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Internet Marketing Mastery

Volume 1

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Introduction



PAUL BARRS **International**

Paul Barrs

Paul Barrs International
Queensland, Australia.

1. Where Internet Marketing Mastery began.

Hi there,

This is Paul Barrs from [Home Business Mastery](#).

It began almost 12 months ago as I sat across the negotiation table from a prospective client.

His situation was simple. He'd invested in a website, which looked great. It had all the features, bells and whistles you'd expect from a leading web design company. Compared to its peers, this was a master website for which considerable time had gone into its planning.

And considerable investment.

Which was why he was talking to me.

So far, this gentleman had placed over \$15,000 up front to give his business a web presence. So far, he'd made less than \$2,000 in online based sales – over the past 18 months.

Was he disappointed, disenchanted, disillusioned? You bet.

But as we spoke, I saw a gleam begin to grow in his eyes. You know that kind of sparkle that keeps you awake at night with the fear of anticipation, that fear of excitement...

The kind of fear that gets you up early and off to work. It makes you pick up the phone and call someone to tell them about something great about to happen in your life – because you're afraid that if you don't call someone, or take action towards your new idea that you'll lose your dream yet again.

The smile on his face showed me that it was time to ask the 'closing question'. The smile on his face was followed by his pen authorizing my work agreement to "fix up" his website.

What I did know was, I had a new client, what I didn't know was ...

2. What happened next –

My new client knew another person, who knew another and so on.

Eventually one of the business community leaders in my local area phoned me, asking for me to put together a complete presentation to give to his business clients.

They wanted five hours total, targeted at Business Website Marketing and Development.

So it began.

That one phone call opened up a complete a new division to my business pursuits – seminars.

3. Thus “Internet Marketing Mastery” and “Website Magic” were born.

Right now you have your hands on Volume One of a Four Volume set “Internet Marketing Mastery – the Online Seminars Series.” Without question, this is one of the most powerful assets, tools and resources you’ll see in your Online Business Career.

Since the development of this training series, my business has grown across 63 different countries, both as a consultant and trainer.

I say this not to boast, but to help you understand the incredible value of what you are now reading. This is not one of those ‘buy now, get rich in five minute deals’ where the unwise shell out hundreds of dollars for some “Biz Opp” only to ask where their money went hours later.

Internet Marketing Mastery is a hard core, hands on, training manual – that will teach you the difference between the right – and the wrong – in the world of internet and website marketing.

In this first Volume, you’ll hear tutorials on the following topics:

Part One: Create Your Own Products

Part Two: Banner Success.

Part Three: The Art of Auto responders

Part Four: Success with Classified Ads 1

Part Five: Success with Classified Ads 2

You will be able to sit back, relax and listen, as I convert my \$1,000 an hour offline seminars into online seminars.

At the same time you have transcripts, so you may also choose to read along – it's up to you.

But before you begin, I want you to remember one thing. There is no bull in the way that I speak or present my topics. I tell the truth as it is. If it goes against the grain of what you've been taught so far, then I suggest that you sit up, listen and take notes.

This stuff works and most people pay big money for it. Just because you've purchased this at a ridiculously low price doesn't mean that the quality of what you're reading and listening to, falls into that same "cheap" category.

Take what you are learning very seriously, then take action. Education without action is for the uneducated.

Do that and your bank account will reflect it.

And have fun.

Warm Regards,

Paul Barrs.

P.S. You'll also notice that, throughout the tutorials I refer to this week, last week, and next week. That's okay. Internet Marketing Mastery was first presented Online through my weekly newsletter, **Home Business Gold – The Online Audio e-Magazine.**

However, unlike you, my readers at the time had only 7 days to listen in, and then cash in on the gems you'll find here.

This first volume is now yours to keep and learn from forever.

So once you're finished here, why not drop by my site and sign up for my free publication. Each week you'll get a brand new audio training tutorial delivered to your email in-box.

4. Home Business Gold.

With this full access free subscription Ezine delivered via email, you will:

** Find out why **Joe Vitale** says Paul Barrs's training is **"Awesome, detailed, practical and even amazing!"**

** Why **Bill Montgomery of Making Profit.com** says, **"There is just no comparison."**

** Discover why others say Paul's training **Gold Mine**" - **"Completely New and fresh"** and **"Great stuff. Keep it up, I'm hooked for life."**



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Transcripts:

1. Your own product

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Today we are going to look at Internet Marketing Mastery, one of the things which I believe is the most important aspect of Internet Marketing. What's that you ask? Very simply this: Having your own product.

You have to be able to create and develop your own product if you really want to enjoy incredible success online. But there are a couple of ways that you can do this to increase your success chances, even greater than what they might be by average. Now first of all, I know that many of you listening right now are going to be saying , "Ah, come on Paul, there is no way in the world that I could come up with my own product. I don't have what it takes to do that."

Well, let me tell you this: A couple of years ago, neither did I. But, through research, through study, through planning, through development, I found that there was an open market for something, and that very simply, for me, was good quality home business training.

Now you're listening to my training seminars right now. Here are my questions to you: Why?

I believe that it's probably because you would like to be able to learn to run either: One, your own home-based business or two, improve your current home-based business. Now, here's another question: there are many, many, many, many, many different home business opportunities out there and they all come with their own training, don't they? Yes, that's true. But there are very, very few

businesses out there that specialize just in ‘training for all home business opportunities’.

