

The Internet Entrepreneur Club's

INTERNET PROFIT REPORT

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Your monthly Internet marketing update: insider tips — industry news — expert knowledge

Growing your business

Dear Club member:

Welcome to October's issue of the Internet Profit Report! This month we're concentrating on ways you can take your business to the next level by growing your capacity to make money.

Whatever stage your business is at, it's never too early to start thinking about how you can expand and add some revenue streams you might not have thought of before. After all, it's always about the bottom line, and we want to

make sure you're maximizing your opportunities!

Check out pages 2-5 for a great article on why you should already be automating your business, even if it doesn't seem like you need to right now. And if you're still not sure, flip to pages 6-7 to see how Ron Duckett of RecipeSecrets.net used this powerful growth strategy to increase his revenue into the hundreds of thousands a year.

We've also included our top 10 you

ideas for expanding your business reach, and a handy schedule of monthly website maintenance you can follow to make sure you're staying organized and on top of what you need to do to keep succeeding.

Finally, don't forget to check out the Club Call recording of conversions expert Tim Ash discussing testing and how to turn visitors into customers!

To your success,
The Internet Marketing Center Team

Understanding the Basics...

Growing your business

AUTOMATION

Automation is simply the process of taking a manual chore and automating it, so it frees up your time for other aspects of your business. A perfect example of this is setting up an email that is automatically sent to a customer when they have made a purchase, confirming the order. Software exists for automating a lot of different components of an online business.

REVENUE STREAMS

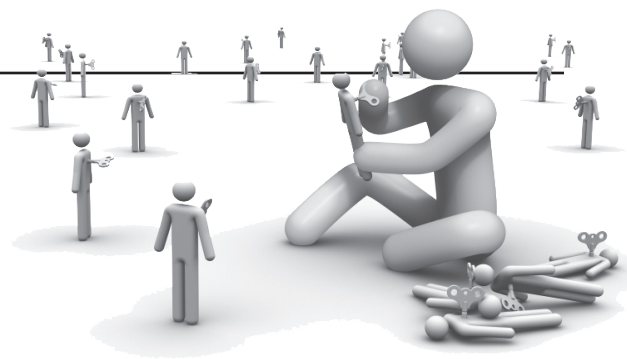
Your revenue stream is the channel by which you make actual sales on the Internet. If you sell an ebook, the sales

from this book would be your revenue stream. To *grow* your business you would look at ways of *adding* new revenue streams by developing, for example, another product to sell.

AUTORESPONDER

An autoresponder is an email tool designed to automatically respond to any incoming messages to a particular email address that you set up. You can set up autoresponders to fire off emails for any number of reasons, including keeping your customers updated, sending offers, and answering questions.

Automate your way to greater sales success



One of the first things you should do when you're looking at ways to grow your business, is think about what processes you can automate. After all, you'll never have time to devote to developing a new product or increasing your customer base if you're managing every aspect of your business by hand. So let's review how you can help things run a little more smoothly *without* it costing you more time and effort.

Automate your emails

Your business may be online, and you may *never* come into contact with a live person, but your customers still expect a level of service and communication that matches what they would get if they walked into a store at the mall.

Your communication with your customers is vitally important, but all it takes is one successful promotion, and suddenly you go from personally answering a handful of emails each day to drowning in hundreds of customer inquiries, questions, and requests. Before you know it, managing your email has become a full-time job!

But *automating* your email customer service does several things: it saves you valuable time, it stops you from losing customers because you couldn't respond quickly enough to their queries, and it helps you build relationships with the people who visit your website.

If you plan to grow your business, you can't afford to be spending your days chained to your computer, replying to email after email individually. You **need** to automate.

Autoresponders for queries

An autoresponder is an email you've set up to instantly reply to a particular customer need. Here is an example that illustrates exactly how autoresponders work...

A visitor arrives at your website and reads your salescopy. They're interested in your product, but they have a question that needs to be answered before they'll consider making a purchase. So they email you at **faq@example.com** (an email address you've set up for just this purpose).

