

You cannot make money online without unrelenting follow-up

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**By Dr. Jeffrey Lant**

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If there's one thing I've learned in over 25 years in business, it's the importance of prospect follow-up. Without a program of systematic follow-up, you're significantly reducing your profit and may very well be threatening the overall success of your business. Follow-up is absolutely essential for business success.

But are you prepared to follow-up each and every prospect lead to ensure maximum success? I'll bet you aren't!

For years, I've been doing an informal study of business people's follow-up; what I've discovered confirms my opinion that the vast majority of online business people are not following up, thereby leaving money on the table every single day. It's easy to see why follow up "slips through the cracks."

Say you get a prospect today. Hopefully you email him the information he's requested. But without a systematic follow-up program in place, will you follow-up tomorrow when 1) you've got new prospects to contact and 2) you've got fires to put out all day long? Most likely essential follow up is abandoned. You're never going to be on top of your follow up either, because new prospects are constantly arriving. While all prospects need your attention, you're naturally going to focus on the newest people. Unfortunately for you, one major reason why people buy is because of follow up... and follow up is precisely what you're unable to do!

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Does this all sound sadly familiar? It should! It's the way all too many business people do "business", online and off.

Thankfully, with a Worldprofit Sales Manager you can finally give your prospects and customers the kind of follow up they expect and which is crucial to your business success.

With your own Sales Manager you can create UNLIMITED lists, entering up to 25 follow up letters per list.

Now you can have a list for each product and service you

sell and up to 25 follow-up messages for each list.

You can send these messages out back to back over 25 days or space them so that they go out over a 90 day period. It's your choice.

The system personalizes each letter with your prospect's name.

You can either enter your prospect onto the appropriate Sales Manager list yourself or have the prospect subscribe. Either way, your prospect will get an IMMEDIATE response... and then up to 24 additional messages in up to 90 days.

When the prospect is ready to respond, all she has to do is HIT REPLY. You'll automatically be notified, and you can immediately follow up.

If the prospect wants to remove herself from any given list, she can do so automatically, without ever involving you.

Now, instead of losing business because you just don't have the time to follow up each prospect systematically — although you know you should — you'll use your Worldprofit Sales Manager to stay in touch with each and every prospect for whatever you're selling. Your follow up will be a marvel, and your sales WILL increase!

Dr. Jeffrey Lant is Co-Founder of Worldprofit at <http://www.worldprofit.com> For a FREE subscription to Worldprofit's online business development newsletters, go to <http://www.worldprofit.com/ezines> For web design assistance, go to <http://www.worldprofit.com>

## **You Can Succeed Online With The Right Product**

**By John Carr**

If you are considering starting an online business, there are a few basic rules you should follow. First, anyone interested in making money online should carefully research the steps necessary to do this. Starting a business on the Internet is not difficult, but selecting the right product is the first step to becoming successful.

It cannot be stressed enough that if you want to make money online, choosing the right product to market can mean the difference between success and failure. Without the right product, your online business is already starting at a disadvantage. Therefore, in order to start making money online, it is recommended that you select a product that is not already saturated in the market. This will require some research on your part. It is easy to determine which products have already reached their saturation level, as ads for these products will be shown on almost every website. Since many other people are selling them, this product will reduce your chances of making money online.

However, it is a better idea to not only find a product that appeals to a large number of people, but also a product in which only a small amount of people are advertising. This will be a better guarantee of making money.

If you are at a loss in deciding on a product that can lead to making money online, consider your hobbies or interests. Many online bookstores that are making money were started with the owners having a passion for reading. If none are your interests can be turned into a profit-making product that can be designed, it is a good idea to consider making money online by selling the product of someone else.

The popularity of affiliate programs has exploded on the Internet as a legitimate way of making money online. There are numerous reasons to consider joining an affiliate program, because it reduces the hassle of having to design your own product to be sold. Many affiliate programs provide their affiliates with resources such as banners to help affiliates market their products. In the end, this can lead to an increase in the number of people making money online.

John Carr is a well known affiliate marketer and author who has researched many of the home based business opportunities on the net today, here are his picks.

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