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How to Generate 5X More Money....using the hidden power of Email

By Scott Klarenbach

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Effective Email Marketing is the only way to do business on the Internet. But, most people have no idea what that means. They only have a rehashed version of what has been repeated thousands of times all over the net. Well, we're about to settle all of the myths here, to uncover a can't lose email strategy to ANIHALATE your competition.

I'll show you what I mean by giving you an example...

Let's say you're selling fishing rods. No matter how good your website is, there is no way that you should advertise the link. Yes, you read that right! Because like most people, if you send the people straight to your website, all you can do is hope that they buy. If you're lucky, they'll leave you their email address.

Well, let's say 200 went there. (the number doesn't matter—as you'll soon see.)

At an average of just under 2% conversion (industry standard) 4 people bought your fishing rod. Great! If you sold the thing for \$30/each, then you just made \$120 on an ad that maybe only cost you \$90. The amateur thinks at this point "I'm in the money."

This is the type of marketing that is destroying your business.

What do I mean by that? Well, you just made \$30. (\$120—\$90—for the sake of the lesson, we'll forget about the cost of

manufacturing and shipping the fishing rods)

Now, next week, what do you have to do in order to make that same \$30 again? You have to write and pay for another ad. If everything goes the same (and it might not!!) you'll earn another \$30. But are you starting to see a problem here?

Every week, you are not making 4 sales, you are losing 196.

You spent your hard earned time and money to write an effective ad, you designed a good headline, you set up a well written presentation, and after that, you threw 196

people away like they were garbage!

Every lead you generate from advertising costs you money, and each lead is worth its weight in Gold!

You have to use email to stay in constant contact with your leads for many reasons. (if you know these, keep reading—it gets better.)

#1. You may have to contact a lead multiple times in order to get a sale. So, out of those 196 people that you'll never see again, a lot of them were potential sales that you let slip through your fingers.

#2. If you keep all of your leads that you generate, over time you will have the most valuable thing on the planet for a marketer – a unique mailing list.

Now, why is a mailing list so important? Well, instead of having to re-advertise every time you want to sell another fishing rod, you can just do a Free mailing to your list, and you are just as likely (probably more) to generate sales. Plus, a mailing list is good for a lot of other reasons. Ever heard of a backend? This is when you sell your customer one product and then over time after you are in communication with them, you sell them a much more expensive product.

Now, it is hard to sell somebody something high-priced right out the gate. So, if you build repore with them over time, each and every lead you have could be worth thousands of dollars in additional products.

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Now, I can here you saying "But Scott, we already know this. I offer my traffic a newsletter (or something) every chance I get. I even have pop-up windows after they leave to try one last time to capture their email..."

This is the point you're missing in your advertising...

Why send them to your website at all to begin with? You shouldn't advertise a link to your website. Have your prospects send an email to your autoresponder system, and then have the system send out the website address. This ensures that every single person who responds to your ad will be forever in your mailing list until they either buy from you or opt off the list.

Now, lets clear something up. If you want to get someone's

email address these days, you have to offer them something of value in order to get it. A free course for example :-)
They may have clicked on your website out of curiosity, but nobody is going to give you their email address unless you convince them that you have something of value.

If what you have for them really is of value, your sales can go up by 1000% just by doing email marketing. And, if you don't get the sale the first time, you can followup with your clients an unlimited amount of times until you do.

So, let's review. This time around, you advertise your fishing rod the same as always. But, now you're savvy enough to know not to just send people to your website. You advertise a FREE report entitled "How to Catch 450% More Fish your First time out using 5 Simple Techniques." You can compile these reports from free information located all over the Internet, and once you have it, it costs you nothing to give away. Plus... your report will basically reinforce the idea that your fishing rod is the best one on the market.

Now, 200 respond to your autoresponder to get the Free Report. You send them the Free report, with a link to your website, and you load the report with reasons why your rod is superior. (the report can't just be a sales letter though. If you don't provide good info, your client will feel cheated.) Now, because of the informative report, out of 200 people that responded, 4 buy. Well, hey, that's no

better. But, much more important, is that you now have the email addresses of all 200 people.

(most people don't buy until the 5th followup.)

So, instead of blindly HOPING they'd subscribe to your fishing newsletter at your site, you left them no choice. The only way they can get what they want is to subscribe right away. Every week or month you send them another interesting fishing article.

The article has to be somewhat useful, and nothing says if you're giving useful info, that you can't plug your product. Over the course of the next 2–3 months, an additional 20 people sign up for your fishing rod. Now, that's 5X more people than the first time – and you still have their email address.

You can sell these people new products as they come available, without having to readvertise. So not only are you increasing your overall sales, but you are building an exclusive mailing list that will one day allow you to stop

advertising altogether!!

Scott Klarenbach This article is from the award–winning Internet Warrior Course designed to show you every secret marketing tactic available. enrollme@theinternetwarrior.com

End Babysitter Abuse

By Robert Nelson

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Not many things are more upsetting than discovering that your child has been abused, in any way, by your babysitter. People think that to be a babysitter means you must be a nice person. WRONG! Some of the nicest people turned out to be Serial Killers, so don't ever give a Babysitter the benefit of the doubt.

You should always ask for references. Check out the references. Make phone calls to see if the reference sounds credible, or is it a friend of the babysitter. Don't laugh, it is easy to have a fake reference. It happens, don't let it happen to you.

An Interview is in order before actually hiring anyone for anything. See how your child feels with the new babysitter. Does he or she feel comfortable? Are they talkative? Shy? Afraid? Kids have a good "Gut" level of feeling comfortable or afraid of people. Don't ever "force" a babysitter on your child. A

good general conversation will bring out much in a potential babysitter.

Make sure they will not smoke in your house, nor use your phone for personal calls. Also, make it clear that they are not expected to be on their cell phone all night long. They are there to watch your child, not to entertain guests.

Well, what if you suspect that something negative is going on? Does your child freak-out when you talk about having this Babysitter come back? Has your child gone through a Personality Change since being with a certain Babysitter? Has your child's eating habits changed? Is there a weight change? Any new Bruises that resemble being grabbed and/or squeezed? Nightmares?

Ever hear of a "Nanny Cam"? There has been a lot of media coverage lately showing how a Hidden Camera helped expose Abusive Babysitters. This is the best way to catch a person in the act, and have taped evidence to insure a conviction. You can buy either a Wired Hidden Camera, or a Wireless Hidden Camera. Either one will work fine, but it depends on your situation. Some Hidden Camera Items would be expected to have a cord hanging from them, making it easy to place anywhere. This would include items like Hidden Table Clock Cameras, or Hidden Cameras in a VCR, or a Lamp.

A Wireless Camera can often be placed in a better viewing point because it is wireless. Keep in mind that even a Wireless Camera must have a power supply. This power supply takes the form of either a "battery" or a plug in power adaptor. The thin wire from the power adaptor is easy to conceal, and it will give constant power. A battery usually only lasts about 4-5 hours, and the picture degrades quickly.

The Wireless/Wired Hidden Clock Color Camera offers the best of both worlds. It houses a high resolution lens, and a Transmitter. It can be placed high, and out of the reach of prying eyes. Also, the Wireless Calculator Hidden Color Camera is also an excellent device.

These devices are not expensive, and could save a child's life.

Robert Nelson is a staff writer for Spy Supply Depot, a firm specializing in hard to find high tech self defense & surveillance equipment. You can visit them at: <http://www.spysupplydepot.com>



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