

# **Internet Marketing Center Orlando Conference**

**Conducted By Jermaine Griggs**

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## **JERMAINE'S BACKGROUND**

**Jermaine will be 21 years old within a matter of days. Before meeting Internet Marketing Center owner Corey Rudl a few years ago, Jermaine was an African-American teenager living with his mom and grandmother in a small, one bedroom apartment. He had \$139 in the bank.**

**These years, Jermaine has named his "B.C. Years," meaning "Before Corey." Corey worked with him on a client-agency basis, teaching him how to do Internet marketing. Jermaine is a piano player who plays by hearing, not sheet music. He promotes his piano teaching business and music lesson business on his Rudl-created website.**

**In 2002 to 2003, his income increased to an average of \$35,000 per month. This year, 2004, he has earned \$530,000 online for the first 11 months of the year. His greatest online month ever was \$95,000.**

**Though not yet old enough to rent a car or buy a drink containing alcohol (he doesn't use alcohol, anyway), he was old enough and learned enough to provide his audience with major value with his Internet marketing knowledge.**

## **HIS EMAIL POINTERS**

**Email should be personalized, using one's first name--for example, "Dear Fred." Mailloop, email software sold by Internet Marketing Center, makes email personalization possible on an automated basis.**

**Mailloop can be used, too, to refer a person to your website to gather more information about his/her needs and interests. Using Jermaine's music business website, they ask-using multiple choice questions-what kind of music the person likes, what he/she would do if musically trained, how serious they are (amateur or professional) and the expected time frame to learn and become proficient.**

**These variables can be automatically placed into an email letter. Example, “as a person who like country music and wants to perform in a church as a professional within three years,...”**

**The first email sent to a prospect should be introductory only.**

**Your second email should contain pertinent information about what you offer and use rapport building language to build a relationship with the recipient.**

**And the third email should be a strong sales letter with a call to action, using a limited time to take advantage of an offer.**

**Though a strong sales letter, it should start out teaching and offering information useful to the reader, then transition into selling in the last half of the text.**

**You should offer ONE lead product, not a collection. Sell benefits and solutions, not the product itself. Remember the “what’s in it for me” consideration of the reader.**

**You should send seven emails in a series, scheduled intelligently. The first three are along the lines stated above. The final four are follow-ups designed to get a sale. Or if you have already made one sale, 33% will make a second purchase if you give then an “unadvertised special” in an email. When writing email, write just like you talk.**

**Internet Marketing Center’s studies show that Tuesdays and Wednesdays are the best time to send email, particularly around 1:00 PM. This is based on studies. The causal factors for this are not know, but it is believed that incoming email traffic may be lower on these days at that time.**

**When visitors to your website place an order, a “thank you” form should automatically appear. In addition to expressing thanks for the purchase, you can also use that opportunity to upsell more stuff as well.**

**One obstacle to email marketing is the presence of spam filters. You can check a proposed letter using [www.spamassassin.com](http://www.spamassassin.com) which will score your letter. If your score is five or higher, you need to rewrite it to make appear less like spam, then recheck the revised letter.**

As a resource, [www.salesletterpersonalizer.com](http://www.salesletterpersonalizer.com) is recommended. Internet Marketing Center does not own or control this site.

A website owner needs an opt-in feature to gather the first and last names of visitors, as well as offering something of value, like a regular e-newsletter. These newsletters should build rapport. This opt-in box should be placed on the left side of the opening page, near the top, Internet Marketing Center studies show.

### **OFFER E-BOOKS ON YOUR WEBSITE.**

Jermaine believes that everyone should offer E-Books on their websites. Many in the Orlando audience had e-books, and one man offers eight of them.

You charge for the books, using your e-commerce capability, and the book is emailed to the buyer after he/she makes online payment. E-Books are great. There is no publisher or printing and distribution expenses-- it is all pure profit for you.

Internet Marketing Center offers E-Book Pro software. This prevents people from either making copies of the E-Book and sharing with friends or reading the E-Book, then wrongly demanding a refund a few days later.

If the person wants a refund, E-Book Pro can deactivate the E-Book in question. It can prevent a buyer from sharing it with others as it stops copying and pasting. The book is encrypted as well to prevent theft.

### **MARKET SELECTION & TIPS**

A website generates leads, gathers direct sales, communicates and monetizes your offer, and provides a great product of service.