Your experience answering customer questions has shown you there are 10 or 12 questions people ask over and over again. So rather than answering each person individually, you put together a "Frequently Asked Questions" (FAQ) email. You spend an hour or so writing it, making sure it's thorough and ultimately directs the reader back to your website to close the sale.

You then set up this FAQ email in an autoresponder, so when the visitor emails their question to **faq@example.com**, they are **automatically sent your FAQ email**. It's neat, clean, and simple. The email your visitor receives might read like this:

Subject: Answer to your question

Hi!

Thank you for your inquiry. Our experience has shown us that most people ask one of the following 10 questions, so we've sent you this informative email because we know that your time is valuable and we want to make sure that your question is answered as quickly as possible.

If you find that your question is not answered below, please do not hesitate to email us at **info@example.com**. We'll be happy to answer any further questions you may have.

Yours truly,
[Your name here]

* Answers to your 10 most frequently asked questions start here *

The visitor is impressed because...

- You anticipated their needs
- You replied instantly
- You answered their questions
- You made it easy for them to email you any further questions

... and this means that you look extremely professional. This instant reply also lends your business a measure of credibility because you've made it clear that your customers are your first priority and that you take your business very seriously.

Do you think this visitor will go back to your website to make their purchase? Chances are very good they will. In fact, the probability that you will close this sale is much higher than if you had forced this person to wait a week for a reply. Or hadn't answered at all.

That took almost no time at all. You wrote the email then used the autoresponder to automate your customer service. You now provide fast, high-quality customer service, while decreasing your workload, and only responding to unique questions or situations that need your personal touch. It'll take you just minutes each day to respond to customer inquiries instead of the hours it took before you got automated!

Autoresponders for just about anything!

Autoresponders are also a good way to keep in contact with a visitor to your website, since the more they think of you, the more likely they are to become a customer at some stage.

Think about it like this... a visitor arrives at your website and starts looking around. They notice that you offer a free article in exchange for entering their name and email address into your opt-in form. Since the article is valuable to them, they're happy to give you this information.

Once they've entered their information, they spend a few more minutes looking around your site and then leave. They have a clear interest in your product or service (they requested your article on the subject, right?), but they're just not ready to buy yet.

Here's where the autoresponder kicks

into gear. Without you ever having to lift a finger, an email is quickly sent to the visitor's inbox with your free article. They read it because they requested it and therefore already know it contains information that is of interest to them.

Without spending any of your own time on this at all, you have:

- Shown your expertise
- Established your credibility
- Developed a relationship with the visitor by providing valuable information
- And directed them back to your website to close the sale!

But it doesn't end there, because now you have the visitor's email address, so you can improve your chance of making more sales by setting up an autoresponder to send this potential customer a follow-up email, asking them if there is anything else you could help them with. Or even by sending them a special offer as a "thank you" for reading your article! The possibilities are endless.

You could offer autoresponders like...

- **instructions@example.com** — For customers who have purchased your product, service, software, etc, but need a bit of extra help using it. This simple email could answer commonly asked technical questions automatically!
- **report@example.com** — To give visitors to your site valuable information about your particular industry, and increase the chances that they'll view your website as a resource and return to it again and again.

- **info@example.com** — If you don't have time to reply to a customer's inquiry for a day or two, you can at least send them an email via autoresponder to let them know you've received their message and will be getting back to them in 48 hours.

An instant, professional reply like this ensures that your customers aren't sitting at their computers for hours, impatiently waiting for your answer.

- **confirmation@example.com** — To confirm you've received a customer's order or subscription to your newsletter.

By sending each new customer a confirmation of their order, you'll put their minds at ease. They'll know that you're a legitimate business owner who is going to follow through on your promises, not some scam artist who has just stolen their credit card information.

This is also a good way to remind your customers when they can expect their purchase to be delivered, reiterate what the charge to their credit card was, and provide any product tracking information they might need.

Set up an autoresponder for any of the common processes in your business that suck up your time. Just think how much effort this will save you!

How to set up your autoresponders

There are a number of different ways to set up your autoresponders, but it

basically comes down to three choices:

1. Your web host

If you are willing to commit to a long-term contract (i.e., one year or more), you can sometimes get a couple of autoresponders for free from your web host.

