you will find that certain claims appeal far more than others. But in usual lines a number of claims appeal to a large percentage. Then present those claims in every ad for their effect on that percentage.

Some advertisers, for sake of brevity, present one claim at a time. Or they write a serial ad, continued in another issue. There is no greater folly. Those serials almost never connect.

When you once get a persons attention, then is the time to accomplish all you can ever hope with him. Bring all your good arguments to bear. Cover every phase of your subject. One fact appeals to some, one to another. Omit any one and a certain percentage will lose the fact which might convince.

People are not apt to read successive advertisements on any single line. No more than you read a news item twice, or a story. In one reading of an advertisement one decides for or against a proposition. And that operates against a second reading. So present to the reader, when once you get him, every important claim you have.

The best advertisers do that. They learn their appealing claims by tests - by comparing results from various headlines. Gradually they accumulate a list of claims important enough to use. All those claims appear in every ad thereafter.

The advertisements seem monotonous to the men who read them all. A complete story is always the same. But one must consider that the average reader is only once a reader, probably. And what you fail to tell him in that ad is something he may never know.

Some advertisers go so far as to never change their ads. Single mail order ads often run year after year without diminishing returns. So with some general ads. They are perfected ads, embodying in the best way known all that one has to say. Advertisers do not expect a second reading. Their constant returns come from getting new readers.

In every ad consider only new customers. People using your product are not going to read your ads. They have already read and decided. You might advertise month after month to present users that the product they use is poison, and they would never know it. So never waste one line of your space to say something to present users, unless you can say it in your headlines. Bear in mind always that you can address an unconverted prospect.

Any reader of your ad is interested, else he would not be a reader. You are dealing with someone willing to listen. Then do your level best. That reader, if you lose him now, may never again be a reader.

You are like a salesman in a busy mans office. He may have tried again and again to get entree. He may never be admitted again. This is his one chance to get action, and he must employ it to the full.

This brings up the question of brevity. The most common expression you hear about advertising is that people will not read much. Yet a vast amount of the best paying advertising shows that people do read much. Then they write for a book, perhaps - for added information.

There is a fixed rule on this subject of brevity. One sentence may tell a complete story on a line like chewing gum. It may on an article like Cream of Wheat. But, whether long or short, an advertising story should be reasonably complete.

A certain man desired a personal car. He cared little about the price. He wanted a car to take pride in, else he felt he would never drive it. But, being a good business man, he wanted value for his money.

His inclination was towards a Rolls-Royce. He also considered a Pierce-Arrow, a Locomobile and others. But these famous cars offered no information. Their advertisements were very short. Evidently the makers considered it undignified to argue comparative merits.

The Marmon, on the contrary, told a complete story. He read columns and books about it. So he bought a Marmon, and was never sorry. But he afterwards learned facts about another car at nearly three times the price which would have sold him the car had he known them.

What folly it is to cry a name in a line like that, plus a few brief generalities. A car

may be a lifetime investment. It involves an important expenditure. A man interested enough to buy a car will read a volume about it if the volume is interesting.

So with everything. You may be simply trying to change a woman from one breakfast food to another, one tooth paste, or one soap. She is wedded to what she is using. Perhaps she has used it for years.

You have a hard proposition. If you do not believe it, go to her in person and try to make the change. Not to merely buy a first package to please you, but to adopt your brand. A man who once does that at a woman's door won't argue for brief advertisements. He will never again say, "A sentence will do," or a name claim or a boast.

Nor will the man who traces his results. Note that brief ads are never keyed. Note that every traced ad tells a complete story, though it takes columns to tell.

Never be guided in any way by ads which are untraced. Never do anything because some uninformed advertiser considers that something right. Never be led in new paths by the blind. Apply to your advertising ordinary common sense. Take the opinion of nobody, whom know nothing about his returns.

## **“Telling Your Full Story & Educating Your Web Site Visitor” by Terry Dean**

You don't own a web site just to give away free information. At least, that's not why I own one. I have a web site up and making money for me 24 hours a day. I actually have several web sites up and making money for me 24 hours a day.

Each one of them only has one goal in mind. They are out to sell a specific product or service. They are not up just to provide free information, although they do that. Each and every one of them provides free information which helps my customers make an educated buying decision.

That is how I want you to see your free reports and free content at your site from now on. The purpose of your free content is to help your customers make a better buying decision. Your customers are begging to be led. They are begging for you to assure them that they are making the right buying decision.

To help blow away this myth of the "Content being King" in web sites sales, let's discuss successful selling online. Some of the web sites which have the greatest sales virtually never change. The sales letter never changes. The free reports never change. The web site never changes. Yet, they make sales 24 hours a day seven days a week.

They have a system that works. Something else that we are finding out that is very effective is having a ONE page web site (the actual text may be as long as needed to sell, but there are no links except for the secure order form). When a sales letter has been written which can make the sale day in and day out, there is really no use for any other pages.

For a sales letter to do all of the work, it must tell the full story. It must answer all of your customer's objections. It must fully educate them on the subject. It must be a self-sustained marketing piece all by itself.

I have tested this time and time again. Here are two mistakes that people make with their site which I have made for years, but I have wised up lately after studying my results over and over again.

### **1. They don't have a clear irresistible front end product.**

I have tested the "mall" and the "retail" approach to advertising online for years at my primary <http://www.bizpromo.com> web site. I was almost convinced that I could sell numerous products from my web site because that is exactly what I have been doing for the past 2 years at this web site. What I didn't count on was the fact that my actual web site wasn't selling anything...or next to anything.

Ninety percent of my web site sales at <http://www.bizpromo.com> have been coming from the ezine which I publish every week. I used to joke about the fact that you could watch my traffic and sales jump at my page the weekend after the newsletter went out. The thing that was no laughing matter is the fact that the sales were next to dead the rest of the week.

The web site was getting subscribers for the newsletter, but it was hardly doing anything else. So, guess what. I have changed it, and the strategy I am now using at the site is quite simple.

I have a lot of "content" on the web site such as CGI tools, a discussion boards,

free training courses, and the like.

When someone visits, they usually will start going through the material and then they subscribe to the newsletter (I know this by looking at my stat reports). That is my goal of the web site itself. I want every visitor to eventually subscribe themselves to the newsletter.

Once they are on the newsletter list, then I start them off by sending them an offer for ONE product. They receive an email telling them about a low cost Internet training product which will help them get started right in their relationship with my business.

Then, I use my other products as backend products to increase my overall profits. The first product is what you would call a lead generator. It is low cost and does produce a very good profit, but the real money comes from backend sales. When you have established a good customer base and have shown the value of your products to them, you will find that 20% to 50% of them go on to buy other products from you!

If I offered all of these products equally up front though, it would confuse many of my prospects. So, you go with one main offer first. Then, you offer all of your other products as backend sales.

All of the selling process and all of the full story on this site is being focused on selling the RIGHT product to the RIGHT market, not a whole selection of products. I am not after the "Wow" factor at my site. I am after the sale.

## **2. They try to divide up their sales letter into different pieces or into different sites.**

The second mistake people make with their web sites is that they try to divide up the selling process. It doesn't work any better today than it did 75 years ago. If you try to divide up the selling process into separate web sites OR separate emails, then you are going to miss out on a load of sales.

By using separate web sites to sell the product you will have people who get lost or confused and who just give up and quit. If you try to separate up the selling experience into separate emails, you will find that many of your customers only read one or two of your emails. Then, they don't have the entire selling process before

them when they are ready to order.

The solution to both of these problems is to present the entire process on one site or one email. Then, use the other pages in your domain or the other emails you follow-up with as supporting documents only. The first site or email contains the entire offer, testimonials, guarantee, and order information. The supporting pages or follow-up emails just support the first one by adding in more supporting information. When you have 5 testimonials on your main sales page, you could have a link there that takes them to another page which lists all 30 of your testimonials.

Your main page may tell two paragraphs about one of your bonuses. Then, your supporting page will contain an entire sales letter for your bonus telling them everything about it.

Your main page may tell a paragraph about your guarantee. Then, you could have a link to a full page about the guarantee with your picture and your signed sworn signature in blue at the bottom guaranteeing their purchase.

You could use this type of technique for many different aspects in your main sales letter, but don't do it for more than one or two sections in any one sales letter. You want to make sure you NEVER confuse the prospect.

Once someone has tried this technique and has a good sales letter in place which tells the whole story, they will never go back to the "old" way again. It drives you nuts trying to produce new updated content every day or every week. You just can't compete in this area against web sites which have dozens of people working full time on producing content.

You have to outsell them, not "out-content" them. Then, once you have produced a new customer, you keep following up on them. You offer them other products and services you have for sale. You offer them other affiliate programs you are member of. You offer them new products and services when they come out.

I don't want you to make the same mistake I did. I spent my life (10 - 12 hours a day) producing tons of content at my site. I would get orders...through the newsletter.

Every single person who is in business online should have their own Opt-In list. This will be the primary source of your online sales. An Opt-In email list is when

you have a list of people who have raised their hand and have specifically asked for you to send them information daily, weekly, or monthly. You should be producing good content and articles for these people.

Set your publishing schedule so that you can produce good content without stressing yourself out. I know several people who started out trying to publish daily, but then they almost went crazy doing it. They had to drop back to a more reasonable schedule such as once a week or once every two weeks.

These people will produce your bread-and-butter income. They will produce the income you can count on coming in every week. You can advertise different products and services when you publish your newsletter to their subscribers. My primary income for the last 2 years has been from my Opt-In list.

Only lately have I tested and PROVEN my web site selling system. Before that I was producing web sites that were much like what every other "expert" tells you to do. I know how to produce in Front Page, Adobe GoLive, Publisher, NetComposer, and HTML. I can use FLASH animation, Real Audio/Video (which I am producing systems which sell using these techniques hooked in with a one page site), and other technical sites.

Using all of these skills...I have NEVER been able to sell more from a web site than using a simple one page web site with a "killer" sales letter.

Don't get me wrong. I own a Discussion group full of content which OTHER PEOPLE are posting and I own a site which focuses on building a leveraged traffic system - <http://www.ezfree.net>

BUT...I know those pages aren't for making sales. They are for producing traffic. Then, I link them to my main web domains which sell my products for me. They produce traffic. My one page web sites make the sales.

# Art on the Internet

## **“Art in Advertising” by Claude Hopkins**

Pictures in advertising are very expensive. Not in cost of good art work alone, but in the cost of space. From one-third to one-half of an advertising campaign is often staked on the power of the pictures.

Anything expensive must be effective, else it involves much waste. So art in advertising is a study of paramount importance.

Pictures should not be used merely because they are interesting. Or to attract attention. Or to decorate an ad. We have covered these points elsewhere. Ads are not written to interest, please or amuse. You are not writing to please the hoipolloi. You are writing on a serious subject - the subject of money spending. And you address a restricted minority.

Use pictures only to attract those who may profit you. Use them only when they form a better selling argument than the same amount of space set in type.

Mail order advertisers, as we have said, have pictures down to a science. Some use large pictures, some small, some omit pictures entirely. A noticeable fact is that none of them uses expensive art work. Be sure that all these things are done for reasons made apparent by results.

Any other advertiser should apply the same principles. Or, if none exist to apply to his line, he should work out his own by tests. It is certainly unwise to spend large sums on a dubious adventure.

Pictures in many lines form a major factor. Omitting the lines where the article itself should be pictured. In some lines, like Arrow Collars and most in clothing advertising, pictures have proved most convincing. Not only in picturing the collar or the clothes, but in picturing men whom others envy, in surroundings which others covet. The pictures subtly suggest that these articles of apparel will aid men to those desired positions.

So with correspondence schools. Theirs is traced advertising. Picturing men in high positions of taking upward steps forms a very convincing argument.



So with beauty articles. Picturing beautiful women, admired and attractive, is a supreme inducement. But there is a great advantage in including a fascinated man. Women desire beauty largely because of men. Then show them using their beauty, as women do use it, to gain maximum effect.

Advertising pictures should not be eccentric. Don't treat your subject lightly. Don't lessen respect for your self or your article by any attempt at frivolity. People do not patronize a clown. There are two things about which men should not joke. One is business, one is home.

An eccentric picture may do you serious damage. One may gain attention by wearing a fools cap. But he would ruin his selling prospects.

Then a picture which is eccentric or unique takes attention from your subject. You cannot afford to do that. Your main appeal lies in headline. Over-shadow that and you kill it. Don't, to gain general and useless attention, sacrifice the attention that you want.

Don't be like a salesman who wears conspicuous clothes. The small percentage he appeals to are not usually good buyers. The great majority of the sane and thrifty heartily despise him. Be normal in everything you do when you are seeking confidence and conviction.

Generalities cannot be applied to art. There are seeming exceptions to most statements. Each line must be studied by itself.

But the picture must help sell the goods. It should help more than anything else could do in like space, else use that something else.

Many pictures tell a story better than type can do. In advertising of Puffed Grains the picture of the grains were found to be most effective. They awake curiosity. No figure drawing in that case compare in results with these grains.

Other pictures form a total loss. We have cited cases of that kind. The only way to know, as is with most other questions, is by compared results.

There are disputed questions in art work which we will cite without expressing opinions. They seem to be answered both ways, according to the line which is ad-

vertised.

Does it pay better to use fine art work or ordinary? Some advertisers pay up to \$2,000 per drawing. They figure that the space is expensive. The art cost is small in comparison. So they consider the best worth its cost.

Others argue that few people have art education. They bring out their ideas, and bring them out well, at a fraction of the cost. Mail order advertisers are generally in this class.

The question is one of small moment. Certainly good art pays as well as mediocre. And the cost of preparing ads is very small compared with the cost of insertion.

Should every ad have a new picture? Or may a picture be repeated? Both viewpoints have many supporters. The probability is that repetition is an economy. We are after new customers always. It is not probably that they remember a picture we have used before. If they do, repetition does not detract.

Do color pictures pay better than black and white? Not generally, according to the evidence we have gathered to date. Yet there are exceptions. Certain food dishes look far better in colors. Tests on lines like oranges, desserts, etc. show that color pays. Color comes close to placing the products in actual exhibition.

But color used to amuse or to gain attention is like anything else that we use for that purpose. It may attract many times as many people, yet not secure a hearing from as many whom we want. The general rule applies. Do nothing to merely interest, amuse, or attract. That is not your province. Do only that which wins the people you are after in the cheapest possible way.