See, in my local community, I also work with an association called the home front business association. It’s the association for home-based businesses here in the Sunshine Coast of Queensland. I’m fortunate I sit in the president’s chair at the moment. I’ll be stepping down from that shortly to do other things. Getting things running, in that I have found a myriad of different types of home-based businesses, and I know, and I’m saying this, because people online believe that home-based business is just an online business. That is not true. There are many, many different types of home-based businesses, both online and offline, as many different types as there are conventional businesses that work from a shop front. If you can do it from a shop front, you can also do it from home. That’s my belief. I also believe that you can run and coordinate your own business to incredible profits, working from home. There are no limits. That’s my second belief.

So putting these things together I have to ask you the question: ‘What are you good at, what do you like, what’s your passion, what’s your desire? What are the things that you want to be able to do full time and enjoy?’ Wouldn’t it be great to be able to make a living out of your hobby? That’s what I teach my kids. “Kids, what are you good at, what do you like?” How would you like to make a living doing something which is fun, something which is exciting to you? I developed this philosophy and I’m sharing this with you, because I believe it’s important that you understand where I’m coming from, particularly in this series.

My father worked in a job for thirty-three years, in a job that he was very good at, but he shared with me many times it wasn’t his passion; it wasn’t his joy; it wasn’t the love of his life. He did it and he didn’t resign because he had, you’ve heard this before, kids and a mortgage. He said to me time and time again, I was eight or nine the first time I remember hearing this: He said, “Paul, find something that you like and then make a living out of doing that.”

He said don’t do something that you don’t like for your living. Now that’s not to say that you won’t have to at times, do jobs that you don’t like, to get to where you want to go. You will. I’ve done it, done stuff I’ve hated doing, night packing on supermarket shelves, letter box leaflet deliveries. I’ve done some jobs that I

just couldn't bear, but they financed my study, my research into my own businesses. I had to unfortunately fail numerous times in business, getting myself deeper and deeper into debt, before I learned the value of home business, low cost, low start up, high profit return potential.

So I want you to start thinking about now, if you haven't already, how you can create your own business working from home with: Here's the killer, your own products and services. Now how do you do that? Well, you have got to find out first of all, what you love, what you do. Then you've got to find if there is a market for it or if there isn't a market for it. Can you create a market for it? I believe that's what I'm doing with Home Business Mastery. There are so few businesses out there that specialize just in "training for home businesses". There are many, many training businesses, but in training for home businesses, I'm creating my market as I go. It is the result of four years of work. I'm hoping that I can help you short cut that four year period of processes and development into three to six months. I don't want you to have to go through what I have gone through to create a successful business. So, once you know what it is that you love, what it is that you want to be able to do, I want you to now, seek out other businesses online, offline, home based, commercial or retail or corporate, that do the same thing.

I want you to get to know these people. I want you to introduce yourself to them, find some friends in that area. I want you to start studying, looking at what they do, looking at what works. Find out what works for them, most importantly, also find out what doesn't work. You never want to repeat someone else's mistakes when you have got the opportunity to learn it from somebody else. Take these people out to lunch, take them out for a coffee, get to know them. Find out what makes them tick. If need be, work with them for awhile, set up joint benches while you're getting started with your own, and then, this is how you create your own product or service. What you have to do is take all the information that you have found, all the stuff that you have been able to gather and then you have to change it. Now let me clarify that. There's a good saying, which says, 'If it ain't broke, don't fix it.' That rule does apply, but here's how I changed that rule: If it's working what can I do to make it better?

Another good question to ask yourself in times of doubt is: If somebody else could do this, then why not me and why not now? Everything out there has a

place, but if you can find a way to do it just a little bit different, a little bit better than someone else, that will give you the potential for your own product or service. So there's no point in just offering the same thing. Certainly not offering the same thing, in case you're contravening copyright and so on. But, if you can develop your own ideas, your own strategies, work through a good business plan, test and market these things, you have got massive potential. Now what's this got to do with Internet Marketing Mastery? The Internet is one of the most powerful ways that you can test the value of a product and service with little or no margin outlay. Through good, careful advertising you can get your research results out there and see if people want to bite the hook and buy.

Now here's what I want to talk about particularly today: What will make you different, what will make you stand out? You need to have something, which is called a USP, the Unique Selling Proposition. You may or may not have heard this before, the Unique Selling Proposition is very simply, something about your product or service that makes it unique. That makes it appear different to all the others. Now it's best that it's physically different to the others as well, but at its absolute minimum it must appear different.

The illusion of offering a slightly different angle to an already existing product or service is what will make people buy it. So it's very possible they've tried out your competition and failed, but if you can offer a twist; something different; something unique; you can capture that market, okay? The more different it is, the different angle that you can come in on, the greater your chance of success, okay? The best thing about the Internet and I have to say unfortunately also, what can be the worst thing is, there is, excuse me, there is no barriers to what you can do. It wouldn't be possible for someone like me to run a business like I do from home without that online access. What a wonderful idea, but it's fantastic because you can create a different angle on a product or service and get it out without having to blow your house. Like I said low cost start up. However, you also have to be careful, because if you find something good and get it out there, other people can very easily copy you.

General rule of success, I read this on one of the members sites that I belong to, I think it's fantastic, except if you're making money online don't tell anybody about it. Don't tell them how. All you want to do is find people who are doing that and ask them "how," because most people don't adhere to that rule, okay.

