

SPECIAL REPORT

This is a complimentary, free report that is intended to give you a clear and concise snapshot of the **7 Tools To Success**.

These online business tools are proven techniques, strategies and software that will guide you as you:

- ⇒ **START an online business**
- ⇒ **BUILD an online business, and**
- ⇒ **MANAGE an online business**

These tools represent the basic “building blocks” of any online business. They always have and always will be, the “necessary elements” in establishing an online business foundation.

All too often I talk to people and meet folks around the world who tell me the same thing.... ***“there’s just so much out there and I don’t know where to start...”***.

And if and when they do finally get started, they find themselves overwhelmed with all of the distractions and “new ideas” and “new promises” they are bombarded with via email, online ads, etc. Before they know it, they have canned business plan number 2,443, and are STARTING OVER AGAIN!

If you LEARN ONE THING from me, from this Special Report, PLEASE let it be that FOCUS is the #1 Tool To Success.

That’s right! Focusing on a single business plan, a single, solid set of strategies, using a proven set of tools and techniques, day in and day out, for the long-term IS THE “MAGIC” KEY TO SUCCESS!

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Introduction

Do you often WONDER.....WHY?....*“why in the world do I work so hard to create an online business, yet NEVER get anywhere and certainly NEVER make any money?”*

**Do you want to hear the
BRUTAL, HONEST TRUTH?**

It's because you have not YET, (until right now) discovered the **POWER** of an online business building blueprint.

The SECRET is NOT in the next “new something”. It's not in the “next new strategy”, it's not even available to you “straight from the horses mouth” of the Internet industries leading money-makers.....it's right here, right now, and it's **UP TO YOU TO FOCUS!**

It's really quite simple. What the “big dogs” know is **NO SECRET**. What the “big dogs” know **HOW TO DO**, is focus. Focus on a solid, consistent set of business building tools, techniques and strategies, that **PROVE** profitable, each and every time they use them. They **KNOW HOW** to put these basic business building elements into place, quickly, effectively and they KNOW that each and every time they do.....they make money! **It's as easy as that.**

**DISTRACTIONS and chasing empty promises
ARE NOT HOW to make money**

**FOCUSING and staying TRUE to the proven and profitable
7 Tools To Success IS HOW TO MAKE MONEY....and lot's of it!**

TOOL #1 – A SHOVEL

*You will need a strong, reliable and faithful shovel to dig into the marketplace and uncover the **NICHE MARKET** that will be the pillar of your success.*

Locating and Defining Your Niche Market

Think HOT marketplace not hot products, and you will have greater, long-lasting success.

It's not enough to have a HOT product, any product, no matter how SOLD you or others are on it, if the marketplace doesn't want or need it!

You must first determine;

- ⇒ WHAT the marketplace is searching for most often
- ⇒ WHAT the competition is paying for those searches, and
- ⇒ WHAT will yield you the highest return for the least cost

When Pigs FLY, You Say?

NOT when you know which software tools to use and how to use them.

NOT when you know **EXACTLY** how to pinpoint the answer to these questions and more.

NOT when you learn, step-by-step, with video demonstration and real life examples **WHERE, HOW and WHY!**

The Formula

The standard formula for finding a viable and profitable niche market is:

Average Search Volume versus Advertiser Competition

Determine how many people are searching for the keywords or keyphrases that best describe your product (Search Volume).

Pinpoint keywords/phrases that have HIGH search volume totals.

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Identify what others, your competitors, are paying for those keywords/phrases (Advertiser Competition).

The combination you are “**digging**” for is:

HIGH Average Search Volume and LOW Advertiser Competition.

Knowing what people want, by knowing how often they are searching for it on the Internet, via search engines, is **The Tool**, the steady-fast proven way to deliver a product that will sell. It’s the pillar that ALL successful online businesses are built on and prosper from.