But these are minor questions. They are mere economies, not largely affecting the results of a campaign.

Some things you do may cut all your results in two. Other things can be done which multiply those results. Minor costs are insignificant when compared with basic principles. One man may do business in a shed, another in a palace. That is immaterial. The great question is, one's power to get the maximum results.

## **“Art on the Internet” by Terry Dean**

There are a couple of suggestions that Claude Hopkins made above that don't apply to our online marketing. For one, there is no longer a cost involved with using a color picture in your marketing piece, since you don't pay for printing on your web site. Secondly, you aren't paying for your advertising space so again the size of your photo in that regard doesn't make any difference either. The loading speed does matter, but you don't have to pay extra for having a photo on your site.

The first Internet mistake that I want to get out of your head regarding Internet marketing and art is the purpose of the art.

Art is not on your web site to make it look "fancy" or to just make it look pleasing to the eye. It is there for one reason and one reason only. It is there to support and to help your visitors focus their attention on the text.

Cutesy art which distracts people from reading your text will hurt your sales every time. Animated clipart files which jump, dance, etc. have never worked for me on any site which I have used them at. They detract from the text and they actually will cause your visitors to NOT buy from you.

The wrong photos take away from the text. Keep this rule in mind at all times. The purpose of the graphics is to focus your reader on the text. Graphics do not make the sale by themselves. Graphics should not involve objects which don't directly focus on the product itself, it's use, or it's result.

When designing a web site to make money, your pictures are not there to entertain your visitors. That is where most web sites are missing it. They are there to show what your product or service can do for your customer.

The art which you should use consists of the product in action - such as workout clothes being shown on people who are doing an exciting exercise (mountain climbing, skiing, things of that nature). Another aspect of graphics which work is when you show a photo of what is produced by using the product - such as a Mercedes automobile, a beach in Cancun, or a large mansion for wealth building products.

Whenever you are selling anything, remember that people buy what they WANT in life, not what they need. So, don't picture the negative side of things with your

photos. Show people the dream...and you can often do that through pictures. The old saying goes, "A picture is worth a thousand words."

The size (loading speed) of your photo is important to your web site. A scanned in picture will often be 50 KB to as much as 500 KB in size. You have to drop it down in size before it can be used on your web page. The best software for doing this with and designing all of your graphics in my opinion is Paint Shop Pro.

Paint Shop Pro is a program which retails for around \$80 and is the best solution for designing your own graphics. You can download a free demo of it at <http://www.jasc.com>

No other program does as much for so little. I have tested it head to head against many other programs, one of which cost over \$600, and none of others came close in graphic options or in ease of use. Every person who plans on doing their own sites should buy this software...today.

We have recently come out with a video training course which shows you how to create your own Internet products, sell them online, design web sites, and create graphics using Paint Shop Pro. It is now available at <http://www.ezinfo2000.com>

Another neat trick to make your pages load faster is to put an actual size on each of your pictures on your page when designing the page itself. By telling the page how big you want it to make each picture you will cause ALL of the text to load first. Then, the pictures load.

Your visitors can start reading your text before your pictures load in when you are using this method. They no longer have to wait for the entire page and all of it's graphics to load first. If you are using more than one or two pictures this will really speed up your page load times.

The conclusion of the whole matter regarding web art is the KISS principle, "Keep it Simple Stupid."

# Products Which Will Cost You Too Much To Advertise Online

## “Things Too Costly” by Claude Hopkins

Many things are possible in advertising which are too costly to attempt. That is another reason why every project and method should be weighed and determined by a known scale of cost and result.

Changing peoples habits is very expensive. A project which involves that must be seriously considered. To sell shaving soap to the peasants of Russia one would first need to change their beard wearing habits. The cost would be excessive. Yet countless advertisers try to do things almost as impossible. Just because questions are not ably considered, and results are traced but unknown.

For instance, the advertiser of a dentifrice may spend much space and money to educate people to brush their teeth. Tests which we know of have indicated that the cost of such converts may run from \$20 to \$25 each. Not only because of the difficulty, but because much of the advertising goes to people already converted.

Such a cost, of course, is unthinkable. One might not in a lifetime get it back in sales. The maker who learned these facts by tests make no attempt to educate people to the tooth brush habit. What cannot be done on a large scale profitably can not be done on a small scale. So not one line in any ad is devoted to this object. This maker, who is constantly guided in everything by keying every ad, has made remarkable success.

Another dentifrice maker spends much money to make converts to the tooth brush. The object is commendable, but altruistic. The new business he creates is shared by his rivals. He is wondering why his sales increase is in no way commensurate with his expenditure.

An advertiser at one time spent much money to educate people to the use of oatmeal. The results were too small to discover. All people know of oatmeal. As a food for children it has age-old fame. Doctors have advised it for many generations. People who don't serve oatmeal are therefore difficult to start. Perhaps their

objections are insurmountable. Anyway, the cost proved to be beyond all possible return.

There are many advertisers who know facts like these and concede them. They would not think of devoting a whole campaign to any such impossible object. Yet they devote a share of their space to that object. That is only the same folly on a smaller scale. It is not good business.

No one orange grower or raisin grower could attempt to increase the consumption of those fruits. The cost might be a thousand times his share of the returns. But thousands of growers combined have done it on those and many other lines. There lies one of the great possibilities of advertising development. The general consumption of scores of foods can be profitably increased. But it must be done on wide cooperation.

No advertiser could afford to educate people on vitamins or germicides. Such things are done by authorities, through countless columns of unpaid-for space. But great successes have been made by going to people already educated and satisfying their created wants.

It is a very shrewd thing to watch the development of a popular trend, the creation of new desires. Then at the right time offer to satisfy those desires. That was done on yeast's, for instance, and on numerous antiseptics. It can every year be done on new things which some popular fashion or widespread influence is brought into vogue. But it is a very different thing to create that fashion, taste or influence for all in your field to share.

There are some things we know of which might possibly be sold to half the homes in the country. A Dakin-fluid germicide, for instance. But the consumption would be very small. A small bottle might last for years. Customers might cost \$1.50 each. And the revenue per customer might not in ten years repay the cost of getting. Mail order sales on single articles, however popular, rarely cost less than \$42.50 each. It is reasonable to suppose that sales made through dealers on like articles will cost approximately as much. Those facts must be considered on any one-sale article. Possibly one user will win others. But traced returns as in mail order advertising would prohibit much advertising which is now being done.

Costly mistakes are made by blindly following some ill-conceived idea. An article, for instance, may have many uses, one of which is to prevent disease. Pre-

vention is not a popular subject, however much it should be. People will do much to cure trouble, but people in general will do little to prevent it. This has been proved my many disappointments.

One may spend much money in arguing prevention when the same money spent on another claim would bring many times the sales. A heading which asserts one claim may bring ten times the results of a heading which asserted another. An advertiser may go far astray unless he finds out.

A tooth paste may tend to prevent decay. It may also beautify teeth. Tests will probably find that the latter appeal is many times as strong as the former. The most successful tooth paste advertiser never features tooth troubles in his headlines. Tests have proved them unappealing. Other advertisers in this line center on those troubles. That is often because results are not known and compared.

A soap may tend to cure eczema. It may at the same time improve complexion. The eczema claim may appeal to one in a hundred while the beauty claims would appeal to nearly all. To even mention the eczema claims might destroy the beauty claims.

A man has a relief for asthma. It has done so much for him he considers it a great advertising possibility. We have no statistics on this subject. We do not know the percentage of people who suffer from asthma. A canvass might show it to be one in a hundred. If so, he would need to cover a hundred useless readers to reach one he wants. His cost of result might be twenty times as high as on another article which appeals to one in five. That excessive cost would probably mean disaster. For reasons like these every new advertiser should seek for wise advice. No one with the interests of advertising at heart will advise any dubious venture.

Some claims not popular enough to feature in the main are still popular enough to consider. They influence a certain number of people - say one-fourth of your possible customers. Such claims may be featured to advantage in a certain percentage of headlines. It should probably be included in every advertisement. But those are not things to guess at. They should be decided by actual knowledge, usually by traced returns.

This chapter, like every chapter, points out a very important reason for knowing your results. Scientific advertising is impossible without that. So is safe advertising. So is maximum profit.

Groping in the dark in this field has probably cost enough money to pay the national debt. That is what has filled the advertising graveyards. That is what has discouraged thousands who could profit in this field. And the dawn of knowledge is what is bringing a new day in the advertising world.

## **“How to Know If Your Product Is Too Costly To Advertise Online” by Terry Dean**

There are some products you just shouldn't be selling online. Sure, you could sell them using my "Scientific Internet Advertising" system, but why would you want to waste your time only getting 20% of the results you could be receiving. As a matter of fact, 90% of the people who come to me asking for consulting about their Internet businesses are selling the wrong product to the wrong market.

Sure, they could keep selling this product online, and by using my methods they will make money. Why go for the complicated and difficult project though?

If you want to make maximum money in minimum time, go for the easy kill.

Instead of having to work hard for a year to design and start selling from one site, why don't you use my system and get 10 projects up and making money for you in that time. My Scientific Internet Advertising methods are all about taking quick and easy projects and building up multiple streams of income quickly. Then, if one site or one product takes a downturn, who cares? You have 9 more still earning money!

Here are my five "qualifications" for a hot Internet project:

### **1. Sell to WANTS, not needs.**

Selling to People's Needs is the quickest way to go broke in any business. For example, it is a need that people have to learn how to get jobs, but this is not something that will usually sell. The people who need to get jobs don't have money to buy the product that will teach them this. A project such as this is a good charity which you could start, but don't think that it is a business venture.

People will buy what they want before they buy what they need. People need to



get out of debt, but they want to have a mansion. Choose to sell something that people want, not what they need.

People want to save time. People want to be more beautiful. People want more money. People want to be happy. Sell what they want.

Some of the best products you will ever create will be those products which you create because you want them to help you in your own life. For example, if you create templates that help people design their web sites in less time, then people will want that. You may only be designing the templates for yourself at first, but you will find that there are thousands of other people out there that want this exact product.

If you want software for your web site which does such-and-such, then you can probably find a thousand other people who want the same software. When you develop solutions that help people become more beautiful, save more time, or make more money, then you can rest assured that there are customers out there waiting to buy what you have.

You may be saying right now, "Can't I just join an affiliate program?"

Sure, you can. Most beginning Internet marketers should join several affiliate programs and begin making money through them first. This way you can get some experience advertising online while being trained by a more experienced Internet marketer. If you want to make big profits though, you will eventually want to get your own unique online product (I say unique online product because there are many products out there which are currently selling by offline advertising and direct mail which you could use for an online business).

When you own the product, then you can be the one who starts your own affiliate program and let other people sell for you!

## **2. Find a "Starving Crowd."**

If you could own a hamburger stand and could have any advantage in the world, what would it be? You could choose every advantage you could think of including the lowest prices, the best meat, and the best advertising. All of that could be beaten in a second with just one advantage...

The most successful business will be the one who finds a starving crowd.

What types of products are people starving for? They are starving for information products and software which makes using a computer or the Internet easier. They are starving for products which eliminate the frustrations of life!

If you can find frustrated people, then you can find profits. The most profitable Internet businesses right now are those who are finding niche markets plagued by frustration. For example, people are frustrated with software, with the Internet, with their kids, with their pets, with their jobs, etc.

Find the frustration...and find the profits.

### **3. Watch the Trends.**

What kind of trends are occurring? "Experts" make trend watching extremely difficult. So, here is Terry Dean's quick and easy system for trend watching. Go to the nearest magazine rack and pick up some magazines that interest you. Read the headlines. Read the main articles. Especially read the editorial sections and the letters written to the editor. You are now watching the trends.

Two more steps...Next, go on the Internet and go to <http://www.download.com> Then, choose to look at the top 100 most recently downloaded programs. Whatever is being downloaded the most is one of the most popular trends of the time.

The last step is to visit <http://www.hot100.com> and see which web sites are receiving the most traffic. Whatever these web sites are building communities around is another hot subject and trend that you can build products around.

### **4. Sell the Cure, not the prevention.**

People want the cures to their frustrations. You will make more money by providing a cure for frustration than providing a prevention. People care a whole lot more about going to the dentist when the cavity is causing pain than they do to prevent the cavity in the first place.

So, instead of trying to sell prevention, pick cures. You don't want to have to spend your time convincing your customers that they need your product. As a matter of fact, this is where most Internet marketers miss it completely.

Internet marketing failures try to convince people to buy their products. Internet marketing success stories provide solutions to people who are desperate. They don't have to "sell" it per say. They only have to present it (with good sales copy of course).

This idea is very similar to the starving crowd concept above. When people are starving for your product, selling becomes an extremely easy process. When people are already hurting, it becomes a very easy sell.

Pick the easy products and avoid those projects which will be extremely difficult and complicated.

## **5. Look for backends.**

Claude Hopkins recorded that it cost at least \$42.50 to earn a new customer by mail. This was way back in 1923! I have not researched an industry wide figure, but I am sure it is much higher today. How much money is your business wasting right now if you are not going back and selling to your current customers over and over again?

Although you can build a pretty nice income on the Internet right now using only one or two products, this is not where the money is. The money in ANY business, online or off, is in the list of satisfied customers which you have built up. It is 16 times as easy to sell to a current customer than it is to sell to a new customer. That means you can earn 16 times as much money by continually providing new products to your current customers!

You have to learn the lifetime value of a customer. How much is your average customer worth to you in the lifetime of their business with you? This figure is so much more important than the value of the first sale you make to them.

To give you a quick idea of just how profitable backend selling can be for your business, let's give the following example.

Let's say you are in an information business selling a low cost audio tape set and a larger video package. The first product you have sells for \$50.00 (and costs \$25.00 for drop shipping from the owner) while your second package sells for \$300.00 (and costs \$150.00 drop shipping from the owner).

If the first product you sell to customers sells for \$50.00 and costs you \$25.00 to fulfill, you have \$25.00 potential earnings from it where you have to pay advertising expenses from. If it costs you on average \$20.00 advertising expense for each new customer, you would only be earning a \$5.00 profit on every new customer.

What would happen if you included a sales letter for your \$300.00 course in every \$50.00 package people bought?