A “fatal mistake” made by entrepreneurs, particularly 99% of Internet marketers, is to look for something you think is the “ultimate” product to sell.

Instead, you should search first for a viable niche market to target, THEN find legitimate products to serve it.

**You should find a niche with people who are passionate about the niche and the products. Corey Rudl's first account was a person who sold Ferrari emblems. Ferrari owners are very passionate about their cars.**

**Market potential can be assessed by using [www.overture.com](http://www.overture.com) which has a tool for advertisers to learn how many people the previous month searched for a particular term. A viable market exists if at least 6,000 people the previous month have searched for that term on [www.overture.com](http://www.overture.com).**

**If more than 100,000 have searched, the universe is no longer a niche market and is so big, you may get lost in the shuffle. Yet, there are smaller opportunities available. You may look up the term "home based business," finding many more than 100,000 per month. But a modifier may reduce the universe to a manageable niche-for example, "Internet home based business" a smaller niche within a king-size market.**

**For many good website tips, go to:**

**[www.marketingtopics.com](http://www.marketingtopics.com)**

**Webites need to be researched for search engine acceptance. For example, major engines look to see if between 6 to 12% of the words used in the text are keywords in your meta-tags. That is the ideal range. If fewer than 6% of the words are keywords, the site is not scored as very relevant. A percentage over 12% looks like an attempt to beat the system. This hurts, too, on your ranking.**

**To review your website along these lines, go to:**

**[www.webposition.com](http://www.webposition.com)**

## **AFFILIATE PROGRAMS**

**The Internet Marketing Center sells a program to manage an affiliate program, called Assoc TRAC. This is useful in cases where you offer YOUR affiliate program on your website. This software keeps track of the income responses from your affiliates, their sales and commissions owed.**

**This program does not keep track of affiliate programs on other websites you belong to.**

**To promote your affiliate program, you need to find other websites with large volumes of traffic. You can start by simply being an advertiser on their sites.**

**After you attain success, you can renegotiate with the website owner for him/her to become one of your affiliates. When that happens, you need to have negotiated a stipulation that your partner recommends your program on his/her website, too.**

**To search for affiliate programs, go to:**

**[www.AssociatePrograms.com](http://www.AssociatePrograms.com)**

**[www.Refer-It.com](http://www.Refer-It.com)**

**[www.AffiliateGuide.com](http://www.AffiliateGuide.com)**

**[www.ClickBank.com](http://www.ClickBank.com)**

## **USE OF PAY PER CLICK SEARCH ENGINES TO INCREASE TRAFFIC TO YOUR WEBSITE**

**The use of [www.overture.com](http://www.overture.com) was discussed earlier as a tool to learn if a sufficient number of people search for a specific keyword or term each month.**

**You should use [www.overture.com](http://www.overture.com), a pay-per-click search engine, to build traffic to your website as well. The minimum “bid price” is ten cents per click. The higher you want to be placed, the more you can bid per click. There are a number of strategies to use when considering what to do.**

**Jermaine believes that you rank near the top, but avoid the first two positions, as they are more expensive and are visited by many unserious tire kickers. The third, fourth and fifth positions are ideal.**

**But what you pay per click should be affordable to you as a selling cost per item.**

**This search engine is owned by Yahoo. When using Overture, you automatically get good placement on Yahoo, MSN, AltaVista, and AllTheWeb. Yahoo is a whole provider of search data to these search engines.**

**You also need to consider Google's "Adsense." Roughly speaking, there are five times as many searches per term each month on Google compared to Overture. The minimum bid is five cents.**

**Google offers eight advertising "slots" (like small space ads) per page. Google allows you to rotate two ads at the same time in each "slot." Google monitors the click through rates from your ad, requiring that you generate a decent click through rate in the 2% to 4% range.**

**To find more pay per click search engines, go to:**

**[www.PayPerClickSearchEngines.com](http://www.PayPerClickSearchEngines.com)**

**[www.goclick.com](http://www.goclick.com)**

**John J. Alquist  
Alquist Enterprises  
St. Petersburg, FL  
December 18, 2004**

**P.S. To learn more about Corey Rudl and his Internet Marketing Center can help you, we are affiliates with his business. To get there, go to:**

**[www.tell-it-well.com/affiliates.htm](http://www.tell-it-well.com/affiliates.htm)**