In the 7 Tools Workshop we’ll introduce the BEST SHOVELS (tools) and then show you, via video, exactly how to use them, how to analyze the information and how to maximize your results. We will show you the “tried and true” methods, tools, steps and actions EVERY successful online entrepreneur knows and uses. You will be able to walk away from this lesson KNOWING HOW to pinpoint a profitable niche market even in the most competitive of industries. You can start now by checking out this tool: GoogleNicheFinder.com

TOOL #2 – A Flashlight

You will need a well-charged, bright and shiny flashlight to look for, and shine the light on, THE PRODUCT that will serve your niche marketplace.

Defining a Product – Which product(s) will generate the largest profit with the least amount of effort?

Now that you know, by having used your Shovel -- Tool #1 what the marketplace is searching for, you're ready to put a product in place that they will be inspired to buy.

Downloadable, electronic, informational products are the products that will generate the largest profit with the least amount of effort!

WHY?

- ⇒ **They can be instantly delivered.** You can satisfy the marketplaces need for "instant gratification" easily and very affordably.
- ⇒ **Easy to create.** You can create your own informational, downloadable product in a matter of hours, and we'll show you many ways to do this even if you're brand new to the Internet.
- ⇒ **No inventory.** You will not have to fill your garage, your spare bedroom, your trunk or even your in-laws spare bedroom with boxes and products! One file, on your computer, and you have everything you need to fulfill 1 order or 10,000 orders!
- ⇒ **You can make sales without even being there!** Perhaps the most attractive aspect of selling informational products is that your customers can download them anytime of the day, from anywhere in the world, and you can be doing anything you like; fishing, sleeping, traveling, spending time with family, friends, or just doing nothing! They make the purchase, send you the money, get their product, and everyone is happy!

WHAT?

The types of electronic products you will want to consider are:

- ⇒ An e-Book (electronic book) that they can download and read right on their computer.
- ⇒ Software that can be downloaded and installed immediately following their online payment.

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- ⇒ An audio recording of maybe a live event, or an interview, or even an audio version of an e-Book or training course or manual.
- ⇒ A video recording along the same lines as an audio.
- ⇒ And you may also want to consider selling subscriptions or memberships to sites or to information.

There are many different types of downloadable products to choose from and you may even want to consider mixing a few together to create an electronic "Bundle Package".

The great part is, once you invest the initial "time and effort" in putting these products in place, you'll never have to do it again. You'll plug the product into your order processing system, and it will run on auto-pilot for as long as you wish!

WHAT IF I DON'T HAVE A PRODUCT?

Never an issue in today's online marketplace! You can easily and effectively create your own product(s), or you can agree to market and sell someone else's product, as an affiliate, and receive a percentage of all the sales you generate.

When we talk about creating an informational, electronic, downloadable product, it's NOTHING like the days of manufacturing and inventories. As we mentioned earlier, you create 1 or 2 files, save them and store them on your computer, and your warehouse is STOCKED and ready to sell, sell, sell!

There are many ways to create your own products, and it's not as hard as you may think, or once thought. There are many tools and resources you can explore that will aid you in the creation and distribution of your own products.

You may also want to consider finding a product that has already been created and selling it for a commission. This is referred to as affiliate marketing, and in many ways, can be a very attractive and effective way to fill the need within your niche market.

There are a number of online "marketplaces" you can visit, for example Clickbank.com, where you can browse through hundreds of different products that you are invited to market and sell as an affiliate.

The great thing about affiliate marketing is you get the product, the bonuses, generally the sales page, and sometimes even more marketing collateral such as capture pages, images, ebook covers, auto-responder messages, banners, etc.

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Just think of the TIME and EFFORT that kind of all inclusive affiliate package can save you!

I have helped many people, of all ages, from all different backgrounds, from little to no Internet experience, quickly and effectively identify their product needs and put that product into the marketplace, easily, quickly and profitably.