If 1 out of every 5 customers you brought in on the first product would also buy your second product for \$300.00, you would be earning an extra \$150.00 off of every 5 customers. Your front end profits would have been \$25.00 for these 5 customers and your backend profits would have been \$150.00 without spending more than a couple of cents extra for the sales letter included in the packages.

You would only be earning \$25.00 a day in your startup Internet business is you were selling 5 packages a day. Once you add in your backend product, your profits jump up to \$175.00 a day!

For many businesses, having a backend product determines whether your business succeeds or not. You must have a specific backend in mind whenever you are planning your web site, choosing a product, or designing a product.

On the Internet, it is so easy to come up with backend products ! If you don't own any additional products or services to place on a backend, then you can simply join an affiliate program with a high quality product or find a business owner who will drop ship products for you.

There are thousands of companies out there which have affiliate programs or who drop ship for you. All you have to do is search for "drop shipping" or "affiliate" and thousands upon thousands of sites will come up.

All of these can be used to help you follow up and sell more to your existing customers. Every 3 to 6 months you should be sending a personalized letter to all of your customers offering a new product or service...or a special customer only sale.

There are three ways to increase your business profits, and you should be using all three:

#1: Find more new customers through the Internet and low cost ad sources.

#2: Sell more often to your current customers.

#3: Sell higher ticket items.

# Information and Research

## “Information” by Claude Hopkins

An ad-writer, to have a chance at success, must gain full information on his subject. The library of an ad agency should have books on every line that calls for research. A painstaking advertising man will often read for weeks on some problem which comes up.

Perhaps in many volumes he will find few facts to use. But some one fact may be the keystone of success.

This writer has just completed an enormous amount of reading, medical and otherwise, on coffee. This is to advertise a coffee without caffeine. One scientific article out of a thousand perused gave the keynote for that campaign. It was the fact that caffeine stimulation comes two hours after drinking. So the immediate bracing effects which people seek from coffee do not come from the caffeine. Removing caffeine does not remove the kick. It does not modify coffees delights, for caffeine is tasteless and odorless.

Decaffeinated coffee has been advertised for years. People regarded it like near-beer. Only through weeks of reading did we find a way to put it in another light.

To advertise a tooth paste this writer has also ready many volumes of scientific matter dry as dust. But in the middle of one volume he found the idea which has helped make millions for that tooth paste maker. And has made this campaign one of the sensations of advertising.

Genius is the art of taking pains. The advertising man who spares the midnight oil will never get very far.

Before advertising a food product, 130 men were employed for weeks to interview all classes of consumers.

On another line, letters were sent to 12,000 physicians. Questionnaires are often mailed to tens of thousands of men and women to get the viewpoint of consumers.

A \$25,000-a-year man, before advertising outfits for acetylene gas, spent weeks in

going from farm to farm. Another man did that on a tractor.

Before advertising a shaving cream, one thousand men were asked to state what they most desired in a shaving soap.

Called on to advertise pork and beans, a canvass was made of some thousand of homes. There-to-fore all pork and bean advertising has been based on "Buy my brand." That canvass showed that only 4 percent of the people used any canned pork and beans. Ninety-six percent baked their beans at home. The problem was not to sell a particular brand. Any such attempt appealed to only four percent. The right appeal was to win the people away from home-baked beans. The advertising, which without knowledge must have failed, proved a great success.

A canvas made, not only of homes, but of dealers. Competition is measured up. Every advertiser of a similar product is written for his literature and claims. Thus we start with exact information on all that our rivals are doing.

Clipping bureaus are patronized, so that everything printed on our subject comes to the man who writes ads.

Every comment that comes from consumers or dealers goes to this mans desk.

It is often necessary in a line to learn the total expenditure. We must learn what a user spends a year, else we shall not know if users are worth the cost of getting.

We must learn the total consumption, else we may overspend.

We must learn the percentage of readers to whom our product appeals. We must often gather this data on classes. The percentage may differ on farms and in cities. The cost of advertising largely depends on the percentage of waste circulation.

Thus an advertising campaign is usually preceded by a very large volume of data. Even an experimental campaign, for effective experiments cost a great deal of work and time.

Often chemists are employed to prove or disprove doubtful claims. An advertiser, in all good faith, makes an impressive assertion. If it is true, it will form a big factor in advertising. If untrue, it may prove a boomerang. And it may bar our ads from good mediums. It is remarkable how often a maker proves wrong on asser-

tions he had made for years.

Impressive claims are made far more impressive by making them exact. So, many experiments are made to get the actual figures. For instance, a certain drink is known to have a large food value. That simple assertion is not very convincing. So we send the drink to the laboratory and find that its food value is 425 calories per pint. One pint is equal to six eggs in calories of nutriment. That claim makes a great impression.

In every line involving scientific details a censor is appointed. The ad-writer, however well informed, may draw wrong inferences from facts. So an authority passes on every advertisement. The uninformed would be staggered to know the amount of work involved in a single ad. Weeks of work sometimes. The ad seems so simple, and it must be simple to appeal to simple people. But back of that ad may lie reams of data, volumes of information, months of research.

So this is no lazy mans field.

### **“Success on the Internet is 80% Research and 20% Action” by Terry Dean**

Let's face it. Marketing online is pretty easy itself. The hard part is coming up with the right product, right niche market, and the right offer.

The actual Internet marketing techniques for success are pretty easy. Below is the Short 7-Step System we use for making money in any web site we create.

(You can find out more about any of these techniques and exactly how we use them in the Instant Internet Cashflow System which is available at <http://www.allthesecrets.com>.)

#### **1. Place High On Search Engines and Use Pay Per Click Engines such as [Goto.com](http://www.goto.com)**

The first place that everyone should start marketing online is with the search engines. If you can achieve a top 20 position under any of your targeted keywords, then you will get the right "starving" crowd to your web site. If you have a good offer, you will make the sale.



## **2. Participate in Free Discussion Groups**

Go to these three sites to search for newsgroups, mailing lists, and forums which you can participate in:

<http://www.forumone.com>

<http://www.liszt.com>

<http://www.dejanews.com>

Then, begin to participate in the discussions and use a short signature file to link people to your site and product.

## **3. Advertise in Ezines**

Start advertising in ezines. The best way to make money online is by picking out ezines that contain good quality articles and a low number of ads...then place classifieds, sponsorships, and solo ads in them.

This type of Internet advertising will give you the best bang for your buck. These classified ads are low cost and you will make money using them.

## **4. Write some free information and provide it for ezines to use.**

Write up a short 500 - 1,000 word article and send it by personalized email over to the ezine publishers with whom you have already been advertising. Include a short resource box explaining your web site offer and give the ezine publishers full permission to use your article as long as they use the attached resource box.

I like to use Mail King which is available at <http://www.mailking.com> for sending out personalized emails such as this.

## **5. Provide the same free information for web sites to use.**

Now, take that same article and offer to let web sites use it as content on their pages. Download WebFerret for free at <http://www.ferretsoft.com>. Now, do a search using WebFerret for some of your competitor's web sites domains like this:

links: <http://www.allthesecrets.com>

This will show you who all is linking to the page (unless the webmaster really knows what they are doing and how to beat this system). Go to those linking sites and see why they are linking this page. In many cases you will find that they are using some content or linking to content at that site. Whenever this is the case, send a personalized email to the webmaster offering the use of your article as well.

## **6. If you want to spend a little more money, then start buying banner advertising.**

If you have a little more money to spend (like \$2,000 or more), then you may want to start a banner advertising program. Just keep in mind that banner advertising is considerably more expensive than these other advertising venues, and in many cases it can be extremely costly to do your preliminary testing.

Once you have a banner advertising system going, it can produce an almost unlimited profit center in your business.

## **7. Start Your Own Affiliate Program**

Once you have a web site which is selling, then you can and should start your own affiliate program. Just install the script from <http://www.yoap.com> (or pony up the extra \$200 to have it installed for you) and put up a special page providing your sales materials to your affiliate members.

## **The HARD Work is in the Research**

Like I said, the advertising is the easy part. Just follow my quick and easy system above for every web site you own. It will produce an Instant Cashflow if you have chosen the right market, product, and offer.

Start spending some time at the Trend watching sites which I gave to you in the last chapter. Start reading magazines you find at the magazine racks...NOT The business ones. Read the niche market ones which you have fun reading (read what you like).

Those magazines will show you what people are interested in. Look for ads which you see that keep running time and time again in the same magazine (in

90% of cases, they are working).

Look for the trends and then come up with the killer product idea. Once you have caught a trend, know the market, and have a product ready to go...the next step is...

### **The Concept!**

The Concept is more important than the copy. The way that you design and word your offer is often much more important than the ad copy itself. Just what are you offering?

You are not offering a web site design video. You are offering a complete paint-by-numbers approach to designing a web site, with a full 90 Day Trial Period.

Once you have come up with the right offer, actually writing the sales copy will come pretty easily!

# Internet Marketing Strategy

## “Strategy” by Claude Hopkins

Advertising is much like war, minus the venom. Or much, if you prefer, like a game of chess. We are usually out to capture others' citadels or garner others' trade.

We must have skill and knowledge. We must have training and experience, also right equipment. We must have proper ammunition, and enough. We dare not underestimate opponents. Our intelligence department is a vital factor, as told in the previous chapter. We need alliances with dealers, as another chapter tells. We also need strategy of the ablest sort, to multiply the value of our forces.

Sometimes in new campaigns comes the question of a name. That may be most important. Often the right name is an advertisement in itself. It may tell a fairly complete story, like Shredded Wheat, Cream of Wheat, Puffed Rice, Spearmint Gum, Palmolive Soap, etc.

That may be a great advantage. The name is usually conspicuously displayed. Many a name has proved to be the greatest factor in an article's success. Other names prove a distinct disadvantage - Toasted Corn Flakes, for instance. Too many others may share a demand with the man who builds it up.

Many coined names without meaning have succeeded. Kodak, Karo etc., are examples. They are exclusive. The advertiser who gives them meaning never needs to share his advantage. But a significant name which helps to impress a dominant claim is certainly a good advantage. Names that tell stores have been worth millions of dollars. So a great deal of research often precedes the selection of a name.

Sometimes a price must be decided. A high price creates resistance. It tends to limit one's field. The cost of getting an added profit may be more than the profit.

It is a well-known fact that the greatest profits are made on great volume at small profit. Campbell's Soups, Palmolive Soap, Karo Syrup and Ford cars are conspicuous examples. A price which appeals only to - say 10 percent - multiplies the cost of selling.

But on other lines high price is unimportant. High profit is essential. The line may have a small sale per customer. One hardly cares what he pays for a corn remedy because he uses little. The maker must have a large margin because of small consumption.

On other lines a higher price may even be an inducement. Such lines are judged largely by price. A product which costs more than the ordinary is considered above the ordinary. So the price question is always a very big factor in strategy.

Competition must be considered. What are the forces against you? What have they in price or quality or claims to weigh against your appeal? What have you to win trade against them? What have you to hold trade against them when you get it?

How strongly are your rivals entrenched? There are some fields which are almost impregnable. They are usually lines which create a new habit or custom and which typify that custom with consumers. They so dominate a field that one can hardly hope to invade it. They have volume, the profit to make a tremendous fight.

Such fields are being constantly invaded. But it is done through some convincing advantage, or through very superior salesmanship-in-print.

Other lines are only less difficult. A new shaving soap, as an example. About every possible customer is using a rival soap. Most of them are satisfied with it. Many are wedded to it. The appeal must be strong enough to win those people from long-established favor.

Such things are not accomplished by haphazard efforts. Not by considering people in the mass and making blind stabs for their favors. We must consider individuals, typical people who are using rival brands. A man on a Pullman, for instance, using his favorite soap. What could you say to him in person to get him to change to yours? We cannot go after thousands of men until we learn how to win one.

The maker may say that he has no distinctions. He is making a good product, but much like others. He deserves a good share of the trade, but he has nothing exclusive to offer. However, there is nearly always something impressive which others have not told. We must discover it. We must have a seeming advantage. People don't quit habits without reason.

There is the problem of substitution and how to head it off. That often steals much of one's trade. This must be considered in one's original plan. One must have foresight to see all eventualities, and the wisdom to establish his defenses in advance.

Many pioneers in the line establish large demands. Then through some fault in their foundations, lose a large share of the harvest. Theirs is a mere brand, for instance, where it might have stood for an exclusive product.

Vaseline is an example. That product established a new demand, then almost monopolized that demand through wisdom at the start. To have called it some different brand of petroleum jelly might have made a difference of millions in results.

Jell-O, Postum, Victrola, Kodak, etc., established coined names which came to typify a product. Some such names have been admitted to the dictionary. They have become common names, though coined and exclusive.

Royal Baking Powder and Toasted Corn Flakes, on the other hand, when they pioneered their fields, left the way open to perpetual substitution. So did Horlicks Malted Milk.

The attitude of dealers must be considered. There is a growing inclination to limit lines, to avoid duplicate lines, to lessen inventories. If this applies to your line, how will dealers receive it? If there is opposition, how can we circumvent it?

The problems of distribution are important and enormous. To advertise something that few dealers supply is a waste of ammunition. Those problems will be considered in another chapter.

These are samples of the problems which advertising men must solve. These are some of the reasons why vast experience is necessary. One oversight may cost the client millions in the end. One wrong piece of strategy may prohibit success. Things done in one way may be twice as easy, half as costly, as when done another way.

Advertising without this preparation is like a waterfall going to waste. The power might be there, but it is not made effective. We must center the force and direct it in a practical direction.

Advertising often looks very simple. Thousands of men claim ability to do it. And there is still a wide impression that many men can. As a result, much advertising goes by favor. But the men who know realize that the problems are as many and as important as the problems in building a skyscraper. And many of them lie in the foundations.

## **“Internet Marketing Strategy” by Terry Dean**

I will never forget the day that a direct marketing millionaire told me, "Concept is more important than ad copy."

You need to know that the concepts you come up with for your site are more important than the actual ad copy or having all of your advertising ducks in a row.

Most Internet marketing courses only deal with the actual tactics you can use to make money from your Internet business. They teach how to design web sites, how to rank high on search engines, how to post to newsgroups, or how to use banner advertisements.

It will almost be like beating your head against a brick wall if you don't learn how to develop the right concept and strategy for your business right along with using the right marketing tactics.

To put it simply, tactics are your day to day actions in building your web site. A strategy is your overall plan and goal for exactly what you would like to have your web site and business accomplish for your customers.

