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The Internet Marketing Pie: Slice It Up Right or Loose

By Catherine Franz

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The number one concern for Internet sales is your marketing list — in other words, your audience.

But...but...but...you're saying, products for sales is a must too, however, if your list is nonexistent, small or loosely targeted, having a product isn't going to help much. There just will not be any success.

Yes, I know this is confusing. You need a product to attract. By the way, I am using product interchangeably to mean services too.

This almost feels like the chicken and the egg story - which came first. So, what do you do first?

You can't create or increase a mailing list without a "what's in it for them to be attracted to you for."

Now I'm not talking about buying lists but about opt-in focused lists.

Step 1: Know what your target market (audience same thing) wants and they already have their wallet open and ready to buy.

Step 2: Create a product to answer that want and match their wallet. Create a product that contains 100% they can know everything about a small segment of that want.

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Step 3: Now that you have 100% of that pie. Cut off a small piece of pie -- about 10%. Make that 10% into a 100% everything on that piece. Create a 100% product of this 10%.

Step 4: Cut 25% of that 100% of that 10% (say this out loud if you didn't get it) and designate that as freebie information. Then designate 50% for a product to sell and the other 25% for consulting or a service that costs them a higher price. An alternative is to create a product with the total 75% and charge them a higher price.

This strategy is one that is not wide spread and a well-kept secret by the InfoGurus. It is even a guarded secret, and guess what, I've just broken their secret. I am an InfoGuru and I don't mind sharing this model. It is the missing arial view that no one seems to want to write about -- unless, of course, it's in a product that sells for big dollars.

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### Resource Box:

About the Author: Catherine Franz is a 30-year marketing industry veteran and Marketing Strategist, a Certified Business Coach, Certified Teleclass Leader and Trainer, speaker, author. Additional eNewsletters, tips and articles are available at: <http://www.abundancecenter.com>  
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## **THE PECAN PIE**

**By Irvin L. Rozier**

### **THE PECAN PIE by Irvin L. Rozier**

This is a short version of story number 14(out of 50) from my book, My Walk with the Lord, [www.selahbooks.com](http://www.selahbooks.com)

Psalm 37.4 "Delight thyself also in the Lord, and he shall give thee the desires of thine heart."

One Friday afternoon, I got an intense desire for a slice of homemade pecan pie. I had just read the above scripture verse so I prayed and asked the Lord to give me a piece of pie, the desire of my heart at that time.

## The Internet Marketing Pie: Slice It Up Right or Loose

Saturday night, I went to a gospel sing at a small country church. After the singing was over, refreshments would be served. I knew a pecan pie would be on the dessert table. The singing was wonderful...a great spiritual blessing was received by all. How that little white church vibrated as the singers and musicians lifted up the name of Jesus.

As someone gave thanks and asked the Lord to bless the food and time of fellowship, my mouth began to water for that slice of pecan pie.

Well, the food was good but I was disappointed because there was no pecan pie in sight...all other kinds were there, but no pecan pie.

Sunday morning, one of my nephews called and invited me to go to a church service honoring high school graduates. He wanted me to pray for the graduates. After the service, refreshments were to be served. I just knew that night, my desire for a slice of pecan pie would be met. I had often been to suppers at that church, and many times I'd seen four or five pecan pies on the dessert table.

The service was beautiful...it honored the graduates and the Lord. As the pastor asked the blessing over the food, I anticipated the first bite of that slice of pecan pie.

We went back to the social hall, and I saved a place on my plate for that pecan pie. I approached the dessert table, and stared with disbelief...no pecan pie in sight! I swallowed my disappointment, and still thanked God for the good food I ate. However, I still wanted that pecan pie...just one slice.

Monday morning, I awoke, made some coffee and read my Bible. The scripture I read was Mark 11.24 ("Therefore I say unto you, what things soever ye desire, when ye pray, believe that ye shall receive them, and ye shall have them.") I had prayed for that slice of pecan pie and I was still looking for it.

I finished my reading and went to get in my truck to go to town. I opened the door, and there, sitting on the front seat, pretty as you please, was a whole fresh homemade pecan pie. As tears of gratitude to the Lord formed in my eyes, the Lord spoke to me and said, "See, you only desired a slice of the pie but I can give you a whole one!" Thank God that He cares for and loves us so much.

This event happened almost 5 years ago. When I woke this morning, the Lord had me write this true story. Bless God if today, the same neighbor came by and gave me another whole pecan pie as I was writing! That is God's way of confirming that I should write in a book this wonderful true story.

John 3,27 "John answered and said, a man can receive nothing, except it be given him from Heaven."

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