If you only need one or two autoresponders, this might be a good option; however, the reality is that if you're running a successful business, you're going to need more and more as time goes on.

Plus, you don't really want to depend on your web host for this service. If they go out of business or their servers go down for any reason, you can lose your entire autoresponder system.

2. Autoresponders with rotating ads

You can get "free" autoresponders if you are willing to let other companies advertise in your message. However, we don't recommend this. You can't control the ads that appear

in your emails, and these ads can really distract your reader from your sales message, making you appear unprofessional because it's obvious you're using a free service.

Free isn't always as good as it might sound at first.

3. Paid autoresponder services

The most flexible and powerful option is a paid autoresponder service. This can give you flexibility in deciding exactly what autoresponder plan is right for you without being forced to include advertisements in your message. You'll also have greater flexibility to customize your autoresponders than if you were to use a free autoresponder service.

The only real drawback is that you're charged a monthly fee, so you need to be certain you're getting real value for that money — make sure that whatever company you choose is doing actual work that saves you effort every month.

A good autoresponder choice for a

small business is a company called **iContact** (www.marketingtips.com/icontact). We've included some information about iContact at the bottom of this page.

Automate other processes

Getting your email automated (you can use this for email marketing campaigns, too) will most likely be your first priority, but really, any process that takes too much time for you to manage is a candidate for automation.

Have a look at your business and think about what might be a lot easier for you if you didn't have to do it manually. Then check out potential tools for making your life easier. A simple Google search should point you in the right direction, but remember to do your research and read other user reviews to make sure you're not paying for something that won't live up to expectations.

Some other business processes you might want to automate include (but aren't limited to):

- **Your subscribe and unsubscribe lists** — Once people start giving you their email addresses, you need to know your list is being managed properly, so, for example, someone isn't sent two emails if they accidentally sign up with you twice. There's no faster way to lose potential customers than hitting them with unnecessary emails.

And of course it's against the law to continue emailing someone who has requested to be removed from your subscriber list! A company like **iContact** can help you manage your list.

- **Content Distribution** — You can boost your search engine rankings by distributing articles, videos, and podcasts, etc, but it can be a time-consuming chore to submit your beautifully optimized item to a bunch of different websites.

Check out an automation tool our mentors recommend — **Unique Article Wizard** (www.uniquearticlewizard.com) — which helps you create unique versions of an article you have written, then submits them on your behalf.

Of course, there are plenty of other submission tools you can investigate, like **TubeMogul** (www.tubemogul.com) for distributing and analyzing videos. Run some Google searches to see what's out there.

Remember that even if some of them charge a small fee, it's *still* better than wasting hours and hours of your personal time trying to submit your content manually!

- **Your payment and ordering systems** — You may already have systems in place for taking your customers' orders, but if you're still getting them to email you with their details, then you're wasting time and probably missing out on a lot of sales opportunities.

You definitely need to get automated, so check out www.paypal.com and register for a **PayPal** account (and create a PayPal "Buy Now" button). It's free! You should also go to <http://checkout.google.com> and register for a Google Checkout account, and you

might want to investigate tools like www.1shoppingcart.com as well.

- **Your Affiliate program** — an affiliate program is a simple way to get other people promoting your products for you. It's low maintenance, too... *if* you automate it with affiliate tracking software right from the outset.

Check out **iDevDirect** (www.idevdirect.com) for reasonably priced affiliate tracking software that will take all the manual labour out of managing the sale of your products by third parties.

- **Testing and tracking** — Testing how your website content is performing and tracking keywords obviously requires an automated approach. Make sure you are signed up to receive **Google Analytics** reports (www.google.com/analytics). You might also want to have a look at paid tools, including Crazy Egg (<http://crazyegg.com>) and ClickTale (www.clicktale.com) for more detailed analysis.

- **Blog posting** — Check out the "future posts" feature in **WordPress** (www.wordpress.org). It allows you to write all your articles for the month in advance for your blog (or website) and they appear on the days you want them to. You can correlate this with your email service and have a notification email going out to your list to inform them you have a new article to read.