The Random House College Dictionary defines strategy and tactics this way: "In military usage, a distinction is made between STRATEGY AND TACTICS. STRATEGY is the utilization of all of a nation's forces, through large-scale, long-range planning and development, to ensure security or victory. TACTICS deals with the use and deployment of troops in combat."

So, developing an Internet strategy involves long-range planning and development to ensure your web site's victory...which to us means that it is profitable.

The tactics are our day-to-day actions that we take to generate traffic or run the business.

A major question that every Internet marketer needs to ask himself is, "Am I working on my business or am I working in my business?"

If you are just working in your business, that means it owns you. If you stop working, your income stops just like at your job. If you are working on your business, that means you have become the decision maker and you are leveraging your time and money for your business to produce and work for you.

Your responsibility as an Internet entrepreneur is to put your computer to work for you. It is your employee and it should be assigned to do the daily tasks such as generating traffic, making sales, and sometimes even delivering the products.

If you are trying to use the old methods of posting to free-for-all links pages and free classified ads to generate traffic and sales, you are definitely working in your business. You have created another job for yourself, and once you quit your income will stop also. You will never have room to expand your business because you will always be limited to a 24 hour day just like everyone else.

If you install (or hire someone else to do it for you) a CGI program on your site which automatically generates traffic, then your computer is working in your business generating you an constant income stream. You would then be working on your business and would have free time to create another income stream if you like from that same site or from another site.

It all boils down to your strategy. For me, a key point in any Internet strategy I create is that it has to run at least 95% automated...and it has to have an automated constant stream of traffic.

This isn't all there is to it for me, but it is the start. If I can't find a way to do both...automate the business and create a constant stream of targeted prospects, then I am not even interested in the business idea.

## **Develop a UWP**

A Unique Web Position is simply a one line statement that reveals to your customers what sets you apart from the competition. It should be easy to remember and should stand out as something everyone in the marketplace is looking for.



Amazon.com has put themselves on the map and sells more books than anyone on the planet. Their UWP is that they are "The World's Largest Bookstore." This is something that no one else can say. They have branded themselves into the marketplace and they stand out from every competitor with that one phrase.

What is it that will separate you from the competition?

Do you have the largest selection of \_\_\_\_\_?

Do you have the longest guarantee?

Do you offer a double your money back guarantee?

Do you have the most newest \_\_\_\_\_?

Do you have the fastest delivery?

Do you have the best support?

Do you have the lowest prices?

What is it that separates you from your competitors? If there isn't anything that stands out about your product, you had better change your product until you have an advantage over the competition.

A me-too business that doesn't stand out is just asking for failure. As a matter of fact, if you market in an industry where everyone appears to be the same and you come up with a clear and strong UWP you are just asking to be the next industry leader.

You will be able to completely blow away the competition because they all look the same and you look so much better. That is exactly what Amazon.com did. They became the World's Largest Bookstore in an industry where every store looks the same. Now, just about everyone on the planet knows exactly who they are. Reports are even spreading now that Amazon does so much business that every other bookstore out there is beginning to hurt from their competition.

What if you step out and do the same thing in your industry? What if you become the trailblazer and everyone else has to play follow the leader to catch up? What would your bank accounts look like then?

With the competitive nature of the Internet, you will absolutely have to develop a UWP for your business if you want to survive in the coming years.

Here is our simple 3-step system for creating Your Unique Web Position.

**Step #1: Pull out a sheet of paper and write down, "You know how most web sites \_\_\_\_\_"**

Now, write in what you have seen as a problem or a stumbling block to ordering from your competitors during your research. What is it that they did which annoyed you? What is it that they didn't offer? Where are they lacking in their presentation? Do they have bad service?

Most successful businesses are created because there is a void out there in some area. Where is the void that is in your industry? Does everyone just make a sale...and then going looking for the next customer? Did they not offer guarantees?

Once you have found that missing element in your online competition, write down as much as you can come up with about it. Describe the problems in detail. Even enlist family members or friends who go online and find out what they see the problems as...write it all down.

**Step #2: Use another sheet of paper and write, "Well, what we do is..."**

Fill in everything that you can think of that will solve the problems in your market. What is it that you are willing to do to set yourself apart from the competition?

Avoid words such as "Better Service" or "Higher Quality" or even "Lower Prices" unless you can also give very specific examples of it. These words are catch phrases and really don't mean anything to your market unless you spell out the difference.

For example, which one of these phrases stands out to you more:

"The Lowest Prices On the Internet!"

OR

"27% Lower Prices than Their Nearest Competitor remarks Consumer Reports!"  
The second stands out much more than the first one because it is much more specific and therefore more believable. Anyone can say they have the lowest prices,

but can they show specific examples?

The same thing goes for service. Don't tell me that you just have the best service. Tell me what you are willing to do. If you are willing to spend 2 hours on the phone with me after midnight on a weekend to help me getting it working right, tell me that specifically. It will mean something to me. Better service really doesn't mean anything.

So, on this sheet of paper, write specifically what you will do that is different from all of your competitors. Explain it. Spell it out.

### **Step #3: Boil down Your UWP to One Paragraph and then to One Sentence.**

Your UWP has to be short and concise to stand out in the minds of your visitors, your prospects, and your customers. This means that you have to boil your full page of ideas down to a paragraph of specific information. Then, for your signature file, your business cards, and your banners, you will have to create a one sentence or one phrase UWP.

This is probably the hardest process you will have to go through on creating your web site concept, but it can easily be the most important. Having the best UWP in the world won't do you any good if you can't easily communicate it.

Write a short 2 or 3 sentence paragraph which communicates your UWP. Give specifics that set you apart.

Then, print it out and hang it up in your office or in your home. Keep yourself reminded of what it is that sets you apart. The key to using it effectively is to so consume yourself with the understanding of what sets you apart that you will be able to communicate it through everything you do...through web site design, through email, and through phone contact.

You will want to become known for this aspect of your business. That is the reason for the even shorter UWP statement. On the one sentence or one phrase UWP, you will want to be able to create ONE thing that stands out to your readers and that will cause them to remember you.

They won't remember your sales letter. They won't remember your site. Use this one phrase to create a memory of your business they can't forget.

For example, if you wanted to become popular with an exercise routine that works in only 15 minutes, you might do something like this.

"The World's Most Effective 15 Minute Workout!"

"The World's First 15 Minute Workout that Can Melt Away 30 Pounds in a Month!"

You can see from that simple example above that in many cases writing your UWP will be much like writing the headline of a sales letter. It needs to be attention grabbing and show the specific benefit that sets your business apart from the competition.

The best question to ask yourself is, **"Why should people buy from me?"**

# Internet Samples

## “Use Of Samples” by Claude Hopkins

The product itself should be its own best salesman. Not the product alone, but the product plus a mental impression, and atmosphere, which you place around it. That being so, samples are of prime importance. However expensive, they usually form the cheapest selling method. A salesman might as well go out without his sample case as an advertiser.

Sampling does not apply to little things alone, like foods or proprietors. It can be applied in some way to almost every thing. We have sampled clothing. We are now sampling phonograph records.

Samples serve numerous valuable purposes. They enable one to use the word "Free" in ads. That often multiplies readers. Most people want to learn about any offered gift. Tests often show that samples pay for themselves - perhaps several times over - in multiplying the readers of your ads without additional cost of space.

A sample gets action. The reader of your ad may not be convinced to the point of buying. But he is ready to learn more about the product that you offer. So he cuts out a coupon, lays it aside, and later mails it or presents it. Without that coupon he would soon forget. Then you have the name and address of an interested prospect. You can start him using your product. You can give him fuller information. You can follow him up.

That reader might not again read one of your ads in six months. Your impression would be lost. But when he writes you, you have a chance to complete with that prospect all that can be done. In that saving of waste the sample pays for itself.

Sometimes a small sample is not a fair test. Then we may send an order on the dealer for a full-size package. Or we may make the coupon good for a package at the store. Thus we get a longer test.

You say that is expensive. So is it expensive to gain a prospects interest. It may cost you 50 cents to get the person to the point of writing for a sample. Don't stop at 15 cents additional to make that interest valuable.

Another way in which samples pay is by keying your advertisements. They register the interest you create. Thus you can compare one with another ad, headline, plan and method.

That means in any line an enormous savings. The wisest, most experienced man cannot tell what will most appeal in any line of copy. With a key to guide you, your returns are very apt to cost you twice what they need cost. And we know that some ads on the same product will cost ten times what others cost. A sample may pay for itself several times over by giving you an accurate check.

Again samples enable you to refer customers where they can be supplied. This is important before you attain general distribution.

Many advertisers lose much by being penny-wise. They are afraid of imposition, or they try to save pennies. That is why they ask ten cents for a sample, or a stamp or two. Getting that dime may cost them from 40 cents to \$1. That is, it may add that to the cost of replies. But it is remarkable how many will pay that addition rather than offer a sample free.

Putting a price on a sample greatly retards replies. Then it prohibits you from using the word "Free," as we have stated, will generally more than pay for your samples.

For the same reason some advertisers say, "You buy one package, we will buy the other." Or they make a coupon good for part of the purchase price. Any keyed returns will clearly prove that such offers do not pay. Before a prospect is converted, it is approximately as hard to get half price for your article as to get the full price for it.

Bear in mind that you are the seller. You are the one courting interest. Then don't make it difficult to exhibit that interest. Don't ask your prospects to pay for your selling efforts. Three in four will refuse to pay - perhaps nine in ten.

Cost of requests for samples differ in every line. It depends on your breadth of appeal. Some things appeal to everybody, some to a small percentage. One issue of the papers in Greater New York brought 1,460,000 requests for a can of evaporated milk. On a chocolate drink, one-fifth the coupons published are presented. Another line not widely used may bring a fraction of that number.

But the cost of inquiries is usually enough to be important. Then don't neglect them. Don't stint your efforts with those you have half sold. An inquiry means that a prospect has read your story and is interested. He or she would like to try your product and learn more about it. Do what you would do if that prospect stood before you.

Cost of inquiries depends largely on how they come. Asking people to mail the coupon brings minimum returns. Often four times as many will present that coupon for a sample at the store.

On a line before the writer now, sample inquiries obtained by mail average 70 cents each. The same ads bring inquiries at from 18 cents to 22 cents each when the coupons are presented at a local store.

Most people write few letters. Writing is an effort. Perhaps they have no stamps in the house. Most people will pay carfare to get a sample rather than two cents postage. Therefore, it is always best, where possible, to have samples delivered locally.

On one line three methods were offered. The woman could write for a sample, or telephone, or call at a store. Seventy percent of the inquiries came by telephone. The use of the telephone is more common and convenient than the use of stamps.

Sometimes it is not possible to supply all dealers with samples. Then we refer people to some central stores. These stores are glad to have many people come there. And other dealers do not generally object so long as they share in the sales.

It is important to have these dealers send you the coupons promptly. Then you can follow up the inquiries while their interest is fresh.

It is said that sample users repeat. They do to some extent. But repeaters form a small percentage. Figure it in your cost.

Say to the woman, "Only one sample to a home" and few women will try to get more of them. And the few who cheat you are not generally the people who would buy. So you are not losing purchasers, but the samples only.

On numerous lines we have for long offered full-sized packages free. The packages were priced at from 10 cents to 50 cents each. In certain territories for a time

we have checked up on repeaters. And we found the loss much less than the cost of checking.

In some lines samples would be wasted on children, and they are most apt to get them. Then say in your coupon "adults only." Children will not present such coupons, and they will rarely mail them in.

But one must be careful about publishing coupons good for a full-size package at any store. Some people, and even dealers, may buy up many papers. We do not announce the date of such offers. And we insert them in Sunday papers, not so easily bought up.

But we do not advocate samples given out promiscuously. Samples distributed to homes, like waifs on the doorsteps, probably never pay. Many of them never reach the house or the housewife. When they do, there is no prediction for them. The product is cheapened. It is not introduced in a favorable way.

So with demonstrations in stores. There is always a way to get the same results at a fraction of the cost.

Many advertisers do not understand this. They supply thousands of samples to dealers to be handed out as they will. Could a trace be placed on the cost of returns, the advertiser would be stunned.

Give samples to interested people only. Give them only to people who exhibit that interest by some effort. Give them only to people whom you have told your story. First create an atmosphere of respect, a desire, an expectation. When people are in that mood, your sample will usually confirm the qualities you claim.

Here again comes the advantage of figuring cost per customer. That is the only way to gauge advertising. Samples sometimes seem to double advertising cost. They often cost more than the advertising. Yet, rightly used, they almost invariably form the cheapest way to get customers. And that is what you want.

The argument against samples are usually biased. They may come from advertising agents who like to see all the advertising money spent in print. Answer such arguments by tests. Try some towns with them, some without. Where samples are effectively employed, we rarely find a line where they do not lessen the cost per customer.



## **“Internet Samples” by Terry Dean**

Because of the lack of credibility that advertisers have, especially on the Internet, you will find that visitors are extremely resistant to ordering from a web site. One of the best ways to overcome this resistance in your web visitors is to give away a free sample of your product or service instead of asking for the order immediately.

The product which absolutely sells the best online is software and it is KING in the area of a free tryout version. Visit <http://www.download.com> on any day and you will see that millions of people have downloaded tryouts and demos of the most software products.

Almost every software product which is sold online also has a demo version which you can use first. So, instead of having to make a hard sale to get a new customer, they just give a free demo to you...for free. Their visitors just download the software from their site and no cost has to be spent in shipping it to them.

Then, their "nagging" screens keep reminding you to buy the full registered version. After you have tried out the software for awhile, you decide to purchase it. You return to the site, put in your credit card info, and a password is immediately sent to you. You enter the password in the software's nagging screen, and you now have the full retail version.

The sales process is completed...

This was fine for software distributors, but what about other markets?

Now, information sellers can use the exact same technique for flawless and sweatless victory in sales.

You can build password protected information products by using some of the software now available for creating ebooks such as Adobe Acrobat and Editor Pro. This isn't technology that is just coming. It is technology that is here now...today!

Adobe Acrobat is available at <http://www.adobe.com> for around \$200. Editor Pro costs under \$100 and is available at:  
<http://www.e-ditorial.com/cgi-bin/affiliates/clickthru.cgi?id=terrydean>

The advantage of Adobe Acrobat is that it can be read by both IBM compatible

users and Macintosh users. It is also easier to print out for the user. The disadvantage is that the person must download the Adobe Free Reader for Acrobat versions to work on their computer. It also is a little more difficult to read online than the Editor Pro version.