Again, there is no “magic” to it, but rather a simple, basic set of steps, combined with a standard set of considerations when choosing an existing product, and then implementing. It’s time to DO what the “big dogs” do, and stop overcomplicating and dragging the process out.

In the 7 Tools Workshop we'll walk you step-by-step through the process of creating your first electronic product package. We'll introduce you to the tools and resources that will in essence, do the work for you. We also explore affiliate marketing; what to look for in a profitable product, how to negotiate your commissions and how to introduce the product into the marketplace to generate sales.

TOOL #3 – A TOOL-BELT

You will need a well-supplied tool-belt complete with the standard tools to PACKAGE, PITCH and DISPLAY your product for sale and distribution.

Package, Pitch and Display – You'll want to package your new product in a way that appeals to your audience, pitch the benefits and value to them and display both on a website or blog for easy, instant, 24/7 access.

Product Packaging

Even though we are talking about informational, downloadable products, there is still "**packaging**" to be considered. Remember, perception is everything in sales, and particularly when you're potential customers are "shopping" for an electronic, downloadable product. It's intangible, so it's up to you to give it a "face".

A graphical representation of your product is a MUST HAVE! It will give your product it's image and it will give your customers a visual sense of value.

Product Pitch

What's in a product name, if you're not Nike, Revlon or Microsoft, right?

The **ONLY communication** you'll have with your customer, and first chance, which could be your last chance, to "pitch" them on the benefits and value of your product is your Sales Page.

Maybe the most critical piece of the entire process, but certainly not the most difficult when you know **HOW to design an effective sales letter** and WHAT tools and resources to effectively utilize!

Your sales page will be your "**STAR salesperson**", so it must convey everything the customer needs and wants to know. You can choose to convey that information via text, audio, video or with images.

The sales letter must educate, inform and inspire your customers. You want to compel them to take action and buy, without hesitation.

Once you know the elements of a successful sales page, how to put them in place, and where to go if you need help, it's a step that is worth every minute of effort because it will pay off for months and months to come.

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Product Display

So you've come to the place, in 3 relatively simple and basic steps, where you need to create your online storefront. You need a place to display your sales page, capture names and emails, and distribute your products from.

You'll first need a domain name, then a [hosting account](#), then a website.

If you want to keep it really simple, at least in the beginning phases of your online business plan, you may want to consider a simple 3-page website consisting of:

- ⇒ A capture/squeeze page
- ⇒ A sales page
- ⇒ A thank you page with download instructions

You can expect to pay \$150 to \$300 for a 3-page site, and the variance will depend on if you require the sales copy included, or not.

And as much as this may "go against the grain" of what you've heard or seen before, it's going to be maybe one of the most **IMPORTANT** tips of your entire **7 Tools To Success** experience.....

LESS IS MORE!

I can't emphasize this enough. The "less" you provide in terms of distractions for your visitors, prospective buyers, the higher your conversion rates will be... no exceptions!

Flashy, animated, colors that are hard on the eyes, too many colors, too many different fonts, etc., etc., etc., **will NOT SERVE YOU** well.

What you DO want to create is a very clean, professional, easy to read, easy to navigate experience for your site visitors. A site that will keep your prospects focused on your message and drive them through the sales process via that STAR SALESPERSON and sales message you created via your sales page, where they will then be compelled to take action by clicking the "buy now" button!

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Your one and only goal is to **keep their attention on YOUR product**, on **THEIR BENEFITS** to buying what you are offering, and **HOW** they do that. It's not profitable to try and WOW them with your artistic talents or make them so dizzy they can't even think straight.

Package, Pitch and **Display** are 3 very important elements to your online success, yet 3 very basic steps you can address and accomplish with ease and confidence when you keep it simple and implement the right tools and resources.

The "big dogs" do packaging, pitching, and displaying, over and over again without even blinking an eye. They don't allow distractions, or challenges to stop them from putting the basic online success tools into motion, each and every time they launch a new product. You can too, with a little help, a little practice and by allowing yourself to also have a little fun!

