

# **The REAL Secret to Building A High-Profit Internet Business**

*By Jimmy D. Brown*

My wife laughs every time she sees me doing it.

At least once or twice every week, I'll be at my desk (or at the dining room table) with my Franklin Covey planner open and a stack of laminated checklists in hand.

"What are you doing, honey?" she calls, already knowing the answer.

"I'm planning", I reply with a smile.

She laughs and I get back to work.

She laughs because she swears I spend half of my time "planning". But, if you ask me how I'm able to get as much work done as I do in only 3 hours a day, I'll point to a black Franklin Covey planner with about a dozen laminated checklists inside.

Building an Internet business is easy. Seriously. I'm not saying that it's not complicated, because it is. I'm just saying that it's easy to accomplish if you just have a system in place.

There's very little in this world that can't be accomplished with the right set of action steps in front of you.

Today, I'm going to give you such a system for building your Internet business. There are only 4 steps...

1. **Decide What You Want To Do.** Do you want to run an eBay® business? Be an affiliate marketer? Buy and sell reprint rights? Get involved in niche marketing? While all of those things will likely find their way into your plan in time, you gotta begin with one thing at a time.

My recommendation: Choose a "broad" topic you are interested in and begin building a list of folks interested in that topic.

2. **Determine A Weekly Action Plan.** After you decide what you want to do, it's time to determine how to get it done.

What I do is this: I create a weekly set of action steps.

That is, I have a set of things I do on Monday, on Tuesday and so forth. Decide how many hours (as little as ONE) you want to work each day and schedule yourself a reasonable amount of things to get done in that time frame. Repeat this process week after week.

My recommendation: Begin writing ezine articles to promote your list...and affiliate programs. It's the easiest way to get free traffic and build your list at the same time.

**3. Devote Yourself To Staying On Schedule.** The important thing here is to stick to it. The easiest way that I know of to make certain you develop discipline in your schedule is to NOT set unrealistic expectations. Give yourself ample time to do each day's action step – don't overschedule.

Look for progress along the way to celebrate. Reward yourself when you've reached a milestone. And, remember, you're GROWING a business. Just like physical growth, it takes time ... it WILL happen if you remain committed.

My recommendation: Weave in simple activities related to the following categories – List building (ezine articles), product creation (conduct interviews or hire ghostwriters), site development (making your site convert more visitors into buyers) and education (continuing to learn new ways to grow your business).

**4. Develop Additional Shortcuts.** As you get better and better at working with your lists, creating products and tweaking your site, you'll want to continue to improve your business with new ideas, strategies, tools and resources.

*The key is simple: never stop learning!*

Visit forums. Read articles. Download reports. Identify sites and resources that CONTRIBUTE to your success in educating you. You want faster results, bigger increases, automated processes, and other ways to get more accomplished and more profit, with less work involved.

Everything depends on your developing a plan and sticking to it.

And that is the REAL secret to building a high-profit Internet business!

## How to Pull In As Much Profit As Your Wallet Will Hold With Email Lists

The fortune is in the list.

If I had a dollar for every time I've heard that said, well, I'd already have a fortune! :-)

However "broken-recordish" it may sound, it is a truthful statement. The fortune REALLY IS in the list.

Fact is, if you possess the knowledge of how to grow and profit from email lists, you can pretty much write your own ticket.

And, if you'll read the remainder of this article, I'll pass that knowledge right on to ya.

It comes down to getting folks to do four things...

1. **REQUEST.** First things first, you need to convince people to subscribe to your list. That is, get them to join your list of their own free will.

Usually, this involves giving away a mini-course, report or newsletter from your web site. All you need is..

An Attention Grabbing Title. (I could have chosen "4 Keys to Successful Email Promotions" for this article, but is that as attention-grabbing as "How to Pull in As Much Profit As Your Wallet Will Hold From Email Lists"?)

A Handful of Bulleted Benefits. (A short list of 4-6 desirable things subscribers will learn if they join your list. Think "what's in it for me?")

An Email Submission Form. (Your autoresponder system will provide this for you.)

NOTE: The BEST way to get folks to join is to embed the above mentioned items DIRECTLY in the most prominent place you have your site visitors' attention. Usually this is 3-5 paragraphs into your sales letter or 1/3 of the way into an ezine article.

2. **RECEIVE.** After visitors to your site have "requested" information by joining your list, it's critical that your emails be delivered successfully to their inbox. With all of the filters in place (among other hazards) this can be quite a chore.

One thing you'll want to do for certain is check your SPAM rating to make certain it's in an acceptable range.

Again, most of the better autoresponder services offer this feature for you.

If yours doesn't, you can use the free tool at <http://spamcheck.sitesell.com/>

You can also do things like...

- Get your subscribers to "approve" mailings from you.
- Authenticate yourself as a legitimate mailer when you receive a "response challenge" from protection services such as Spam Arrest.
- Use alternative formats of your email messages such as "downloadable email messages" in PDF format. ( Free report available at [GetEmailResults.com](http://GetEmailResults.com) )

3. **READ.** When your emails successfully arrive at the inboxes of your subscribers, another task awaits – getting them to actually open your message and read it.