What you've got to do is get people excited about your unique selling proposition and when you find something that's working for you, be careful who you tell. Develop a very close, inner circle of friends. Work with them, people you trust and I'm going to share this example if I can. I found here in my local market, the Sunshine Coast of Queensland, that there were many website designers out there. Oh, hundreds of them, there's not only a small community, there are hundreds of them. But, I looked at all their websites a number of months ago and realized they were all failing in one strategic area, marketing. Good looking websites with no marketing, which meant people were spending five, ten, fifteen grand on a website, that is never making that money back.

So that got my brain thinking: What's something that I enjoy doing? The question you need to ask yourself: "What do I enjoy doing?" I enjoy working online, love it. I get to work from home, make a bit of money. It's great. How can I make a business out of this? Why enjoy marketing, more specifically what could be a unique selling proposition for me as a business, to my local market here? Notice this doesn't require online marketing for me to make this work, but I'm working offline, with online products. What can I apply?

How about this, I contact a website owner, get talking with them and offer them website marketing, specific information. Now this is something that their website designer didn't do and I found that there was a huge market in my area to do this, and I'm telling this to you, because I know you don't live anywhere near where I am. Believe me, if you lived here I would not be telling this to you, guaranteed. I have not yet found in six months one other person who does exactly what I do in my local area and that area of my business. Providing marketing specific research and recommendations to people's websites has become 75% of my business.

Boy, I was missing out beforehand. What a wonderful income stream I have just created through one idea and a USP, the Unique Selling Proposition. I don't build new websites, now I can, and I've actually done lots and lots of them, but that's not what I do. What I do, is go into a website that is already existing and show people how to make money with it. Ah huh, now that's the key. That's the benefit. The feature advantage and benefit, the Unique Selling Proposition that's different to what anyone else does. Now I know other people in the States who do this and they have taught and trained me and I'm very thankful to them. You

need to do the same thing, work through the same process that I have done. Find something that you like doing, that someone in your local area isn't already doing or is doing, but can be done better, and tap into that market. It's really as simple as that. There's not much more to it, it's as simple as that.

One of the things that used to apply many years ago, the USP of course was good, quality, customer, professional service. Let me tell you, that doesn't cut it anymore, because if you don't have that, you're just dead in the water. So, if that doesn't work, you have to be able to prove your worth to your new customers. How do you do that? Well, I recommend you get testimonials. Online testimonials, written testimonials, you get them from anywhere. 'But Paul, I have got a new product or service, I've done what you've told me to. I've put it together. I'm ready to launch it. No-one's seen it yet, how do I get a testimonial?' You ask people for it. Get it out there initially for free. Just to half a dozen people, you know, no more. Target these folks who are not going to steal your ideas and ask them to look at it, to review it and write a testimonial. It's that easy. I never upgrade a website now from a marketing perspective, unless I'm putting in testimonials. No testimonials, no deal. It's as simple as that. You have got to ask for these things and you want those testimonials to focus on your new product or service as something which is unique.

See, I've found in what I'm doing here, and I'm saying this because I can only share with you from my own personal experience, I can't tell you stuff which I haven't done. I found that with what I'm doing, once I tapped into that market, I have a 90% conversion rate. Yeah, 90%. Why? Because it's unique, nobody else is doing it and you've got to be able to develop the same principles, - find something out there. Here are another area, an aspect, a benefit of creating your own product or service. Now I could sell on somebody else's website, marketing services. Yes, I could. There are lots of them out there to affiliate programs and those sort of things. Of course I could, so could you, but nobody else will ever pay you what you're worth, except you, guaranteed. Why should you be working towards building somebody else's dream and future, when you can be working towards your own?

When I first began I was quoting at \$40 an hour. I figured that was reasonable, that was actually the marketing average. Website designers were quoting, what, \$40, \$60 an hour for the good ones on the Coast. I got the first three or four jobs

and thought “gee that was easy”. No turn downs, no knock backs, okay. So I went up to \$50 an hour...hmmm interesting. I got my next three or four jobs, no turn-downs. I wonder how long I can take this, I thought to myself. When you have your own product, unique, different from the others, you can also determine what you’re worth. So then I took a bit of a gamble, took a bit of a risk. The next two jobs, which I quoted on, I upped my rate and doubled it to \$100 an hour. Oh, I thought that is interesting, they both said yes. So I’ll do five hours of work for them, get it done in a day and get paid \$500. I ask you, does that sound like good value? You bet. Why, why can I do that? Number one, it’s my own private concerns. I’m in charge. You need to develop your own product or service. Number two, why can I do that? Because it’s unique, nobody else is doing it. I’ve got no competition here on the Sunshine Coast. As a matter of fact, I haven’t got any competition in Queensland, which is the state that I live in. I’m sure there must be other people in Australia that do this, but I haven’t found them yet.

That has led me to another avenue, for doing offline seminars. \$2,000 a pop each, minimum. Why? Because nobody else here in Australia is doing that. Now hang on, hold, back up, back up, if you’re listening to this and you’re in the States and you’re good at this and you’re thinking, ‘hey damn, I’m going to go to Australia,’ please don’t. I’m joking. All right, but you can find a target market. What am I getting at? You have to develop your own product or service. Okay, you just absolutely have to do it. There are no two ways about it and in doing that you really can build an incredible business and use online advertising and online marketing strategies to determine whether or not your product or service has any validity, if it is going to be valuable. How can you do that? Well check out your competition. See, while you may create a product or service which is slightly unique, slightly different from your competition, unless you can create incredible, perceived values of being very different, your customers are still going to be comparing your product or service to your competition. Remember, in my example, I started off exactly where my competition was. Well, where I thought the competition was, and some people get involved in pricing wars, which is really a complete waste of time.