In the 7 Tools Workshop we direct you to the specific tools and resources to get you packaged, pitched and displayed, as quickly and as efficiently as possible. We'll guide you, step-by-step through the processes so you'll NEVER wonder "how?" or "where?" or "why?" again!

TOOL #4 – HARD HAT & TRAFFIC VEST

You will be the “traffic controller” --- monitoring and directing the flow of traffic into your sales funnel through to the point of sales.

Traffic AND Conversion

Traffic: *The amount of visitors and visits a Web site receives.*

Conversion: *The percentage of unique visitors who take a desired action upon visiting the website.*

Web Site Traffic x Conversion = Results

You can't have Conversion, without traffic.

**But you can certainly have lots and lots of traffic,
with little to no conversion.**

**The KEY is to develop, drive and sustain targeted traffic
to support an average to above-average conversion rate.**

How to DRIVE Traffic to your site

Let's recap:

You've narrowed down your target audience to a niche market..... **CHECK!**

You've now have a product that will serve your niche market..... **CHECK!**

You've packaged, pitched and are now displaying your product..... **CHECK!**

**It's time to “open the doors”, as they say, and start driving traffic to
your store!**

There's two ways to drive traffic to your new online business:

- 1. Paid Traffic Generation**
- 2. Earned Traffic Generation**

Notice I did NOT say paid versus “free”!

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There is no such thing as FREE traffic! Shall I repeat that....**no such thing as FREE traffic!**

There **IS** traffic that you won't have to pay cash for, but you WILL have to exchange time for. And I don't know about you....but my time is valuable.

An effective approach to traffic generation is a combination of BOTH Paid and Earned traffic strategies.

Paid traffic should always be effectively implemented first, as it will yield you the quickest results.

And earned traffic should also be immediately implemented once your site goes live.

HOW, WHERE, WHAT, etc...

The quickest way to implement paid traffic is via PPC (Pay Per Click) Advertising. With PPC you can literally have your new site being advertised on at least 2 of the major search engines within minutes of setting up your account. Which means you will have traffic within hours, if not minutes.

Once you have your PPC campaign up and running, you will be free to focus on your "earned traffic" strategies.

There are many different elements to establishing and driving earned traffic to your online business. One of the most effective ways to start with is **Syndication.**

Syndicating means submitting your material (text, audio, or video) to appropriate online directories and sites that will promote your material for you. Material that will then be read and even downloaded by others for use on their own sites, or as an "add-on" to their own package of information. This material is most often "credited" back to you and those credits (including your name, email and website address) must remain intact in order to be reused.

And this is just one way in which to earn traffic. There are many things you can learn how to do in the background to optimize your site, to promote your site and to earn even more traffic from many different channels.

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Here is a short-list of what we cover in the 7 Tools Workshop:

- ⇒ Video
- ⇒ Social Networking
- ⇒ Blogging
- ⇒ Articles
- ⇒ How to Select a Domain Name
- ⇒ Email Signature Marketing
- ⇒ And much more!

And here are 2 sites you can start using right away to begin “earning” traffic tomorrow:

[ArticleMarketer.com](#) – A completely automated free article distribution service for authors and blogging experts. Submit an article and see how article marketing works.

[TubeMogul.com](#) – A free service that provides a single point for submitting videos to the top video sharing sites, and powerful analytics on who, what, and how videos are being viewed.

Traffic generation is absolutely an area where many online business “newbies” fall victim to confusion, distraction and frustration. It does NOT have to be complicated, and with our help, you will be able to develop a very solid, effective, and profitable online traffic generation strategy for your business that you can then use over and over again, just like the “big dogs” do!

Although syndicating all forms of your marketing material is important, we have experienced extreme success with video syndication. We have an entire section of our 7 Tools Workshop dedicated to showing you EXACTLY, step-by-step how to create, how to publish, how to promote and how to profit from video syndication. I’ve taught grannies and pappies, as well as complete Internet “newbies” how to easily and effectively use video in their online marketing campaigns to drive targeted traffic and generate sales! I can SHOWYOU TOO!