The advantage of Editor Pro is that it creates a self-executing file which gives it a little more of a software feel and slightly increases its perceived value. It also gives you the ability to create information products with a time system installed where the product times out in 7 days, 10 days, or whatever you chose. The disadvantage of Editor Pro is that Macintosh users cannot read it and it doesn't print out as nicely as Acrobat.

Either one of these software programs can help you to create your own downloadable information product with a trial version quickly and easily.

Create your Info Product. Then, password protect all of it except for the index and the first couple of chapters. Offer the free download of the product and then set up a sales letter and secure order form for people to order the password online. Then, let the system roll.

Consultants can give a free trial version by signing up a client and giving them a free trial of consulting for the first 15 minutes. The client gets the opportunity to cancel the call at any time during the first 15 minutes...and owe nothing. If they continue past the 15 minute mark, then they pay the agreed upon fee.

For hard products, you could offer a free 30 day trial or a free sample sent out (For example, I have seen people sell high priced video sets of \$800 or more by sending out a free sample video on request). Another technique that can be very effective in many markets is to offer payment on terms.

I once heard it said by a marketing expert that he would pay any price as long as he got to pick the terms. The terms he said he would pick would be \$1 a year until it was paid off.

I wouldn't go to that extreme in selling my products or services, but you get the idea. If you allow more convenient payment terms for your products, then your sales will increase. For example, if you have a \$1,000 product, you may offer 5 payments of \$200. You may offer a 30 day grace period and then 5 payments of \$200.

Think about it. You see retail stores offering payment terms to their customers all the time now. "Pay nothing till 2001" they cry in their ads. Almost every retail chain that sells products over \$200 now offers payment terms.

Why should you be any different on your higher ticket items?

It could quite easily be your key to \$1,000s of dollars of additional profits in your business.

# Essential E-Commerce Tools for Scientific Internet Advertising

## “Getting Distribution” by Claude Hopkins

Most advertisers are confronted with the problem of getting distribution. National advertising is unthinkable without that. A venture cannot be profitable if nine in ten of the converts fail to find the goods.

To force dealers to stock by bringing repeated demands may be enormously expensive. To cover the country with a selling force is usually impossible. To get dealers to stock an unknown line on promise of advertising is not easy. They have seen too many efforts fail, too many promises rescinded.

We cannot discuss all plans for getting distribution. There are scores of ways employed, according to the enterprise. Some start by soliciting direct sales - mail orders - until the volume of demand forces dealers to supply.

Some get into touch with prospects by a sample or other offer, then refer them to certain dealers who are stocked.

Some well-known lines can get a large percentage of dealers to stock in advance under guarantee of sale. Some consign goods to jobbers so dealers can easily order. Some name certain dealers in their ads until dealers in general stock.

The problems in this line are numberless. The successful methods are many. But most of them apply to lines too few to be worthy of discussion in a book like this.

We shall deal here with articles of wide appeal and repeated sales, like foods or proprietary articles.

We usually start with local advertising, even though magazine advertising is best adapted to the article. We get our distribution town by town, then change to national advertising.

Sometimes we name the dealers who are stocked. As others stock, we add their names. When a local campaign is proposed, naming certain dealers, the average

dealer wants to be included. It is often possible to get most of them by offering to name them in the first few ads.

Whether you advertise few or many dealers, the others will stock in very short order if the advertising is successful. Then the trade is referred to all dealers.

The sample plans dealt with in the previous chapter aid quick distribution. They often pay for themselves in this way alone.

If the samples are distributed locally, the coupon names the store. The prospects who go there to get the samples know that those stores are supplied, if a nearer dealer is not. Thus little trade is lost.

When sample inquiries come to the advertiser, inquiries are referred to certain dealers at the start. Enough demand is centered there to force those dealers to supply it.

Sometimes most stores are supplied with samples, but on the requirement of a certain purchase. You supply a dozen samples with a dozen packages, for instance. Then inquiries for samples are referred to all stores. This quickly forces general distribution. Dealers don't like to have their customers go to competitors even for a sample.

Where a coupon is used, good at any store for a full-size package, the problem of distribution becomes simple. Mail to dealers proofs of the ad which will contain a coupon. Point out to each that many of his customers are bound to present that coupon. Each coupon represents a cash sale at full profit. No average dealer will let those coupon customers go elsewhere.

Such a free-package offer often pays for itself in this way. It forms the cheapest way of getting general distribution.

Some of the most successful advertisers have done this in a national way. They have inserted coupon ads in magazines, each coupon good at any store for a full-size package. A proof of the ad is sent to dealers in advance, with a list of the magazines to be used, and their circulation.

In this way, in one week sometimes, makers attain a reasonable national distribution. And the coupon ad, when it appears, completes it. Here again the free pack-

ages cost less than other ways of forcing distribution. And they start thousands of users besides. Palmolive Soap and Puffed Grains are among the products which attain their distribution in that way.

Half the circulation of a newspaper may go to outside towns. That half may be wasted if you offer a sample at local stores. Say in your coupon that outside people should write you for a sample. When they write, do not mail the sample. Send the samples to a local store, and refer inquiries to that store. Mailing a sample may make a convert who cannot be supplied. But the store which supplies the sample will usually supply demand.

In these ways, many advertisers get national distribution without employing a single salesman. They get it immediately. And they get it at far lower cost than by any other method. There are advertisers who, in starting, send every dealer a few packages as a gift. That is better, perhaps, than losing customers created. But it is very expensive. Those free packages must be sold by advertising. Figure their cost at your selling price, and you will see that you are paying a high cost per dealer. A salesman might sell these small stocks at a lower cost. And other methods might be vastly cheaper.

Sending stocks on consignment to retailers is not widely favored. Many dealers resent it. Collections are difficult. And non-businesslike methods do not win dealer respect.

The plans advocated here are the best plans yet discovered for the lines to which they apply. Other lines require different methods. The ramifications are too many to discuss in a book like this.

But don't start advertising without distribution. Don't get distribution by methods too expensive. Or by slow, old-fashioned methods. The loss of time may cost you enormously in sales. And it may enable energetic rivals to get ahead of you.

Go to men who know by countless experiences the best plan to apply to your line.

## **“E-Commerce Tools You Must Have For Marketing Online” by Terry Dean**

There are certain tools you absolutely must have if you plan to make money online. You must have your own domain. You must have a web host. You must have a merchant account to accept credit cards. You must have a secure ordering system. You must have a way to fulfill the orders.

If you want to be serious about making money online, you must own your own domain. Just having a site on someone else's domain isn't taken seriously by most Internet users. Many customers will believe you are more stable and more reliable if you own domain...whether that is true or not. It is the guiding perception of most Internet users, and you need to make sure you are using it to your advantage.

Actually purchasing your own domain name only costs \$24 for one year! This is really nothing when you count the cost and perceived advantage it gives your business over non-domain owners. To pick out a killer domain name, first sit down with a friend, partner, or business associate and start brainstorming.

Write down every domain name you can think of which applies to your web business. You are especially looking for a short domain name which includes one or two of the keywords you would like to be listed under on the search engines (many of the search engines use your domain name as part of the search criteria).

A brand new tool that I have found very effective in helping me find the best possible domain names is available at Order Your Domains. You can go there, put in two different words, and it will give you dozens of available domain names for those words. I have never seen a more useful tool for picking domain names.

<http://www.OrderYourDomains.com/domains/domain.cgi?bizpromo>

You will now need to pick a web host to use your new domain name. You can find an extremely good resource for helping you pick out a web host at <http://www.websitehosting.com>.

My favorite web host is Virtualis. The primary reasoning behind it is the support. I have used many different hosts in my time online, but where 95% of them failed miserably is in the subject of support. Whenever you have a problem, you could wait days or even a week before you get any support.

Virtualis is the quickest support web host I have ever seen. For example, they issue a challenge on their site. Send them a support email and see how fast they respond. I have had several support requests during my time there and I have never waited longer than 1 hour no matter what time of the day.

You will need support from your host at some point in time. You may need to understand why a script doesn't work, why your secure ordering is having a problem, or whatever. You will need support. The question is will it be available when you need it.

So, I chose Virtualis...<http://www.virtualis.com/vr/tdean2>

You will need a merchant account to accept credit cards. The one that I have used for over 2 years now without a single problem is Cardservice. Normally merchant accounts charge a fee to apply, but my contact at Cardservice knows that people are buying this manual are extremely serious about Internet marketing...

So they have completely waived the application and setup fee for buyers of this manual.

All you have to do is go to <http://www.bizpromo.com/cards/> and you can get set up in the next 24 to 72 hours to accept VISA, Mastercard, Discover, and American Express.

You have many choices for product delivery:

- \* You can offer downloadable products
- \* You can mail out products yourself
- \* You can have someone else dropship for you.
- \* You can have a fulfillment company take care of the shipping.

I wouldn't recommend using a fulfillment company unless you are being overwhelmed in orders (a good problem to have indeed). Too many of them have gotten bad reputations through poor service and mistakes in order fulfillment. So, if and when you use one, make sure you keep an eye on them and their fulfillment.

Here are five fulfillment options you could use (I am not personally recommending any of them, but they are available to use):



<http://www.wildmark.com>  
<http://www.directresources.com>  
<http://www.rushorder.com>  
<http://www.infosol.com>  
<http://www.qfsinc.com>

For those who offer downloadable products, Clickbank may be the ultimate easy solution. They handle the credit card processing, the real time fulfillment, the product download, and your own affiliate program. They can help you set up an automated system where your products are sold, processed, and delivered online. Then, you receive a check for all of your orders every two weeks.

For all of this, they only charge \$49.95 setup and \$1 + 7.5% per order. I am now using them for several of my products, because everything becomes worry-free and work-free after they are set up and running with your product.

<http://www.hop.clickbank.net/?bizpromo>

# Test Campaigns Online

## “Test Campaigns” by Claude Hopkins

Almost any questions can be answered, cheaply, quickly and finally, by a test campaign. And that's the way to answer them - not by arguments around a table. Go to the court of last resort - the buyers of your product.

On every new project there comes up the question of selling that article profitably. You and your friends may like it, but the majority may not. Some rival product may be better liked or cheaper. It may be strongly entrenched. The users won away from it may cost too much to get.

People may buy and not repeat. The article may last too long. It may appeal to a small percentage, so most of your advertising goes to waste.

There are many surprises in advertising. A project you will laugh at may make a great success. A project you are sure of may fall down. All because tastes differ so. None of us know enough peoples desires to get an average viewpoint.

In the old days, advertisers ventured on their own opinions. The few guess right, the many wrong. Those were the times of advertising disaster. Even those who succeeded came close to the verge before the time is turned. They did not know their cost per customer or their sale per customer. The cost of selling might take a long time to come back. Often it never came back.

Now we let the thousands decide what the millions will do. We make a small venture, and watch cost and result. When we learn what a thousand customers cost, we know almost exactly what a million will cost. When we learn what they buy, we know what a million will buy.

We establish averages on a small scale, and those averages always hold. We know our cost, we know our sale, we know our profit and loss. We know how soon our cost comes back. Before we spread out, we prove our undertaking absolutely safe. So there are today no advertising disasters piloted by men who know.

Perhaps we try out our project in four or five towns. We may use a sample offer or a free package to get users started quickly. Then we wait and see if users buy

those samples. If they do, will they continue? How much will they buy? How long does it take for the profit to return our cost of selling?

A test like this may cost \$3,000 to \$5,000. It is not all lost, even when the product proves unpopular. Some sales are made. Nearly every test will in time bring back the entire cost.

Sometimes we find that the cost of the advertising comes back before the bills are due. That means that the product can be advertised without investment. Many a great advertiser has been built up without any cost whatever beyond immediate receipts. That is an ideal situation.

On another product it may take three months to bring back the cost with a profit. But one is sure of his profit in that time. When he spreads out he must finance accordingly.

Think what this means. A man has what he considers an advertising possibility. But national advertising looks so big and expensive that he dare not undertake it.

Now he presents it in a few average towns, at a very moderate cost. With almost no risk whatever. From the few thousand he learns what the millions will do. Then he acts accordingly. If he then branches he knows to a certainty just what his results will be.

He is playing on the safe side of a hundred to one shot. If the article is successful, it may make him millions. If he is mistaken about it, the loss is a trifle.

These are facts we desire to emphasize and spread. All our largest accounts are now built in this way, from very small beginnings. When business men realize that this can be done, hundreds of others will do it. For countless fortune-earners now lie dormant.

The largest advertiser in the world makes a business of starting such projects. One by one he finds out winners. Now he has twenty-six, and together they earn many millions yearly.

These test campaigns have other purposes. They answer countless questions which arise in business.

A large food advertiser felt that his product would be more popular in another form. He and all his advisers were certain about it. They were willing to act on this supposition without consulting the consumers, but wiser advice prevailed.

He inserted an ad in a few towns with a coupon, good at any store for a package of the new-style product. Then he wrote to the users about it. They were almost unanimous in their disapproval.

Later the same product was suggested in still another form. The previous verdict made the change look dubious. The advertiser hardly thought a test to be worth while. But he submitted the question to a few thousand women in a similar way and 91 percent voted for it. Now he has a unique product which promises to largely increase his sales.

These tests cost about \$1,000 each. The first one saved him a very costly mistake. The second will probably bring him large profits.

Then we try test campaigns to try out new methods on advertising already successful. Thus we constantly seek for better methods, without interrupting plans already proved out.

In five years for one food advertiser we tried out over fifty separate plans. Every little while we found an improvement, so the results of our advertising constantly grew. At the end of five years we found the best plan of all. It reduced our cost of selling by 75 percent. That is, it was four times more effective than the best plan used before.

That is what mail order advertisers do - try out plan after plan to constantly reduce the cost. Why should any general advertiser be less business-like and careful?

Another service of the test campaign is this:

An advertiser is doing mediocre advertising. A skilled advertising agent feels that he can greatly increase results. The advertiser is doubtful. He is doing fairly well. He has alliances which he hesitates to break. So he is inclined to let well enough alone.

Now the question can be submitted to the verdict of a test. The new agent may take a few towns, without interfering with the general campaign. Then compare

his results with the general results and prove his greater skill.