This is going to depend upon your "subject line". It is paramount that your subject line be intriguing enough to convince your readers to stop what they are doing and take a look inside.

One way to get this done is to create a swipe file of email subject lines that have convinced YOU to read the messages and then modify those subject lines for your own use.

Ex: I received an email that had the subject line of "This affiliate tip is almost too easy" that caught my attention and forced me to read the associated message.

This subject line could easily be used in a variety of different niches...

- This dieting tip is almost too easy
- This time management tip is almost too easy
- This marriage saving tip is almost too easy

4. **RESPOND.** When you have convinced your subscribers to open your email message and read its contents, the only remaining “task” is to get them to respond.

You want them to take action. Click a link. Go somewhere. Ultimately, spend money with you.

The only way you’ll be able to do this is follow a simple catch phrase I’ve been teaching for years: “useful, but incomplete”.

It simply means this: your messages must provide content that is useful to your subscribers (otherwise, they’ll unsubscribe faster than you can say “oops!”), but is also “incomplete” in that there is some additional offer that could enhance or maximize that content.

Ex: You might write an article that shares “7 Ways to Profit With Autoresponders” to send to your list. That’s “useful” information to those who are interested in that particular topic. It’s also “incomplete” because they need an autoresponder service to put the information into action. That’s your cue to promote your recommended autoresponder service.

See how it works?

If you want to pad your wallet with profits by using email lists, this is how you do it:

Get people to do these four things

- Request
- Receive
- Read
- Respond

This is a system that has never failed, will never fail.

I’ve used it. Others have used it.

Now, it’s your turn to use it.

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## How to Generate As Much Free Traffic As Your Server Can Stand

There's no question that THE best web site traffic is the traffic that OTHER PEOPLE send you.

When affiliates and joint venture partners send their best subscribers and customers to your site, it's as good as it gets. (It's free, it's targeted and it's effortless!)

I've actually witnessed first-hand a server getting so much traffic that it forced the site to temporarily shut down!

So, getting others to send their visitors to your site should be a top priority on your internet marketing agenda.

The question is: "where can these affiliates and partners be found?"

Short answer: Google.com.

I've found Google.com to be the best free research tool on the planet for finding new affiliates and JV partners.

There are (at least) seven ways to search Google's massive database for potential partners:

1. **POPULAR PRODUCTS.** Conduct a search for the title of your competitors' products to see which sites are actively promoting those products. Those who are already promoting similar products are likely candidates to promote yours.

(And, they are obviously already familiar with affiliate marketing – especially important in "niches".)

Ex: If your product is about "niche marketing" do a search for "Nicheology".

2. **ARTICLE TITLES.** Conduct a search for the title of articles related to your product. Identify which sites are currently showcasing those articles and see if they will load your article to their site as well. (Note: You can find article titles at popular article directories such as GoArticles.com)

Ex: If you've got an article related to free traffic, do a search for "How to Sell 300% More Of Your Product in 72 Hours Than You Did All Month". (Use quotations)

3. **ACCESSORIES.** Conduct a search for items that are related to your offer, but not identical to your offer.

Ex. If your product is about "web site templates", do a search for "hosting" or "salesletters".

4. **ADVERTISING.** Conduct a search for terms that are related to your product and then look for those who are currently advertising using Google's Adwords®. (The tiny ads in the right margin of the browser window). These will be more experienced marketers and more likely to be open to a joint venture proposal.

Ex. If your product is related to "dieting", then search for "diet", "diet program", "weight loss", "exercise", "lose weight", etc.

5. **AUTHORS AND EXPERTS.** Conduct a search for the names of well known authors and experts within your field of interest.

You'll likely find NUMEROUS sites mentioning that expert ranging from promoting their products to posting their articles to making comments about their influence. Look specifically for those who are using affiliate links.

Ex. If your product is related to "internet marketing" then search for "Jimmy D. Brown".

6. **URLs.** Conduct a search for a word or phrase related to your topic of interest in the URL of the sites listed in Google's database. You can do this by using the search string, "inurl". I.E. Inurl:"travel discounts". This will return a listing of all indexed URL listings that contain that phrase.

Ex. If your product is about "rose gardening" do a search for inurl:"rose gardening".

7. **TIPS AND ARTICLES.** Conduct a search for a combination of a word or phrase related to your topic of interest, along with the words "tips" and "articles". I.E. "marketing tips", "time management articles".

Ex. If your product is about "UFOs" do a search for "UFO articles".

Finding affiliates and joint venture partners is a MUST for anyone wanting to drive massive amounts of traffic to their site.

And using Google.com's search features makes it easier than ever.

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Jimmy D. Brown is the owner of the "List And Traffic" membership site, teaching thousands of internet business owners specific things they can do every week to multiply profits. For video training, weekly updated content and printable checklist "systems" for growing your business, drop by [ListAndTraffic.com](http://ListAndTraffic.com)