TOOL #5 – CHISEL AND VACUUM

A strong chisel to carve out free bonus material and a sturdy vacuum to capture and store

Bonuses and Auto-Responder System

Up until now, we've focused solely on selling a "product". Everything we've put into place, so far, has been with the intention of SELLING. The traffic we are driving to the sales page is with the goal of SELLING.

However, statistics tell us that only a small percentage of those visiting our site, or sales page, will actually purchase the first time they visit. EVEN when it's targeted traffic. It's just the way it is.

And EVEN IF 98% of your site visitors leave without buying the first time they visit, which means 2% DO purchase your product, that's great....but we can maximize and optimize those 98% effectively and efficiently.

Here's the picture:

- ❖ I have a brick and mortar business...let's say gift cards.
- ❖ 100 customers walk through my door today.
- ❖ 98 of them leave, without buying anything.
- ❖ 2 of them buy something, at which time I collect their name, address, phone and email address for my mailing list.

How many of the 98 that left do I have a chance to EVER communicate with again? ZERO. They came, they left, and now it's COMPLETELY up to them if they will ever return to my gift card store again, or not. I have no way of inviting them back, offering them anything of value, promoting new products, etc.

IF I had captured the contact information for those 98, and had communicated with them regularly by mail or email or even phone, how many do you think would come back to my store, and make purchases later on? And if I could communicate with them via email, at no cost, over and over again, how many more sales would I generate, over and over again, and how many loyal, regular customers would I gain, and how many referrals would they generate, and on and on. You can see how this applies offline, as well as online.

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NOW...let's make this process at least 30% more effective!

If we simply ASK those 98 folks for their contact information, a large percentage would decline. For whatever reasons, doesn't matter.

But, IF we offer them something of value, in return for their contact information.....**SHAZAM!** Now, there is a much higher response rate, we immediately begin to gain their trust and build our credibility, and they have now become a

"targeted-subscribed-warm market-prospect"!

And the percentage that would decline, DECREASES, and the percentage that is happy to participate and receive their valuable FREE GIFT in return for their contact information, INCREASES!

And NOW, you can communicate with MORE than just the 2% that purchased on their first visit and you WILL experience higher conversions and more sales!

And that my friends, is one of the most basic Internet business strategies....

Free Bonus + Name/Email Subscription = SUCCESS

FREE Bonuses

You might be asking yourself...."what will I offer for FREE, of value?". And it may not be immediately obvious.

But once you consider the many different ways you can easily create FREE material, you'll be amazed! Your "free bonus material" inventory will skyrocket!

Here's just a short-list of ideas:

- ❖ Offer Chapter 1 of an e-Book you are selling, FREE
- ❖ Offer a video or audio recording of a live Interview, FREE
- ❖ Offer a Tips and Tricks List specific to your industry, FREE
- ❖ Offer a 3-part Mini-Course, FREE
- ❖ Offer a companion document to go with your product, FREE
- ❖ Offer a discount on their next purchase, FREE
- ❖ With some thought and creativity, the list is limitless!

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Auto-responder

An auto-responder is an online, automated email marketing management system. Phew! It sounds FAR MORE complicated than it is....trust me!

You begin by using an auto-responder service. Some hosting companies provide it as part of their hosting packages, and there are a number of commonly used services available for under \$20/month, like [GetResponse.com](#) or [aWeber.com](#)

WARNING: Based on personal experience, please be CAREFUL when considering any FREE Autoresponder Systems. Some of them will “borrow” your list of subscribers and use those emails to market other products and services.

First you will create a form that you will place on either your site, your blog, or on a capture/squeeze page. Visitors will fill out that form and submit it, and their contact information goes into your auto-responder system, automatically. Now you are creating a database of prospects.