When you have a unique selling proposition, you can get out of the pricing war. You can set your own rates, because yours is unique, because no one else does what you do and that’s the angle you need to take on with creating your own product or service, and then use everything else in this seminar series to test and

measure, low cost to get your message out there. That's what I specialize in, showing people, how to create their own products and services with a little or no start up costs. I started my business for \$125. That was it. That's how much I spent getting my business off the ground. Why? I had to register a domain name, that's what it costs here. So that was my hosting here. I did everything else for free through joint ventures.

So create your own product or service. Work hard at it. Call me, contact me, email me. If I can help, I'd be more than happy to.

This is Paul Barrs signing off. Talk to you again soon.

2. Banners

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Hi, this is Paul Barrs. Welcome back. Just another quick one for you today, but it's worth while looking at - Banners. Banner advertising, this is an interesting area. Some time ago banners were in. They were the be all, end all. Everyone had banners and there are still hundreds of banner exchange programs out there. Many affiliates also offer banners for you to use, but let me ask you a question, have you ever really had good results with a banner? Most likely your answer is no, some do, but not very many.

There are a couple of things that you can do to make your banners actually work. First of all, there has to be a small file and let it load really quickly. So that means if your going to start adding in all sorts of flash on, flashing graphics, and 'your beaut,' 'wiz bangs,' that are going to make this thing pop, jump and you know, dance all over the screen to catch peoples attention, it's going to take too long for people to download. People don't like things when they take a long time to download. You really need to work on keeping it short, small and fast loading. Plus, if it's a banner, flashing all over the place, they know it's an ad, and unless that product or service "really", I mean "really grabs and catches their attention", there's a good chance they'll never even click through on it. It doesn't matter how good your graphics are, it doesn't matter how good your flash bangs are, the chances of them seeing and then wanting to click through on it knowing it's an ad that they are going to get sold on something, doesn't mean much to most people.

So how can you change that, how can you actually get that to work? Well, let's look at the other side of the line: What's the best kind of online advertising for a website? It is of course a text ad. A text link. People are more likely to click through to a product or service for more information when they read it in the text of the website they are looking at, rather than just a banner, because with banners they know they are going to get sold, and people don't like getting sold on stuff.

So here's my suggestion to you. Take away your flash, bang, graphical banners and replace them with text, banners. Now what does that mean? Very simply, it means make your banner look as though it's actually been built into the website in text, with a referral text link. The same as if the person who built the website had done it themselves. Now, I know that colors may or may not fit in with all websites, work on the general 'white background, black text, blue hyperlink.' Now, the whole thing is a hyperlink, but make it look like it's plain old boring text. Now, why would you want to do that? Why simply because most people are more likely to click through on a text ad or even just a hyperlink and use the advertising strategies that we spoke about in classified ads to create a compelling headline, because that's it, that's all you've got room for, it has to be a compelling headline. Without that, they'll never click through the rest of your ad - not a chance in hell. So make it just text. I'd even suggest that you don't put a border around it, just text, with highlighted blue underlines, what would look then to be a hyperlink. It's a very, very simple little trick, but if you do that, you'll increase your banner advertising results a hundred fold, - and test them, always test them. See which ones work, use good tracking statistics, use good tracking data, set up a page they click through on, check the number of click throughs versus impressions. Very important, but test and measure and you can put that one together, I know, for great results.

Talk to you again soon.

3. Auto Responders

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Hi, this is Paul Barrs. Welcome back. Continuing on here with Internet Marketing Mastery. Like I said there's a lot to cover, so let's keep going through it.

Today I want to talk to you about auto responders and how you can get the maximum benefit by having your own auto responders and setting them up. First of all, let me clarify if you're not certain, an auto responder is, very simply an automatic response, to either an email submission or a form submission, to a particular location. Good examples of these you will see in many, many newsletters you sign up for, - an online newsletter, bang, instantly you get a confirmation back, that's an auto responder in its simplest form. However, that alone won't give you much success with your own auto responders. Here are some tips, tricks and tools, that I believe you can use to quantify your success and multiply it again and again and again.

First of all, what should you be using an auto responder for if you don't already have one? At an absolute bare minimum, you should be offering your website visitors some instant information. Something like, 'in a hurry, click here to get this back to your email box,' they enter in their details, bang, within seconds, all the details on your website are back in their email box. It's a great tool and it works extremely well. Not only does it give you the opportunity to make sure they look at all your information, providing that your sales copy in your response email is good enough, it will also give you that opportunity to follow them up, something, which is called a sequential or a follow up, auto responder.

You may have heard this before, but it's a generally known rule of thumb, that most people need to see a message seven times. They need to see an ad seven times before they'll act on impulse to either make the enquiry or make the purchase. How do we know this? Look at TV advertising, radio advertising, magazine advertising, how many times have you seen the same product, service

or company offered there time and time again? That's right, you want to build familiarity. You want these people to get to know you, because if they come to your website, there's a good chance they don't know you yet. Getting them hooked into an auto responder sequence is a fantastic way to do that.