Plausible arguments are easy in this line. One man after another comes to an advertiser to claim superior knowledge or ability. It is hard to decide, and decisions may be wrong.

Now actual figures gained at a small cost can settle the question definitely. The advertiser makes no commitment. It is like saying to a salesman, "Go out for a week and prove yourself." A large percentage of all the advertising done would change hands if this method were applied.

Again we come back to scientific advertising. Suppose a chemist would say in an arbitrary way that this compound was best, or that better. You would little respect his opinion. He makes tests - sometimes hundreds of tests - to actually know which is best. He will never state a supposition before he has proved it. How long before advertisers in general will apply that exactness to advertising?

### **“Test Campaigns Online” by Terry Dean**

We have entered a new day in advertising. Where it used to take months to do a test of your products or services, it now takes only a few days to know just how effective your product or service will be.

Back in the old mail order days, you had two choices. You could place a magazine ad and wait the 90 days it took for the ad to come out to find out how well you did (\$500 - \$30,000 for the ad). Or you could run a direct mail campaign to 5,000 (which is what most experts agree is the minimum number for a test) which would take around a week and \$4,000 or so.

Why do you think some of the infomercial gurus have sold so many Making Money courses on newspaper classifieds. Newspaper classifieds were fast to test and they were very low cost. Only one problem...newspaper classifieds weren't very targeted to your market and didn't work very well for 90% of offers.

Now, we have the Internet. You can test your product offer in ONLY a few days and only spend \$50 or so doing it. You create or find a potential product idea, put up a web page, send a classified order out to one of the large ezines, and then see what the test produces. If it does well, you can start expanding your operation

into my classified ads and other types of promotions.

If it does poorly, then it's back to the drawing board. Many of the ideas that I have thought would be big winners bombed big time! And there is one idea I tried that I thought had maybe a 5% chance of success. It brought in over \$150,000 in sales in a 2 year period...running almost on auto-pilot. Then, I had a few projects that I worked my butt off for...and only broke even. I also had a few projects which I expected to succeed...and they did just that.

The actual direct marketing statistic is that one out of every seven well planned products is a success. My batting average has been quite a bit better than that, but I am still not batting 100% in winning ideas. I don't know anyone who is.

Hint: If you meet someone that guarantees that everything they do succeeds... RUN as fast as you can. They're a liar!

Claude Hopkins recorded that he had many projects which were a surprise. Those products which were laughed at were made a success. Projects they were sure of failed.

The court of last decision in every case is the ad results. If it makes money, it was a good idea. If it loses money, then the product or offer needs to be modified...or scrapped.

I am so glad you live in the Internet revolution. You don't have to spend thousands of dollars and wait for months to see if your ideas are viable or not. You can test on pennies and have your results in days.

The biggest mistake you could make is to bet the farm on one concept or idea. Don't ever risk any money advertising unless you can afford to lose it. Sometimes you might...

With this manual in your hands you don't have to worry about the techniques any more. You know what techniques to use to advertise. You know what methods to put in place to test.

The only thing that is up for debate is your product and your offer. That can only be judged by your market.

Think about the possibilities which are open to you. Once you have a product and offer making money, you expand your advertising. You start bringing in more money every day. Then, you use our methods to set it on auto-pilot.

While that first project is running and making money, you start working on the next. You test it. Maybe this one fails. Who cares? You only lose \$100. You make more than that every day from the first automated project. So, you try another. This one is another winner. You expand it's advertising. You set it on auto-pilot.

So, you try again. Well, you hit a loser. You try another. Well, it only broke even. You could try a little more on it, but you decide you have 10 more ideas anyway so you put it on the shelf. The next one you try is a HOMERUN. It just takes off...and starts bringing money like a cashcow. You found the winner you have been looking for.

The key is to keep testing. During process, you will find products which make money, products which lose money, and products which just break even. Then, every once in a while, you will hit the oil well and it just takes off for you. That is when you hit the nail on the head and came up with just the right offer for just the right market.

After a while of following this system, you could have dozens of little streams of income all flowing into you running on auto-pilot. You get up. Check the orders. Answer a few emails. Ship out a few products (if they need to be shipped). Then, you sit back and come up with a few more ideas.

What if you quit after your first try? Well, nothing happens. You just won't make money online. You will have proven that you just aren't cut out to be a millionaire.

What if a scientist quit after his first experiment? Nothing happens. He just doesn't reach his goals.

What if you didn't give up though? What if you toughed it out and came up with more ideas? What if you had a couple of close ones?

I assure you that I have tested every Internet system and idea out there and there is nothing that even comes close to the results you can receive in such a quick and

easy manner as the system that is being revealed to you through this manual.



# Working With Dealers

## “Leaning On Dealers “ by Claude Hopkins

We cannot depend much in most lines on the active help of jobbers or of dealers. They are busy. They have many lines to consider. The profit on advertised lines is not generally large. And an advertised article is apt to be sold at cut prices.

The average dealer does what you would do. He exerts himself on brands of his own, if at all. Not on another mans brand.

The dealers will often try to make you think otherwise. He will ask some aid or concession on the ground of extra effort. Advertisers often give extra discounts. Or they make loading offers - perhaps one case free in ten - in the belief that loaded dealers will make extra efforts.

This may be so in rare lines, but not generally. And the efforts if made do not usually increase the total sales. They merely swing trade from one store to another.

On most lines, making a sale without making a convert does not count for much. Sales made by conviction - by advertising - are likely to bring permanent customers. People who buy through casual recommendations do not often stick. Next time someone else gives other advice.

Revenue which belongs to the advertiser is often given away without adequate return. These discounts and gifts could be far better spent in securing new customers.

Free goods must be sold, and by your efforts usually. One extra case with ten means that advertising must sell ten percent more to bring you the same return. The dealer would probably buy just as much if you let him buy as convenient.

Much money is often frittered away on other forms of dealer help. Perhaps on window or store displays. A window display, acting as a reminder, may bring to one dealer a lions share of the trade. Yet it may not increase your total sales at all.

Those are facts to find out. Try one town in one way, one in another. Compare total sales in those towns. In many lines such tests will show that costly displays are

worthless. A growing number of experienced advertisers spend no money on displays.

This is all in line of general publicity, so popular long ago. Casting bread upon the waters and hoping for its return. Most advertising was of that sort twenty years ago.

Now we put things to the test. We compare cost and result on every form of expenditure. It is very easily done. Very many costly wastes are eliminated by this modern process.

Scientific advertising has altered many old plans and conceptions. It has proved many long established methods to be folly. And why should we not apply to these things the same criterion we apply to other forms of selling? Or to manufacturing costs?

Your object in all advertising is to buy new customers at a price which pays a profit. You have no interest in garnering trade at any particular store. Learn what your consumers cost and what they buy. If they cost you one dollar each, figure that every wasted dollar costs you a possible customer.

Your business will be built in that way, not by dealer help. You must do your own selling, make your own success. Be content if dealers fill the orders that you bring. Eliminate your wastes. Spend all your ammunition where it counts for most.

### **“Working with Dealers Online” by Terry Dean**

There are two Internet marketing techniques which can be used to grow your business almost overnight. The first one is the use of Joint Ventures. The second one is much like it, but it involves expanding your product sales into an affiliate program.

Joint Venture marketing is one of the most powerful principles you could ever use to leverage the relationships you have built with your customers. It is 16 times as easy to sell to your current customers than it is to find a new customer. When you find a product or service that you know your customers would be interested in, you can create a JV between you and the product owner.

You will mail (or email) a special offer that you and the product owner put together. Then, you split the profits (normally 50-50 or 60-40 with the list owner getting the majority of the profits). Because of the relationship you have already established with your customers, you will achieve a response rate that is usually 5 to 10 times what that product owner could receive if they just mailed to your list without your endorsement.

Doing a JV could also work in reverse. You as a product owner could track down people who owned lists of your potential customers. Then, you could have them endorse you and split the profits. Doing JVs is one of the quickest and easiest ways to make money and expand on your current customer base.

Too many people try to do JVs who haven't done their necessary homework first. For example, I get people sending me JV offers where they only offer me 10% of the profits...

OR...Many people go around trying to make JV deals for a product or service which has not went through the strict testing procedure we recommend to you through this manual. They aren't willing to do their homework or spend any money and time on testing. They think that a JV is the answer to their product which doesn't sell.

So, I have put together these 3 laws for doing profitable Joint Ventures...Break one and you will not earn maximum money through any JV deal.

### **1. It has to go to people who have a relationship with the list owner.**

If there is no relationship between the host (the list owner) and the targeted prospects, then it can't really be called a Joint Venture. The whole concept is based on the fact that there is a large group of people who have gotten to know the list owner and that they respect and follow their recommendations.

If they don't respect the list owner, then their endorsement of a product or service is worthless. This means that to do a successful JV, the list owner must regularly contact their people, provide products and services which "WOW" their customers, and build a strong relationship with their customers. If they provide shoddy products, poor service, or don't regularly contact their customers, then the Joint Venture doesn't hold any weight.

## **2. It has to be a truly special deal...something that is not normally available.**

When you make the JV offer, it needs to be something truly unique and special. It can't be the run of the mill offer. Maybe it is a real 50% sale off of the "real" price everyone else is paying. Maybe it is an extra free hour of service that isn't normally offered. Maybe they don't have to pay for 30 days so they can test out the product. Whatever?

It can't be deceptive in any way whatsoever. Internet users will see through that garbage. You need to really be giving them a unique special which is not offered anyone else. It is only from you and it is only from this special deal...just for them. Joint Ventures should be using the exclusive approach to their advantage. Only your special customers are getting this deal...and absolutely no one else.

## **3. It needs to already be a proven winner.**

This is the biggest area that Internet marketers are making mistakes in. They try to go to every ezine publisher or web site owner suggesting a JV...but they have never tested the product itself. They don't have a history of success for the product. They want the "easy" buck. They want someone to endorse their product or service, but they aren't willing to spend any money to test the product first.

If you are list owner, don't fall for this trap. Whenever anyone asks you to risk your relationship with your customers, make sure that they have a proven sales process first. Make sure that they have tested the product first. If they don't have test results, they shouldn't have your endorsement.

If you have all three of the above "JV Laws" in place, then you can expect to quickly earn 5 to 10 times the normal amount from that size of list. It is the quick way to explode your already profitable business.

## ***"I want my Own Affiliate Program..."***

is the cry of thousands of Internet marketers.

So, you want to start an affiliate program. Good idea. Many of the most successful and profitable sites are being built using the affiliate model. Just about anyone you talk to knows who Amazon is, because their advertising and affiliate program have made them a household name.

Every affiliate program starts out with ambitions to become the next huge affiliate network, but very few of them even stay in business. What is the difference between those that make it and those who fade away?

I have owned several affiliate programs and I am fully prepared to tell you why certain ones succeeded and why certain ones failed (Guess what, I had one that failed). The affiliate program which failed for me was based on a product which hadn't been tested first. So, guess what? It would have been a flop without an affiliate program. Adding an affiliate program to the mix just made it an even bigger and louder flop.

Here are the four most important aspects I have found to making your program successful once you have the right software (available from many sites):

### **1. It must be a tested product.**

I am going to be reduced to begging you now for a favor. Would you please do me one favor? If you aren't currently selling any of your products, PLEASE don't start an affiliate program. We already have many affiliate programs based on products which don't sell.

If your product isn't selling currently, then adding an affiliate program still won't make it sell. You should make it a personal goal to get your site earning at least \$1 per unique visitor before you start your affiliate program. When it is at least earning this much money per visitor, then you can afford to pay a good commission and everyone comes out as a winner.

If your site only earns 10 cents per visitor, then both you and every one of your affiliates comes out a loser from it. The key to a good affiliate program is having a tested sales process.

### **2. You have to pay good commissions.**

This 5% or 10% pay out just isn't going to cut it anymore. You need to start paying out much higher commissions than these. For hard products, you may consider 20% - 30%. For information or downloadable products, the split should be closer to 35% - 50%, or more!

Note: The above would be split between levels if you have a two or three tier affiliate program. You may pay 35% to the actual affiliate seller and 15% to the person who signed him up in your program.

The way your affiliate program will grow is by people getting excited by the paychecks they are receiving from you. If the checks are poor, your growth will be also.

### **3. You have to provide considerable support.**

Running your own affiliate program is not something you do and just tell them to have at it. You can't just let it run on auto-pilot. It takes work to create the tools your affiliates need.

Many of your affiliates will need you to help them install a link on their page to your site. Some might need help writing a personalized endorsement of your program. Others will need offline ads they want to use.

This is all part of the price you will pay in having your own affiliate program. It can and will expand your profits if you have a proven sales system, but it does come with a cost. You will spend more time working on your affiliate program and helping your affiliates than you would advertising just about any other way.

Then, there are the affiliate "leeches" as I call them. They are there to suck the life out of you. They will constantly send you emails asking if they have earned money yet (even if your system is automated to send them order notices). Then, they get mad and yell at you because they haven't sold anything. You check their stats and they have 4 visitors (which would amount to three visits by them checking to see if their page is still up and your check on them).

Or, some affiliates will take the "quick" route and try to spam 100,000 people with their affiliate link. If your host isn't supportive at that point in time, you will be looking for a new host.

Yes, I have experienced all of the above, but I still run affiliate programs. Sometimes, you will spot a diamond in the rough. You will usually have 10% to 20% of your affiliates who actually do something and start earning you money. It will expand your profits.

All I am telling you is that you must count the cost before you start...

#### **4. Two -Tier programs grow faster.**

You should start a two-tier program if you want to achieve the fastest growth. These programs are extremely popular right now and you may see growth which is 5 times faster just because affiliates can sign up more people to earn themselves an income.

Are two-tier programs really better? Yes, at least if you are the owner. Two-tier programs grow faster.

# Credibility

## **“Individuality“ by Claude Hopkins**

A person who desires to make an impression must stand out in some way. Being eccentric, being abnormal is not distinction to covet. But doing admirable things in a different way gives one a great advantage.

So with salesmen, in person or in print. There is uniqueness which belittles and arouses resentment. There is refreshing uniqueness which enhances, which we welcome and remember. Fortunate is the salesman who has it.

We try to give each advertiser a becoming style. We make him distinctive, perhaps not in appearance, but in manner and in tone. He is given an individuality best suited to the people he addresses.

One man appears rugged and honest in a line where rugged honesty counts. One may be a good fellow where choice is a matter of favor. In other lines the man stands out by impressing himself as an authority.