Next you will create and load a number of email messages that will be automatically sent out and you also define WHEN they get sent, i.e., immediately upon registration they get a welcome, then 3 days later they get another email, then 5 days later, then every 4 days, etc. The first message will ALWAYS provide a link for them to download their FREE Gift.

The beauty is, once you create the emails and load them into your auto-responder they are sent automatically, like clockwork!

“The Fortunes in the Follow-Up”

You can also use what is referred to as a “Broadcast”, at any time, to communicate “on-the-spot” with your subscribers. Say you have a special, important message that would be of value to your audience, and you want to get it out right away. You create a broadcast message within your auto-responder system and then have the option of sending it to everyone, or just select lists, at the push of a button.

Pretty cool, eh?

So you have an inventory of Free Gifts, and an automated email marketing system in place, and NOW, you can begin building a list of potential customers, communicating with them on a regular basis, building their trust, establishing your credibility and nurturing the relationship. THIS is where you will see your highest conversions and long-term success....as I always say....“Database is King!”

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There are so many different ways to generate free bonus material, it can become an "addiction" in and of itself. In our 7 Tools Workshop we explore many strategies in-depth and you are guaranteed to walk away with more than enough ideas and solutions. And if an auto-responder system strikes fear or anxiety in you, not to worry, it's very simple once we show you, step-by-step, how to set it up, how to effectively load it with what you need, and how to set it on auto-pilot for maximum results!

TOOL #6 – A SALES TEAM

A Sales Page is critical, Free Bonuses and an Auto-Responder are necessary, but what if ON TOP OF THAT, you could generate lots and lots of sales, with NO EFFORT, NO UP-FRONT COSTS and NO RISK?

Affiliate Program

Introducing the true “make-money-while-you-sleep” system that ALL online business owners NEED and WANT!

An affiliate is someone who will promote your product on the Internet and you only pay them when they make a sale. Meaning **no effort** on your part (the affiliate does all the marketing), **no up-front costs** to you (you only pay them out of the sales they produce) and **no risk** (they either sell, or they don't, you continue generating your own sales from your own efforts and site)

Even if you offered affiliates a 50% commission on each sale, you would generate the remaining 50% in profits. And IF you had a couple hundred, or even a thousand or more affiliates marketing your product, all over the Internet for you, every single dollar you earned would be **PURE PROFIT!**

All you need is a system that helps you run the affiliate program and track the sales. The good news is, there are very affordable, easy-to-use, and totally automated systems that do just that for you, and for the affiliates.

Setting up an affiliate program and managing it is one of the most EFFECTIVE ways to increase sales. Once set-up, it truly operates on auto-pilot, every minute of every day, and what you have virtually done is “cloned” yourself and your marketing campaign, many, many times over.

So instead of 1 YOU, and 1 SITE and 1 SALES CHANNEL, your product is NOW literally spread across the Internet landscape many times over.

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If you currently sell 10 products a week at \$47 each. Your current, individual effort yields you \$470 a week in sales.

But if you have 50 affiliates promoting your product for you and each of them sell just 3 more of your products per week, that's an additional, per week in sales of:

\$7,050

(50 affiliates x 3 sales = 150 sales x \$47 each)

And if you have agreed to pay those affiliates a 50% commission on each sale:

\$7,050 ÷ 50% = \$3,525

Your affiliate software then tells you, with the click of a button, that you need to pay \$3,525 in commissions.....

**That leaves you a whopping \$3,525 in PURE PROFIT!
PLUS
\$470/per week you are making from your direct efforts!**

**For a GRAND TOTAL of:
\$3,995/per week**

And as your marketing efforts expand (paid and earned traffic increases, subscription base grows, and more affiliates come on board regularly), so do your SALES!