Here is one example when you subscribe to Home Business Goals, my own online magazine: You do that through an auto responder. You receive a confirmation email back immediately saying "thank you for your subscription, here is a free gift." A couple of days later, you will receive another one, just in case you accidentally didn't get or deleted the previous email, here it is again, Here are the details. Here is how you go and view Home Business Goal and here are the details of your free gift again and then here's when we get into it. Then at the end, you let them know there's another message coming in a few more days, by six or seven days. So that way they're beginning to expect information from you. And then what I do, I give them some more free gifts, some more valuable information, and I do that through a seven part follow up. I want these people, within a twenty-one day period to know who I am and what product and services I offer. I do that by offering them free gifts, which I know they're more likely to respond to.

Now, also, throughout that process, I ensure that I am able to track and measure the number of downloads or click throughs of these free offers I make available to people. That's how I know it works, because I get click throughs still on, off a number seven. So I know that my auto responder sequence works and you may need to fine tune yours over a short period of time to get the same kind of results, but there are a couple of other things you've got to always to keep in mind: Number one is, with any opt-in email they have to have the opportunity to unsubscribe to receive no further messages. Please, when you sign up for auto responder service, make sure that all the people have the option of opting out, to unsubscribe and not receive any more messages. That's their choice, you have to do that. Don't do that, you're shooting yourself in the foot, guaranteed.

Also, with your auto responders, I'd like to very strongly suggest that you don't just write in the subject line, 'Here's your next message, thank you very much.' Use your subject line as your classified ad headline and then repeat that again in the body text of your auto responder email and with your auto responders. Don't just write willy-nilly, don't just write stuff down, generally, it's got to be good

sales copy. You want to motivate these people to take action. Now, sure you can do that with free offers and free gifts, but they won't make you money. Always, always, make sure that they have the opportunity to get access to your pay purchase products or services. Without that, you run yourself into the ground. Do it in such a way, it's nice, it's personal, it's friendly, but there's a sales message in there as well.

Write like you speak. In the direction of my emails I write like I speak. I don't match the words around, I don't try and write some archaic style, I write the way that I speak. Why? Because that enables my message to get out. Here's another little hint you should keep in mind: the formatting. Always use lots of headlines, use an asterisk when you're writing in text or bullets, when you're writing in HTML. Emphasize the main points, give a headline, tell them what they are going to get. Give it to them, then tell them why you've done it, again. It's like an essay, tell them what you're giving them, give it to them, then tell them again, in a summary. All right, hit them three times with the same message, in each auto responder message. Format the text in such a way that it's no more than sixty characters, fifty, maximum sixty characters wide. Why? Because there are so many different email clients out there, that if you just write right across the page, there's a good chance that some of these people who have asked for this information, won't be able to read it or it's going to look all broken, jagged and messed up. Keep it neat and keep it together along the way.

So what else can we use an auto responder for? Well, here's a good little trick that I've used before for my offline business. This is fantastic. All the people that I have as clients or prospective clients, have email addresses. We're talking about websites, so they've got email addresses.

When I've made an offline contact with someone I haven't yet been able to bring them on board as a new customer, I've found a really unique way that I can keep in touch with them using auto responders. Even though this is an offline prospect, I still use online technologies, internet marketing strategies to keep in touch with them. Here's what I do. Before the conversation finishes, I get their permission to keep in touch. That's crucial, because I'm manually adding them into an auto responder sequence. I need their permission first before I do that, and what I've done is once I've got their permission, I then add them into my auto responder sequence, which I created myself specifically for these offline

business prospects. That night they'll receive a thank you message, 'thanks for talking with me, yada, yada, yada, keep in touch, I'll keep in touch as well.' What happens then? A week later they get another message from me, 'Hi this is Paul, just wanted to let you know that I've found this, discovered this,' something like that. I always offer them good, free, quality information about my product or service, which they can use themselves if they want. Then, of course, the sales copy brings them back to me.

Okay, that's important and that auto responder sequence that I've set up for them saves me hours of work every week. See, I used to do this manually, by fax or by mail or by email, and I'd have to manually when my data base management system says, "Oops, it's time to send John Brown follow up number five," I would then manually go and queue that up and send it. But now putting them into my auto responder sequence, I can keep in touch with them for a full three hundred and sixty-five days. Yes, I've got seventeen messages over the space of a year. I'll give them the seven, required as a minimum, within the first eight weeks, sorry, within the first two and a half months, so ten weeks, seven messages, and I finish that with one that says, 'Hi John, frankly I'm puzzled that I haven't heard from you, you sound like you were interested, yada, yada, yada,' okay, and then I let them know at the bottom of that one that and I'm going to keep in touch and just send them an article or two every now and then, and then they will receive each month for the rest of that year, an article. In doing that, my conversion rates have gone through the roof. I'm now getting people who are physically calling me on the phone and emailing me back saying, "Look Paul, I'm really sorry, I've just been so busy I didn't had time to contact you." But now is the time, that's a unique way you can use an auto responder for your offline customers as well.

Now, how else can we do this for online customers? I believe the best way to do it is to deliver special reports that prove your products and services worth, their value, and it will be something simple like, 'Sign up here for our free seven part report on your product or service benefit.' Always sell the benefits. So they sign up for it, their name, their email address, click, send in the form, bang, first one comes back by auto responder instantly and then they receive the others over a period of time, be that one week, two weeks, three weeks, maximum three weeks, for a seven part, being three days apart, okay.