We have already cited a case where a woman made a great success in selling clothing to girls, solely through a created personality which won.

That's why we have signed ads sometimes - to give them a personal authority. A man is talking - a man who takes pride in his accomplishments - not a "soulless corporation." Whenever possible we introduce a personality into our ads. By making a man famous we make his product famous. When we claim an improvement, naming the man who made it adds effect.

Then we take care not to change an individuality which has proved appealing. Before a man writes a new ad on that line, he gets into the spirit adopted by the advertiser. He plays a part as an actor plays it.

In successful advertising great pains are taken to never change our tone. That which won so many is probably the best way to win others. Then people come to know us. We build on that acquaintance rather than introduce a stranger in guise. People do not know us by name alone, but by looks and mannerisms. Appearing different every time we meet never builds up confidence.



Then we don't want people to think that salesmanship is made to order. That our appeals are created, studied, artificial. They must seem to come from the heart, and the same heart always, save where a wrong tack forces a complete change.

There are winning personalities in ads as well as people. To some we are glad to listen, others bore us. Some are refreshing, some commonplace. Some inspire confidence, some caution. To create the right individuality is a supreme accomplishment. Then an advertisers growing reputation on that line brings him ever-increasing prestige. Never weary of that part. Remember that a change in our characteristics would compel our best friends to get acquainted all over.

### **“Credibility” by Terry Dean**

Not only do you need to apply individuality to your presentation, but you also have to build credibility. When marketing online, credibility in your advertising will make or break the entire process. In general, people do not believe what your web site tells them. They are scared of technology. They are scared of dealing with someone they don't know. They are scared that your Offer is too good to be true.

To combat this, you must build credibility. You can build credibility in three ways:

#### **1. Give a Personal feel to the letter.**

The more your prospect knows who you are, what you do, where you are at, etc., the easier it will be to sell to them. Every web site you build should include your name, address, phone number, email address, and more. On some sites you may want to include your picture.

On every site you build, you should include your signature in blue. Your visitors must know who you are. People do not buy from blind web sites. They want to know who they are dealing with. They want to know who they are trusting with their money.

By providing all of this type of information, you will be building their trust in you.

When you write and design your web site, design it as you would a letter which you would send to your best friend or your mother. For years we have been told by the very best direct marketers to write the sales letter like we are writing to our mothers.

People don't buy from a nameless, faceless, cold web site. People buy from an alive, personal, friendly individual. So, don't try to build a web brand. Build a personal name and let people get to know you.

## **2. Provide Testimonials.**

Salesmen without testimonials have skinny children. If your web site doesn't list testimonials, your sales will be few and far between.

If you are just starting out and don't have any testimonials, then I recommend you give your product away in an effort to start building up some testimonials. It is that important!

Special Note: The best testimonials come from a well respected individual in that field. If you claim your product builds muscles, that is good. If your testimonials show how your product builds muscles, that is even better. If Arnold Schwazeneggar says your product builds muscles, that is the best.

## **3. Show Actual Evidence and Results.**

People want to know why they should listen to you. Why are you an expert on this subject? You need to show them results you have received from the product... or show them why they should believe in you. If you were selling a nutritional product, then you should tell about the doctor's accomplishments who created it. You should tell them about the staff which supports them.

These kinds of things don't go up front in a sales letter, but they are supporting evidence that will build on the sale. "You sell the sizzle, not the steak" is how the saying goes. So, you lead with the promises, benefits, and the hot buttons of your prospects. Then, you back all of that up with specific evidence, tests you have done, and proof of who you are.

So, the first part of your letter is to stir up your prospect and give them the desire

to buy. The next part of your letter is to give them the reasons they should buy.

People buy based on EMOTION.

People explain their buying decisions based on LOGIC.

So, a good letter (or web site) will hit them in both places. You get the emotions excited and ready to buy. Then, you tell them why they should believe what you have to say.

**Tell me why, and then I'll buy.**

# **Sell the Ultimate Benefit**

## **“Negative Advertising” by Claude Hopkins**

To attack a rival is never good advertising. Don't point out others' faults. It is not permitted in the best mediums. It is never good policy. The selfish purpose is apparent. It looks unfair, not sporty. If you abhor knockers, always appear a good fellow.

Show a bright side, the happy and attractive side, not the dark and uninviting side of things. Show beauty, not homeliness; health, not sickness. Don't show the wrinkles you propose to remove, but the face as it will appear. Your customers know all about wrinkles.

In advertising a dentifrice, show pretty teeth, not bad teeth. Talk of coming good conditions, not conditions which exist. In advertising clothes, picture well-dressed people, not the shabby. Picture successful men, not failures, when you advertise a business course. Picture what others wish to be, not what they may be now.

We are attracted by sunshine, beauty, happiness, health, success. Then point the way to them, not the way out of the opposite.

Picture envied people, not the envious.

Tell people what to do, not what to avoid.

Make your every ad breath good cheer. We always dodge a Lugubrious Blue.

Assume that people will do what you ask. Say, "Send now for this sample." Don't say, "Why do you neglect this offer?" That suggests that people are neglecting. Invite them to follow the crowd.

Compare the results of two ads, one negative, one positive. One presenting the dark side, one the bright side. One warning, the other inviting. You will be surprised. You will find that the positive ad out pulls the other four to one, if you have our experience.

The "Before and after taking" ads are follies of the past. They never had a place

save with the afflicted. Never let their memory lead you to picture the gloomy side of things.

## **“Sell the Dream” by Terry Dean**

The best ads paint the dream, not the pain. Although you may mention the pain someone feels in being broke, this will never be as effective as painting the picture of what success would be like for this same person.

The art you use on your site should be used to paint this dream picture.

You are not selling a product. I am selling an ultimate benefit.

Repeat those sentences out loud to yourself.

"I am not selling a Product. I am selling an ultimate benefit."

No one cares about your product. They don't care that you spent months coming up with it. They don't care what's in it. Not really. They only care about one thing.

They care about, "What's In it For Me?"

You sell an ultimate benefit.

Ultimate benefits are things that people have constantly sought after and will continue to seek after. They are the things that really matter to them and the things which cause them to buy...or not to buy.

A few Ultimate benefits are:

- \* Health
- \* Wealth
- \* Love
- \* Sex
- \* Excitement
- \* Respect
- \* Security

\* Cutting Expenses

So, people don't buy your weight loss "book." They buy the dream of having a healthy slim body. That is what you should help them to picture in their minds when you are selling to them. Don't have them picture the aspect of being overweight. Have them picture the dream of having that healthy slim body they have always wanted. All they have to do is buy \_\_\_\_\_.

**You are not selling products. You are selling an ultimate benefit.**

# Web Site Writing

## **“Letter Writing” by Claude Hopkins**

This another phase of advertising which all of us have to consider. It enters, or should enter, into all campaigns. Every business man receives a large number of circular letters. Most of them go direct to the waste basket. But he acts on others, and others are filed for reference.

Analyze those letters. The ones you act on or the ones you keep have a headline which attracted your interest. At a glance they offer something that you want, something you may wish to know.

Remember that point in all advertising.

A certain buyer spends \$50,000,000 per year. Every letter, every circular which comes to his desk gets its deserved attention. He wants information on the lines he buys.

But we have often watched him. In one minute a score of letters may drop into the waste basket. Then one is laid aside. That is something to consider at once. Another is filed under the heading "Varnish." And later when he buys varnish that letter will turn up.

That buyer won several prizes by articles on good buying. His articles were based on information. Yet the great masses of matter which came to him never got more than a glance.

The same principles apply to all advertising. Letter writers overlook them just as advertisers do. They fail to get the right attention. They fail to tell what buyers wish to know.

One magazine sends out millions of letters annually. Some to get subscriptions, some to sell books. Before the publisher sends out five million letters he puts a few thousands to test. He may try twenty-five letters, each with a thousand prospects. He learns what results will cost. Perhaps the plan is abandoned because it appears unprofitable. If not, the letter which pays best is the letter that he uses. Just as men are doing now in all scientific advertising.

Mail order advertisers do likewise. They test their letters as they test their ads. A general letter is never used until it proves itself best among many actual returns.

Letter writing has much to do with advertising. Letters to inquirers, follow-up letters. Wherever possible they should be tested. Where that is not possible, they should be based on knowledge gained by tests.

We find the same difference in letters as in ads. Some get action, some do not. Some complete a sale, some forfeit the impression gained. These are letters, going usually to half-made converts, that are tremendously important.

Experience generally shows that a two-cent letter gets no more attention than a one-cent letter. Fine stationery no more than poor stationery. The whole appeal lies in the matter.

A letter which goes to an inquirer is like a salesman going to an interested prospect. You know what created that interest. Then follow it up along that line, not on some different argument. Complete the impression already created. Don't undertake another guess.

Do something if possible to get immediate action. Offer some inducement for it. Or tell what delay may cost. Note how many successful selling letters place a limit on an offer. It expires on a certain date. That is all done to get prompt decision, to overcome the tendency to delay.

A mail order advertiser offered a catalog. The inquirer might send for three or four similar catalogs. He had that competition in making a sale.

So he wrote a letter when he sent his catalog, and enclosed a personal card. He said, "You are a new customer, and we want to make you welcome. So when you send your order please enclose this card. The writer wants to see that you get a gift with order - something you can keep."

With an old customer he gave some other reason for the gift. The offer aroused curiosity. It gave preference to his catalog. Without some compelling reason for ordering elsewhere, the woman sent the order to him. The gift paid for itself several times over by bringing larger sales per catalog.



The ways for getting action are many. Rarely can one way be applied to two lines. But the principles are universal. Strike while the iron is hot. Get a decision then. Have it followed by prompt action when you can.

You can afford to pay for prompt action rather than lose by delay. One advertiser induced hundreds of thousands of women to buy six packages of his product and send him the trademarks, to secure a premium offer good only for one week.

### **“Web Site Writing” by Terry Dean**

I hope you took notice of that statement by Claude Hopkins above. He said that they tested "twenty-five" letters. How many web sites do most marketers test? How many web sites even track responses from 2 different web sites side-by-side?

All of the confusion about Internet marketing could be quickly settled if marketers would start tracking and testing every thing they do. Instead, we have people who make a \$1,000 total online and then proclaim that they are the Internet marketing expert. Or even worse, we have many so-called experts who just read someone else's book about it.

How much practical experience do you have? How many times have you tested the responses against another format and design? Before you ever hire any web designer, you must ask them these kinds of questions.

Have you tested and found out the BEST web design?  
How are we going to test some different designs of my page?  
Which design will give me the most sales of my product?

Ninety-five percent of web designers, when faced with these type of questions, will change the subject. They will begin to talk of the professional image they can give you. They don't want to talk about responses and sales, because they have ZERO experience when it comes to direct selling.

You know that the moment "professional image" comes up that you are dealing with someone who can only hurt your business. They can't help it. Direct marketers learned years ago that "image advertising" doesn't work. You don't advertise for an image. You don't advertise so people can know your name.

You advertise to make sales. It is plain and simple. Your advertising needs to either pass or fail by that one standard.

After testing many different styles, headlines, and products, the one which earns you the most money is the best! Accept no substitutes.

Only work with web designers who understand this principle.

I have tested many formats. I have had huge sites with hundreds of pages all filled with great content. I have had smaller sites with 5 or 6 pages, partly content, partly sales. I have had a mall atmosphere with many products. I have had web sites which use flash. I have had sites which use Real Video. I have paid hundreds of dollars for the graphics to be designed for one page.

I have used Microsoft Frontpage, Adobe GoLive, Macromedia Dreamweaver, and more. I even know how to design most of a page in straight html.

With all of this, guess what has made me the most money...

Simple one page web sites with one or two pictures and a strong sales letter... attached to a secure order form.

I have tested and spent a minimum of \$30,000 on wasted advertising trying all of the above methods. I have spent considerably more than this in overall advertising, but that is just the amount I wasted proving what works best.

Which program should you use to design your site? Any of them. It really doesn't matter.

You probably should choose one of the newer programs such as "Web Studio" which can be found at any computer store. With a program such as this, all you do is select a template or a blank page. Then, you point and click your way to a nice looking web site.

Then, you put in your web hosting information (which is supplied by your host) and the software automatically uploads your pages.

The key to your sales doesn't lie in the web site design (unless it looks horrible). The key to your sales lies in your product selection and your sales letter.

We have discussed products in another section. Now, we will discuss ad writing.

I suggest that every reader of this book become your own copywriter. I am going to make a statement here that will probably shock you.

If you only have 2 hours a day to work on your business, I suggest you spend one of those hours learning copywriting...or at least 30 minutes of your time.

Become a student of this art. There is no more profitable business you could ever be in. For example, I know that before Ted Nicholas retired, he charged \$15,000 + 15% of all profits to write you a sales letter. Gary Halbert earned \$1,200,000 from one sales letter that he wrote on a contingency basis. Lesser known copywriters normally charge a minimum of \$5,000 to write a sales letter.

Compare that to the average web designer who costs around \$50 to \$100 an hour. Which business would you rather be in? Which business is more profitable for the client?

The copywriter makes money for his client. The web designer, in general, just gives them a professional image.

If you want to be a web designer, I suggest that you learn everything you can about copywriting...and then work on a mixed upfront fee and contingency basis. You will blow your competitors away!

The products about copywriting which I recommend everyone reading should own:

- \* "Ad Magic" by Brian Keith Voiles
- \* "Master Skills of Writing Direct Marketing Letters" by Ted Nicholas, This one is available by request for \$77 to purchasers this book by emailing me for more information at [webmaster@bizpromo.com](mailto:webmaster@bizpromo.com)
- Just about anything by Gary Halbert or Jay Abraham

That said...the absolute best way to become a winning copywriter guaranteed is to follow the instructions in the next sentence.

**"Collect and hand copy the best sales letters."**

You can read all you want about copywriting and learn quite a bit, but it doesn't even come close to what you will learn if you start writing some of the top sales letters by hand. You will begin to get inside their heads. You will learn how to write sentences. You will learn how to phrase offers. You will pick up the art of headlines.

You will begin to pick up much of the style of that copywriter. You will also begin to pick up their ability for making money.

It sounds like a lot of work, and it is a lot of work. You probably won't follow my advice, but you won't be able to ever say that no one told you how to succeed. This is probably the most foolproof system to assure that you eventually succeed than anything else anyone could ever give you.