OH! How many online businesses we've seen just FLOURISH and PROSPER from this one simple step, using this one automated strategy, putting the right tools and resources into motion. In our 7 Tools Workshop we show you the step-by-step process, give you even more tips and techniques to charge your affiliate program even further, and how to attract some of the BIGGEST affiliate marketers out there today! You simply CANNOT afford NOT to take advantage of this type of marketing for one minute longer!

TOOL #7 – THINK FUN!

It's PARTY TIME!

Make Your Product Launch An Event---A Party!

Well, we have covered an awful lot of ground in the previous 6 sections of this Special Free Report. You now know the 6 truly foundational keys to the success of any online business, hopefully, YOUR OWN online business!

You are now privy to the basic online business building tools, techniques and strategies that every single successful online marketer knows and uses, faithfully with success.

And we've also given you the opportunity, should you need to, or want to, take each of these tools to the next level by participating in our **7 Tools Workshop**. **This workshop is a step-by-step tutorial of each tool discussed above, that will leave you with NO QUESTIONS, NO DISTRACTIONS, and NO EXCUSES!**

But there is one more thing I want to discuss with you before I close out for now, and this is something that ALL the major online marketers are VERY familiar with, yet far too many new online business owners have yet to realize the POWER OF.....

CREATING AN EVENT and STAGING A PARTY around the launch of your new product!

Have you noticed when one of the really "big dogs" (the Jeff Walkers, the Howie Schwartz, Jeff Mills, etc.) of the Internet Marketing world are launching a new product or service how they generate a buzz and build up that is hard to ignore!?

This marketing strategy is not only for the "big dogs"! Not if you want to duplicate and generate the types of results I know you desire!

Let me explain further. Imagine yourself going through the 6 business building strategies listed above, as is.

- You find a niche market with a high search volume (meaning lots of folks are searching for a solution relative to that keyword/phrase) and a low advertising competition (meaning you pay less to hit your target market).

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- You've created or found a product to market.
- You've packaged the product, created a sales page for the product, and created a site to display and distribute the product from.
- Traffic is being generated via paid and earned strategies, and you are converting those visitors into customers at an average rate.
- You have great free bonuses to offer and you are building your prospect list via your automated auto-responder system.
- And finally, you have a handful of affiliates on board who are making a decent amount of sales.

NOW, IMAGINE THIS "EVENT".....

You have done all of the above and instead of "settling" for a 2-dimensional marketing approach, and average results, you choose to take it to the next level!

- You create a video, specific to your product. How to use it, what it looks like, a demonstration, live testimonials, etc.
 - And in that video you introduce HOW and WHERE they can go to buy the product you are referring to. And you tell them, this is a LIMITED TIME OFFER, as this is a pre-public launch, at a pre-launch price, and this SPECIAL OFFER WILL EXPIRE...so ACT NOW and SAVE MONEY!
 - And you launch that video on dozens of different video directory sites for hundreds and thousands of people to view and share with others.
- Or let's say you do an interview with an expert in the area of your niche market. Be it video or audio, you syndicate it across the Internet world where hundreds and thousands of viewers will see it or listen to it and share it.
- Or let's say you setup and execute a 30 minute teleseminar that will be FREE and they will get a Bonus when they register for the event, and a special bonus for participating and you upsell them at the end of the seminar on your product, driving them right to your sales page.
- Or, you have a holiday special, or a "thank you" for being a loyal subscriber special, or you just got a new haircut and you FEEL GREAT special.

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Pre-promoting a product, via an event, and designing the event around your product, is EXACTLY what the hugely, crazy successful online marketers do, day in and day out...week after week, month after month, with each and every new product or service they launch.

And YES, they do have subscriber lists that make your head spin, and YES they do have thousands and thousands of affiliates standing in the wings ready to POUNCE on each and every new product launch.

HOWEVER, it's all relative. Jeff Walker, creator of the Product Launch Formula and Product Launch Formula 2 started with a list of 17 people; 1 was himself and 1 was his father-in-law. **He generated over \$7,000 with his first product launch. He made an event of it!**

The more creative, the more willing you are to think outside the box, and become multi-dimensional in marketing and promotion, the greater your results will be whether you have a list of 10 subscribers or 10,000!