Using the principles I've outlined before, good headlines, bullet points along the way, features, advantages, benefits, give them free information to make them want to read, but always add in good sales copy to motivate them to action. Now, along the way, you might like to just quickly joint venture this with another technique that we've mentioned also and that is to refer a friend. It's great that one person has asked you to receive your seven part special report, but wouldn't it be better if they could also have five of their friends receive it as well. You're adding in a bit of viral marketing here as well. So at the bottom of every single email message 'refer a friend for/in exchange for, a free gift, click here'. It goes to a form, where they have to refer a minimum of five friends, don't just go for one, go for five. Presuming that your free gift, product, service or offer is good enough, you will, I guarantee, you will get the numbers, and then that particular refer a friend response email, that goes to their friends is written, as it was written from the person who sent it, 'Hi, I just wanted to let you know, that I've been getting this free online seven part course about your product and service. It really is good, you can sign up for it for free also at 'your website address,' can you see how that works? And therefore you're building your website traffic at the same time as sharing this information with others.

Okay, it's a fantastic tool, auto responders. There is a brilliant book out, which I've read at one point called 'Auto Responder Magic.' This is such a powerful tool, that books are written on it alone. You need to be using auto responders, okay? You can convert potential customers to buying customers, using well-crafted auto responder sales messages. So, using these things, again get your creative juices flowing. Get the brain working; think how can I apply this to my business? Don't just take my word for it or listen to it for what I do, that's not good enough. What you have to do is take these techniques, these strategies, which I share, for you, and take action. Make them your own, build them into your business systems. Auto responders are an incredibly powerful way to follow up with people. You work on those and I guarantee you'll increase your sales.

That's it for this time. This is Paul Barrs signing off, I'll talk to you again soon.

4. Classified ads

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How're you going there? Welcome back, this is Paul Barrs. We're continuing on our tutorial series, Internet Marketing Mastery. There's a lot in this and we've kinda squeezed things in for you so you can get maximum benefit from this course.

Today we are going to be looking at the all, almighty, classified ad. Now this one, this one is important. If you can get this one right, you're going to score really big. So let's look at it. One of the most difficult challenges that people face, is the simple question, is, how do you write a classified ad that sells, how do you find one that works? Well, there are a lot of different types of classified ads, a lot of ways to do this and of course the first thing you need to look at is your budget, okay? I'll be covering also, throughout this course, joint venture marketing, showing you how to get your ads out there for nothing. But, you've got to look at your budget. My simple rule of thumb when it comes to budget and advertising is this, if you can't afford to lose the money, don't do it. You can get yourself into big trouble spending up big money on any kind of advertising, online or offline, believing and hoping that you'll get the results, but then not getting them, having lost the money, putting yourself into trouble. Rule number one, don't do that. See, ads come in a number of different types of sizes, cost, they can appear everywhere, from, ah you know, community groups, to newsletters, major magazines, online websites, all sorts of different places.

Amongst all of those things though, there is one thing that you really do need to know, and that's how to write that classified ad that's going to be successful. There are four simple steps, you might want to jot these down. Four simple steps to ensure that you're going to get success with your ad: Number one, it's the first one and it's the most important and that is this: You have to target your market. Putting an ad somewhere, where people are not interested in reading or buying or looking at your product or service, is a completely fruitless exercise. You have to go for what is called a targeted audience, a target market, and the way to do this is, say we're looking at newsletter ads, ezine ads, okay, you want to first of all

look at the content of the newsletter itself. You want to look at the content of the ads. I know a lot of people, myself included, who sometimes, we like to look at the ezines of what we're subscribed to, but more importantly, we want to look at the ads that are in them, see what they're advertising and you can even contact these people to find out what kind of results they're getting, search through the ads that you want to advertise in and you'll very quickly find out if it's running the type of ads to that target market. Think about the type of people that you're targeting, think about their age, their income status, their current job position, their education and so on. These are all part of basic business planning, and I suggest, if you haven't heard it, you go back and listen to my business plan: Success Online Seminar Series. It will cover all of this in more detail for you.

A good targeted ad to the right people will immediately bring you much more traffic and a much higher response, than a fantastic ad in the wrong place. I know it sounds simple, I know that does, and you might be thinking well, 'duh, Paul, of course,' but it's a mistake that people make, time and time again, which is why I have to point it out.

Number two, you've got to know and you've got to be able to write a good headline. There is absolutely no point in having a fantastic product or service and a great ad, unless the headline captures people's attention. You may have heard this before, that when you meet someone new, your first impression of that person is made in the first fifteen seconds. Well, I'm going to say it's even less when it comes to online advertising. The first impression that you'll make for your potential customer is made in the first few seconds, those first two or three. Does your headline capture their attention? All people, all people, irrespective of any demographics, when it comes to buying things, all listen to the one radio station WII FM. That's it, that's what they listen to, WII FM. They're asking themselves the question, what's in it for me? And if you don't start out and lead with your words, which emphasize the benefits to the customer, they will never be your customer, okay?

The response to your ad is going to be absolutely zero or close to it, if you don't lead with benefits, what's in it for them? Okay, you want to get people to look at these ads and test them before you should ever spend money on them. The headline has to grab their attention, okay, and a great way to test this, is to look through current online classifieds and see what grabs your attention. See what

works, what looks good to you. Okay, a classified ad headline like, 'Make a thousand dollars a day, seven days a week for no effort,' does that give you credibility? I don't think so, not at all. I don't even look at stuff like that, its rubbish. Look at the Solo ads that get sent out with online newsletters, these are the ones that people are paying big money for so you'd want to think they've done their homework and done their research. But look at the subject line that comes with the email, look at the title, look at the headline of the ad. Is it good, does it grab your attention? Send it, excuse me, if you find one that you like, send it to your family, friends or associates, and say, 'What do you think of this headline? Does it grab your attention?' Don't send them the ad, just send them the headline, okay? Test it, try it and see if it works.