These are a few of the ways you can begin to automate your business, but

BeBiz

Did you know that business builder, BeBiz (www.bebiz.com), has automation tools built in? It takes care of your autoresponders and payment systems without you ever having to think about it... an excellent time saver!

new tools crop up all the time so keep an eye out for anything that could help.

Don't automate everything

After all this talk about making life easier for yourself with automation, it's worth mentioning that some things really *shouldn't* be automated. Social media marketing is a great example of this. You might think running a tool that posts on Twitter on your behalf will save you a lot of time, but it defeats the purpose of your social interaction, and you'll ultimately end up annoying other users and losing followers. People can spot a faker pretty quickly!

It's all about balance. Your life will be easier if you run a few autoresponders, but that doesn't give you blanket coverage. You *still* have to be available for the remaining 10% of people who need a more personal touch. And the same goes for all your processes.

Final thoughts

If you can install and use software, you can easily automate your business. Ideally, your goal should be to get automated from the start and then grow... but if you're already growing, don't keep putting this off! Automation is going to be critical to the success of your online business. ✕

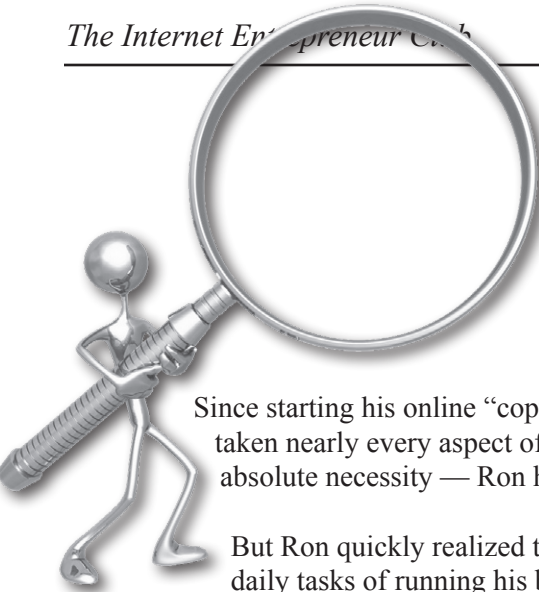
iContact

iContact allows you to schedule your response emails in advance... so it's simple to automate 90% of your customer service with completely customizable responders that are easy to set up and use.

And iContact has advanced personalization strategies that allow you to merge your customers' personal information into each message, so you can do things like

address your customers by name in the subject line of the email, include their city, favorite color, etc.

In fact, iContact's powerful features can automate all your email chores for you — deliver newsletters and manage subscribers, manage unlimited opt-in lists, deliver your electronic products, and more. Go to www.marketingtips.com/icontact for more information.



A real life example — how automation will grow your online business

Since starting his online “copycat” recipe-sharing community at www.RecipeSecrets.net, Ron Duckett has taken nearly every aspect of his business and put it on autopilot. In the beginning, automation was an absolute necessity — Ron had a busy 9-to-5 job and a young family that needed his attention.

But Ron quickly realized that the true secret to his success would be to spend less time on the mundane daily tasks of running his business, and more time on growing it. That’s why RecipeSecrets.net has consistently seen revenues of more than \$300,000 a year since 2006 — and ALSO why Ron was able to quit his job at the age of 32! The Internet Marketing Center spoke with Ron about how automation helped him grow his business in ways he never thought imaginable...

Q: Tell us about your online business

Ron: We are essentially in the publishing business. We’re a publisher of cookbooks, eBooks, online newsletters, blogs, and user generated content. We utilize the Internet as a vehicle for marketing and monetizing our content.

Our most successful website, RecipeSecrets.net was established in 2003 and has become a popular cooking community with over 40,000 forum members and 115,000 newsletter subscribers.

What makes RecipeSecrets.net unique is it’s a place where home cooks can discover and share popular restaurant recipes (Olive Garden, Cheesecake Factory, TGI Friday’s, etc). Our members test these “secret recipes” at home and provide feedback.