When you adopt these types of marketing strategies, by watching closely what the successful are doing, and duplicate and follow their lead, **YOU SET YOURSELF APART from your competition. YOU GET RESULTS!**

So whatever your niche, whatever your product, no matter how big, or how small your current business or list, think about how you can create an EVENT that will get attention and create excitement.

Here's a short-list of ideas and strategies to consider:

- **Limited Time Offer** – this product and/or this price only available until ?????, or until supplies last.
- **Teleseminar** – one of the most powerful ways to “pre-sell” any and all products and services. Offer a free bonus for registering, a free prize drawing during the teleseminar. Q&A's work great, or guest appearances of industry experts, or up and coming industry leaders and then do a sales pitch at the end to drive them to your sales page.
- **Video or Audio Interview** – exclusive interview available ONLY through you, which is relative to your product and upsells and drives them to the point of purchase.
- **Special Discount** – you can offer this anytime, for any reason. Folks LOVE to save money. There's one called the 4-Day Cash Flow that consistently

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generates business owners significant sales and revenue in 4 short days. That's called CASH FLOW...and it's a GREAT THING!

- **Press Releases** – don't ignore what you may think of as "offline" marketing techniques. There are a dozen or more free press release sites where you can submit a pre-launch release as well as a launch release.
- **Create a Quiz** – create a quiz that people can take and get scored on and offer a SPECIAL bonus to those who score ?? and above. People LOVE to compete against one another and it grabs their attention.
 - ***SPECIAL TIP: Quizzes and Surveys are a GREAT tool to use to gather Q&A's you can later document for your site or for bonus material, AND they help you identify potential "objections" to your product and/or price. USE them effectively and they can yield results in many different ways!***

And this is just a short-list. I know there are many creative minds out there and that many of you will soon be crafting your own "events" and experiencing a new level of success.

What You Now Know

7 Tools To Success is a Special Report designed to introduce you to the 7 most basic, foundational online business building tools, techniques and resources.

It's my goal that this will be your tremendous "ah-ha" moment where you will begin to understand the power of focusing your attention and efforts in a direction that will lead you and your business to the success and abundance you desire.

Here's a recap of what you **Now Know** and can begin using today, for months and years to come:

- **FOCUS is the #1 Tool to Success.** Keeping your eye on the "prize" is a great thing, but letting your eyes, ears and mind "wander" will keep you from that prize. Staying focused on the basic building blocks and creating a solid foundation is KEY to your success!

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- **HOW to think “HOT” Niche Market** and not “Hot Product”. How to uncover what the marketplace is asking for, searching for, in need of and wants. In this way, you will maximize your efforts and your sales!
- **FINDING or CREATING a product** that will generate the largest profit with the least amount of effort. You’ve discovered the “information age” and what types of digital, downloadable, easy to create products you can choose from and distribute for ZERO dollars, over and over again.
- **HOW to Package, Pitch and Display** your product. What is required and how to go about presenting your new product to your niche market.
- **TRAFFIC and CONVERSION**; what they are; what they mean, and how to use them to YOUR advantage. We discussed Paid versus Earned Traffic and I gave you some specific strategies when considering both.
- **HOW to increase your opt-in conversions** by at least 30% using Bonuses and an Autoresponder system.
- **A NO EFFORT, NO UP-FRONT COST and NO RISK** way to hire a sales force to market and sell products for you worldwide, day and night.
- And finally, **HOW to create an event and stage a party** around the launch of your new and solidly built online business. Make an affair out of it and draw attention to your offer in creative and fun ways.

**Shouldn't business be FUN?
Let's keep our eye on the road,
but let's have some FUN along the way!**

Gail Bottomley

7 Tools Workshop – “Amazing What You Can Do”
[CLICK HERE FOR MORE INFORMATION](#)