All right, step three, you've got to keep your ad short. The general attention span of people in offline advertising is thirty seconds. Why, how do we know that? Look at the ads on television, they're generally thirty, forty-five or sixty seconds, but if you can grab their attention in thirty seconds with a Television Ad, let me tell you, you have to grab their attention and keep their attention in an even shorter time period, because many people can read a small five or six line ad much faster than thirty seconds, you bet. They'll read that in five. So you've got two or three seconds to grab their attention with the headline. You've got another five seconds to grab their attention, grab them by the throat, kick them in the guts, have them saying, 'Oh yes, I want this, I want to find out more about this.' It's got to be good okay? It's got to be very good.

You've got to give again, more benefits. Now believe me, good, online, classified advertising is extremely simple if you give benefits. Features, advantages, benefits, FAB. That's what sells a product. People want to know the features, the advantages and the benefits, but in the ad you only give them the benefits, in the sales letter that they click through to, then, then you give them the features of the product or service. Then you give them the advantages, you give them again the benefits, but your ad has to emphasise benefits, all right, that's the key to success. That's the key to success.

Now, finally, step four. Again it's a simple one. You must be able to track them. What I mean by that? Well let me ask you a question, 'Do you have good web site tracking statistics for your own website?' If you don't I strongly suggest you get them. Contact your host, find out whether or not they can give them to you, if

not, get a remote service, something like, Hit box for example. You don't want to know how many page views you get, you don't want to know how many hits you get to a website or web page, you want to know where they came from. You want to know how long they spent on your site, whether or not they left on that same page they entered on, or if they went to another page. You want to know these things, this is all part of advertising and tracking your ads. So when you write a good ad, okay, you've found your target market, you've got a killer headline, you've got a brilliant little five, six, seven, eight line ad, which stresses benefits, benefits, benefits, what's in it for me, how do you know if it's going to work? Well you've got to track it.

You've got to track the number of click throughs and there are a lot of services out there that will do it for you. Roibot is one of them, just one of them. There are many, many services that will do, you might just have to just click through it, separate page only on your website so you can track the number of visitors to that particular page, based on the number of impressions your ad should have received. Failing to do this, it's just the biggest mistake you can possibly make. All right, I can't emphasise that more, you don't do it, forget about it. If you're not willing to do it, don't even bother advertising. You've got to be able to do that and track your ads, because if you've got what you believe is a very well written, well crafted ad and it gets no responses, let me ask you this, would you place it again? Of course not. But if you don't know that you got no responses how are you going to know? If you write a good ad that pulls a hundred responses, click throughs, that then gets you, twenty, thirty, fifty sales, would you run that ad again? You bet your butt you would, absolutely. Very important, you've got to know how to do this and you've got to then actually, physically do it.

Those four things will give you online classified ad success. And here is another little tip, run your ad for free in something like yahoo classifieds for twenty-four hours and check your click throughs. Always test your ads for free before you pay for them. How do you do that? You go to Yahoo, you sign up for the classifieds, you sign up all the stuff you need to do and you place your ad. It's only going to appear somewhere near the top for the first twenty four hours, because so many people are doing this in your category. So, that will give you a good indication after three or four days, because it will take, you know, one, two, maybe three days to even get in there. That will let you know whether people are

going to click through on this. If you don't get any click throughs, change your ad headline, because that's all they see, or change your ad copy if they're viewing it and not clicking through. Yahoo will give you those statistics. So jump back in there after four, five days tops, check your results and then delete that ad if it's not working for you and enter another one. That's a good way of getting traffic, off Yahoo alone. Put your ad in there, go back a couple of days later, delete it, put another one in. Test and measure and find what works.

A lot of online advertising places, all you'll see, ever, is the headline. So you've got to make sure it's in the right place for your target market. You've got to make sure your headline is a killer, if they click through, then on the headline to read your message it's got to be fantastic and you've got to have a good tracking service in place to determine how many clicks through go to your website. They're the basic principles of good, classified advertising. Stick with those and you'll have success.

This is Paul Barrs signing off. Talk to you again soon.

5. Classified ads: 2

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Hi there! Welcome back! This is Paul Barrs, continuing on Internet Marketing Mastery. All right, we've looked at classified ads, but let me just take that a little bit further for you, classified ads two, - if I can call it that.

I'm going to share with you very quickly, a little tip, a little secret that was given to me, and I was sworn to secrecy when this was given to me about a year ago, but I figured that, that time has elapsed, and now I'm going to pass it on. I believe personally that the most effective places to place your classified ads are in online newsletters, ezines. Why? Because those people are targeting the quality traffic that you want. Now let me ask you a question, 'If you saw an ad for a product, how likely are you to click on that, no matter how good that ad might be?' I'll give you fifty-fifty. But what if a friend of yours, someone that you trusted was going to give you a personal recommendation, saying for the same product or service, 'I strongly suggest you have a look at this, it's a great deal, a great product, a great service,' I'll give you almost a 100% response, that you'll go and check out that one.