If you learn the art of the pen, you will find out that the pen is mightier than the sword.

# A Name that Helps

## “A Name That Helps” by Claude Hopkins

There is great advantage in a name that tells a story. The name is usually prominently displayed. To justify the space it occupies, it should aid the advertising. Some such names are almost complete advertisements in themselves. May Breath is such a name. Cream of Wheat is another. That name alone has been worth a fortune. Other examples are Dutch Cleanser, Cuticura, Dynashine, Minute Tapioca, 3-in-one Oil, Holeproof, Alcorub, etc.

Such names may be protected, yet the name itself describes the product, so it makes a valuable display.

Other coined names are meaningless. Some examples are Kodak, Karo, Sapolio, Vaseline, Kotex, Lux, Postum, etc. They can be protected, and long-continued advertising may give them a meaning. When this is accomplished they become very valuable.

But the great majority of them never attain status.

Such names do not aid the advertising. It is very doubtful that they justify display. The service of the product, not the name, is the important thing in advertising. A vast amount of space is wasted in displaying names and pictures which tell no selling story. The tendency of modern advertising is to eliminate waste.

Other coined names signify ingredients which anyone may use. Examples are Syrup of Figs, Coconut Oil Shampoo, Tar Soap, Palmolive Soap, etc.

Such products may dominate a market if the price is reasonable, but they must to a degree meet competition. They invite substitution. They are naturally classified with other products which have like ingredients, so the price must remain in that class.

Toasted Corn Flakes and Malted Milk are examples of unfortunate names. In each of those cases one advertiser created a new demand. When the demand was created, others shared it because they could use the name. The originators depended only on a brand. It is interesting to speculate on how much more profitable a

coined name might have been.

On a patented product it must be remembered that the right to a name expires with that patent. Names like Castoria, Aspirin, Shredded Wheat Biscuit, etc., have become common property.

This is a very serious point to consider. It often makes a patent an undesirable protection.

Another serious fault in coined names is frivolity. In seeking uniqueness one gets something trivial. And that is a fatal handicap in a serious product. It almost prohibits respect.

When a product must be called by a common name, the best auxiliary name is a man's name. It is much better than a coined name, for it shows that some man is proud of his creation.

Thus the question of a name is of serious importance in laying the foundations of a new undertaking. Some names have become the chief factors in success. Some have lost for their originators four-fifths of the trade they developed.

## **“How to Come Up With Killer Product Names and Titles” by Terry Dean**

I never realized how important a title was until I released a copy of different electronic books for Free at my site. One of them received 3 times as many downloads as the others. The only difference was in the title.

The right title produced three times as many free downloads over the "wrong" title. This was on a free product. What do you think the title means to a product which people have to pay for?

It means absolutely everything.

You should actually look at the title of your product much like you would a headline. It needs to quickly give a strong benefit to its readers and show what makes your product different from the rest.

Did you do the exercise earlier in this book about coming up with a USP for your product or service? If so, now is the time to use it. If you haven't done your assignment yet, then get back there and do it. You will need to have a well established USP before you create the final title of your product.

To your customer, the right title will:

1. Show that this is the product for them.

Your title should grab their attention and tell them that this is the product they need to buy. A headline stops your prospect in his tracks. The title of your product should stop your prospect in his tracks and say, "Hey You...You need to buy me!"

2. Give him/her an expectation of the ultimate benefit.

Your title should include the ultimate benefit that you are providing. What will it help the person do? Does it help them lose weight, get more cash, save more cash, get more sex, receive respect, etc.? Make sure that you tell them what they get out of your product.

3. Tell them why it is better than all of the competitors.

It doesn't matter what you are selling. There is competition. There is someone out there selling a similar product or service. Why should they buy your product over everyone else's? What makes you so much better than everyone else? What sets you apart? This type of information should at least be eluded to in the title of your product.

### My Electronic Book Test Results

The title of the free electronic that out pulled all others was "101 High Profit Businesses You Can Start Online With Little or NO Money."

If people are looking for their own Internet business, which my prospects are, then that title will grab their attention "101 Businesses You Can Start".

It gives them an exception of the Ultimate Benefit - "High Profit."

It tells them why it is better than the competing products - "Little or NO Money."

The title of that product does this triple duty, and it beat the competitors which were the other free books I was offering.

When your product comes close to selling the prospect, the title will end up being the deciding factor. The best way to come up with a good one is to treat it like your headline.

You should write at least 50 - 100 titles for your new product. Then, you test the best 3 - 5 against one another in a direct competition (use our classified report technique we revealed earlier for headline testing).

The winner gets to be the final title.



# Good Business

## “Good Business” by Claude Hopkins

A rapid stream ran by the writers boyhood home. The stream turned a wooden wheel and the wheel ran a mill. Under that primitive method, all but a fraction of the streams potentiality went to waste.

Then someone applied scientific methods to that stream - put in a turbine and dynamos. Now, with no more water, no more power, it runs a large manufacturing plant.

We think of that steam when we see wasted advertising power. And we see it everywhere - hundreds of examples. Enormous potentialities - millions of circulation - used to turn a mill wheel. While others use that same power with manifold effect.

We see countless ads running year after year which we know to be unprofitable. Men spending five dollars to do what one dollar might do. Men getting back 30 percent of their cost when they might get 150 percent. And the facts could be easily proved.

We see wasted space, frivolity, clever conceits, entertainment. Costly pages filled with palaver which, if employed by a salesman, would reflect on his sanity. But those ads are always unkeyed. The money is spent blindly, merely to satisfy some advertising whim.

Not new advertisers only. Many an old advertiser has little or no idea of his advertising results. The business is growing through many efforts combined, and advertising is given its share of the credit.

An advertiser of many years standing, spending as high as \$700,000 per year, told the writer he did not know whether his advertising was worth anything or not. Sometimes he thought that his business would be just as large without it.

The writer replied, "I do know. Your advertising is utterly unprofitable, and I could prove it to you next week. End an ad with an offer to pay five dollars to

anyone who writes you that he read the ad through. The scarcity of replies will amaze you."

Think what a confession - that millions of dollars being spent without knowledge of results. Such a policy applied to all factors in a business would bring ruin in short order.

You see other ads which you may not like as well. They may seem crowded or verbose. They are not attractive to you, for you are seeking something to admire, something to entertain. But you will note that those ads are keyed. The probability is that out of scores of traced ads the type which you see has paid the best.

Many other ads which are not keyed now were keyed at the beginning. They are based on known statistics. They won on a small scale before they ever ran on large scale. Those advertisers are utilizing their enormous powers in full.

Advertising is *prima facie* evidence that the man who pays believes that advertising is good. It has brought great results to others, it must be good for him. So he takes it like some secret tonic which others have endorsed. If the business thrives, the tonic gets credit. Otherwise, the failure is due to fate.

That seems almost unbelievable. Even a storekeeper who inserts a twenty-dollar ad knows whether it pays or not. Every line of a big stores ad is charged to the proper department. And every inch used must the next day justify its cost.

Yet most national advertising is done without justification. It is merely presumed to pay. A little test might show a way to multiply returns.

Such methods, still so prevalent, are not very far from their end. The advertising men who practice them see the writing on the wall. The time is fast coming when men who spend money are going to know what they get. Good business and efficiency will be applied to advertising. Men and methods will be measured by the known returns, and only competent men can survive.

Only one hour ago an old advertising man said to the writer, "The day for our type is done. Bunk has lost its power. Sophistry is being displaced by actuality. And I tremble at the trend."

So do hundreds tremble. Enormous advertising is being done along scientific

lines. Its success is common knowledge. Advertisers along other lines will not much longer be content.

We who can meet the test welcome these changed conditions. Advertisers will multiply when they see that advertising can be safe and sure. Small expenditures made on a guess will grow to big ones on a certainty. Our line of business will be finer, cleaner, when the gamble is removed. And we shall be prouder of it when we are judged on merit.

### **“Good Internet Business” by Terry Dean**

The reason that so many people have so many conclusions when it comes to what methods to employ when using Internet marketing is because they have never understand basic business advertising.

No matter what else you do or provide, in one way or another, you are a sales person. You may not like it. You may disagree with it. In finality though, your business is selling "stuff."

You owe it to yourself and your family to learn the absolute best methods for selling your own products and services. Your product may sell for \$100. One method of advertising will cost \$500 to bring in a new customer. Another will cost \$90. The best method may only cost \$20. Once you found the \$20 method, you could advertise for years pulling in \$100 for every \$20 spent. That is an investment I would take any day.

Some of you may not like to spend any money on advertising. That's fine too. You may find one method takes 5 hours to produce a \$100 sell. Another method takes 3 days. Finally, the best method only takes 20 minutes. Which way do you want to spend your time?

The only way to tell the difference is by employing scientific Internet advertising methods as outlined for you in this manual. Try some of the different advertising methods. Compare different sales letter. Try competing web sites. Find the absolute best method for selling your products and services online.

I do want to issue a final warning.

One of the most dangerous things you could ever do is to fall in love with your product.

I expect that probably half of the readers of this manual may have already fallen in love with a product, and it will probably cost you dearly in the future. You may have already spent \$5,000 having a web site designed for you that won't sell. So, you will do everything you can to "buck the odds" and get that creature to sell.

In the meantime, you will spend years of your life and thousands of dollars needlessly. If after using the methods we have outlined for you, and your product doesn't sell, then look for a new product or a new web site. There is no "golden" selling secret out there which hasn't already been revealed to you here.

After reading this manual, you are ahead of 99.9% of people trying to make money on the web (the only ones ahead of you are the ones who already have a proven system in place making money).

So, don't waste your money or your time. Keep this manual as a resource that you can read over again and again. Print it out. Mark all over it. Take notes.

Then, use it. Apply scientific Internet marketing to your web ventures...and watch yourself come out on top.

**\*\*\* The End \*\*\***

## **Do You Know How to Turn Any Web Site Or Business Into a 24 Hour A Day Non-Stop Cash Generator?**

**You Can Discover the Insider Secrets to Quickly and Easily Making Money  
Online Using Our Turn-Key Remote Control System!**

From: Terry Dean  
Friday, 12:30 p.m.

Dear Friend,

Would you like to learn the simple formula I stumbled across which can turn the Internet into an Automatic Cash Machine which you can operate practically by remote control?

If you would like to learn:

- How to Turn Any Web Site into an Instant Cash Machine which Automatically produces it's own hits, makes it's own sales, processes it's own orders, and practically takes care of itself...All while you are sleeping!
- How to Skyrocket your response rates online by using one of my crazy web site systems which actually improves many companies sales rates by 1100% or more! That's right, you could actually be selling 11 times as many products the week after you start using this wild marketing plan.
- How to Setup Your Own Dealer or Affiliate Program for FREE...without having to learn a lick of programming or having to keep a single dealer record yourself... Find out how you can have it all done for you and be setup in 24 - 72 hours with thousands of people selling your products!
- How an age old marketing tactic when used today can double or triple your profits within the next 7 days...
- How I added over 7,150 new subscribers to my Opt-In List in only 30 days without spending a single penny of my own money...And How **YOU** can profit from it!
- Where you can Find FREE scripts which will become automatic 24 hour a day traffic generators for your web site...And why some companies are trying to sell them for \$5,995 or more!

**All of this and more is in our  
“Instant Internet Cashflow System”  
which is available Now at  
<http://www.allthesecrets.com>**

## **"Picture Yourself Living the Life of A Successful Internet Writer Or Digital Publisher"**

Picture yourself on the deck of your beautiful summer home on the beach. You've taken a refreshing dip in your pool after a leisurely breakfast and a look at the newspaper. It's almost noon.

You step into your home office and switch on the computer. You log onto the Internet and check your email. You quickly scan through it...answer a couple of customer inquiries...and print out the orders for the day. You turn on the fax machine and send the orders over to your fulfillment company who will handle it from there.

Next, you check on the orders for your "downloadable" products (these are the orders which are processed and delivered instantly to your customers in a online digital format). You see there were 15 orders for your \$29.95 product yesterday for a total of \$449.25. These don't require any of your attention at all. So, you smile a bit and then switch off your computer.

The "required" work for the day is now done. You may post to a few discussion boards, place some classified ads, or do some other type of advertising later on in the day, but you don't have to. Your web site works for you 24 hours a day 7 days a week whether you are in your office working or not.

The greatest benefit of owning a successful Internet business is not the money. It is the freedom that you have to enjoy life.

If you want to live on a beach in Florida, that's fine. If you enjoy the Rocky Mountains and want to own a cabin in the woods, that's your choice. It doesn't even matter if you decide to travel to another country.

The Internet is worldwide and you can live anywhere you want to enjoy life...and your Internet business will just keep chugging away bringing in sales and profits every minute of every day.

One of my Internet associates has been traveling the world for the last six months. This week he may be in Australia or New Zealand. He might show up in Europe or Tahiti the next. He checks his email and orders with a laptop computer which he carries with him around the world. The money just keeps rolling in no matter where he is or what he is doing.

Another friend works on their business two or three days a week. The rest of his time is spent in the saddle of a 1998 Harley cruising the country and enjoying the scenery

Becoming involved in an Internet information business will give you the freedom to live a lifestyle that you enjoy...

When you run your business on the Internet, you can live and work from wherever you want. It is just as easy to run your business while on vacation in the Bahamas as it is to work from your own home office.

It's your choice...

**A Digital Publishing Business  
is the Ultimate Internet Business...**

To help you get started ASAP...and to make sure you don't make all the same mistakes I have made along the way, I have created a brand new video series, "**Internet Publishing: The Ultimate Guide to Creating, Publishing, and Selling Digital Information Online.**"

This video series was taped in our office and shows you step-by-step how to start from scratch and build your own Internet Information empire.

Find out more by visiting our site at <http://www.ezinfo2000.com>

Special Offer for People Reading this: Order the above package within 30 days of ordering "Scientific Internet Advertising" and I will throw in a special bonus. You will receive "Your Own Affiliate Program" software which I talk about in the manual. This software sells for \$197.00 by the creator of it. We are offering it free to Scientific Internet Advertising customers who also purchase our video course.

Just order using the above link. Then email me at [webmaster@ezinfo2000.com](mailto:webmaster@ezinfo2000.com) and tell me you are a "Scientific" customer. I will make sure your bonus software is included in the package. No problem...