So how can you apply that principle to your online classified ads? All right, here's what we do, it's the way in which you write it. Most people fail and they make the mistake of writing their ads in third person, as in 'it's just an ad and it's written to everybody'. You don't want to write your ad to everybody, you want to write it to just one person.

Now what do I mean by that? What I mean, very simply is, write your ad as if you're writing it as a personal recommendation to one of your friends. Keep it short, adhere to the principles we spoke about beforehand of course, but write it to a friend, not to everybody. Make it personal. You might also like to make sure that it looks like it's come from a friend. Now this is just a little bit of psychology, a bit of theory. It is difficult to explain this, but a good example might be something like, let's see, we're selling brown widgets that give you

more website track, okay? A poor ad would be something like, 'We've got the best brown widgets available, they will, **guaranteed**, give you more website traffic, click here to find out,' Okay, that's just an example. How can you personalize that? You would simply change it to something like, 'it's going in an ezine remember, 'Special notice free to our readers, we've arranged for you to have a free trial of these brown widgets, which will give you more website traffic. They really are worth it. I strongly suggest you go and have a look. Click here and find out.' See that slight, subtle difference? Write something like, 'brown widgets, internet cash flow system,' it's a good headline, but something like, 'special notice, free to our readers,' is a much stronger headline. Why? Because it will sound like that particular ezine publisher wrote it and his or her readers have a much stronger alliance, a much stronger sense of credibility already with that person, they're more likely to do what that ezine publisher says, than what you say. They don't know you from a bar of soap, but they know and trust that ezine publisher.

Okay, you want to make it as though it's actually been endorsed by that ezine publisher, 'free to our readers, get a free trial of brown widgets to increase your website traffic.' 'Special notice, free to our readers, we've arranged for you to get a free trial of brown widgets, these will increase your website traffic, it's worth taking a look, click here.' Okay, it's a very slight, very subtle difference, but it's a powerful, powerful, powerful, trick, all right?

Now let's just have a quick look at a couple of other things, slightly on the side, to do with ezine advertising, all right? One of the best, well not one of them, the best possible way you can ever get advertising from an ezine, is if you write an article and submit it to that ezine publisher, because if it's a good, quality article, they'll run it for you. Make sure it's your target market, but you're going to get a higher number of click throughs from your signature file, your sig line at the bottom of that article, because people will then also build credibility with you. Now, what if you combined what I just mentioned to you before in your sig line, as your classified ad, below your article? Not only will they build credibility with your brown widgets, and give you more website traffic, but they'll also get what looks like to be an endorsement, from that ezine publisher at the bottom of it, combining two powerful strategies, all in one okay? You can get your articles run for free. I publish an online newsletter, an online magazine every week. I publish one of my own articles and it's like this, a real audio seminar,

each week, but I also publish five other text articles. One of those comes directly from my subscribers submissions and I publish four others from non-subscribers, through a syndicated service. I don't have time to write five articles a week, goodness me no, and neither do other publishers. We're all looking for good, articles that we can include, that's going to give value and benefit, there's that word again, benefits to our readers.

Okay, here's another way to do it. If you've got a new product or service, you can do a quick joint venture with the publisher, and we'll be covering this in more detail at our 'joint venture' section. I suggest that you give them a free trial or even a complete free use of it. If they like it, guess what they are going to do? They are going to recommend it, whole-heartedly, to their subscribers and readers. Very, very simple, very, very easy. These are forms of online advertising that work, but you've got to think about it, you've got to be creative, okay? My best tool is, my best suggestion is, write the article, a standard article, keep it short, four, five-hundred words, no more and your signature file, which has to be run with your article, which is a classified ad that looks like it was written by the publisher of the newsletter. So you'll finish your article and then they'll read, 'special notice, free to our readers, we want to let you know about these brown widgets, which we've arranged for you to get a free trial of, click here to find out.' Can you see how that works? Simple strategy, simple psychology, quick and easy for you to do. You take that one home this week and make it work for you.

This is Paul Barrs signing off. I'll talk to you again very shortly.

What's in the Full Series?

Volume One: (This Volume)

- Part One: Create Your Own Products - 20 Min.
- Part Two: Banner Success - 4 Min.
- Part Three: The Art of Auto responders - 14 Min.
- Part Four: Success with Classified Ads 1 - 12 Min.
- Part Five: Success with Classified Ads 2 - 8 Min.

Volume Two:

- Part Six: eBook Success - 15 Min.
- Part Seven: How to Master FFA Pages - 11 Min.
- Part Eight: How to Master mass Email without Spam - 8 Min.
- Part Nine: Understanding the Value of Sales Copy - 16 Min.
- Part Ten: Success with Search Engines 1 - 15 Min.

Volume Three:

- Part Eleven: Success with Search Engines 2 - 13 Min.
- Part Twelve: Using Time Limited Offers - 9 Min.
- Part Thirteen: Magic with Viral Marketing - 8 Min.
- Part Fourteen: Affiliate Marketing 1 - 19 Min.
- Part Fifteen: Affiliate Marketing 2 - 19 Min.

Volume Four:

- Part Sixteen: Joint Venture Marketing 1 - 16 Min.
- Part Seventeen: Joint Venture Marketing 2 - 13 Min.
- Part Eighteen: Joint Venture Marketing 3 - 20 Min.
- Part Nineteen: Joint Venture Marketing 4 - 10 Min.
- Part Twenty: Final Summary - Bring It All Together - 20 Min.

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