Q: Tell us about how you got started on the Internet?

Ron: I was actually introduced to Internet marketing in late 2000 by a former classmate while studying for my MBA at Baruch College in New York. He had graduated and got a job working for a company that did

email marketing for AT&T and other companies promoting cell phones.

I remember being blown away by the concept of making money on the Internet just by sending emails to promote a website that can take orders from anyone in the world. Even though I was a fresh-faced newbie who didn’t have a clue about Internet marketing, I was energized.

I was hungry. I felt like for the first time I knew what I wanted to do in life and I was determined to make this work no matter what.

I stumbled upon the idea for RecipeSecrets.net from an ad I saw promoting the resale rights to 20 “secret restaurant recipes” in print through the mail. I had a lightbulb moment and thought this would make a great eBook to put on the affiliate network ClickBank.

At the time there were no other programs like this on ClickBank and I thought affiliates might be interested in promoting it.

I put up the sales page through ClickBank and began contacting other cooking-related sites to promote it.

And before I knew it, I was making sales. More and more affiliates started to catch on. The traffic was increasing. Visitors were subscribing to the site. It was actually working!

I dropped everything else I was working on at the time and spent all my free time trying to improve the site and maximize the value of the traffic I was getting.

Today, what was once a little mini-site promoting an eBook has become a business with five self-published cookbooks, an active community, a popular blog, a responsive weekly newsletter, an online store, and several successful spin-off sites with related themes.

Q: How long did it take for RecipeSecrets.net to start making a profit?

Ron: RecipeSecrets.net started making a profit in its second month. Being that I didn’t initially spend much, it sure didn’t take much for it to be profitable!

The site really started to generate significant profits after about six months... and that’s when I knew that I was onto something huge!

Q: How many hours do you spend running or growing your business?

Ron: I don’t spend much time at all **running** the day-to-day operations of the business. We don’t store or manage any inventory — our fulfillment company handles that for us.

The majority of my time is spent on marketing and **growing** the business. I would say I spend five hours a week running the business and maybe 15 hours growing it. The business pretty much runs on autopilot. I outsource many of the mundane tasks to freelancers.

Q: So outsourcing tasks has saved you effort in the long run?

Ron: Over the years I’ve become an expert at managing my time and running an efficient business. I make it a point not to start new functions that can’t be automated or outsourced and require a significant time commitment.

Outsourcing has DEFINITELY been one of the keys to my success — after all, why should I spend hours doing it when I can pay someone a little bit of cash to get it done in minutes?

Time is money... that’s something a lot of people forget when they’re getting started online. Just because you’re paying *yourself* doesn’t mean that you don’t value your own hours!

Q: What software products have you actually used to automate your site?

Ron: Quite a few, actually, partly because of the structure of my business. It suits automation PERFECTLY.

- **PHPFox** for my social network site
- **VBulletin** for forum content
- **Big Oven** and **Living Cookbook** recipe management software
- **Camtasia** for creating videos
- I use **Wordpress** to create blogs
- **Google Alerts** to spy on competition

I honestly would not be able to run my business without these software products. I couldn’t tell you how much time they’ve saved me because everything they do is essential to how I run my website!

Q: What advice do you have for beginners who are interested in selling over the Web?

Ron: Get in the game. *Do something!* Take action. Your really *profitable* home run idea often comes after you’ve already tried out a few other things first.

There is a learning curve — this is **not** get rich quick. Finding a successful person to emulate will reduce your learning curve dramatically.

Don’t give up. It will happen for you if you stick with it, keep learning, and keep taking action. I’m not just saying that. It’s not a question of *if...* but *when.*

Applying Ron’s automation strategy

Many people just starting out with online businesses end up spending hours at their computers answering emails and working through time-burning customer service tasks when they could better use that time figuring out how to take their businesses to the next level!

Ron is a huge proponent of finding effective tools that take the crunch out of daily tasks and free up time for thinking about the future — not to mention spending time with your family and friends!

He also outsources important tasks to experts who can make short work of them... rather than the hours it might take him to figure them out!

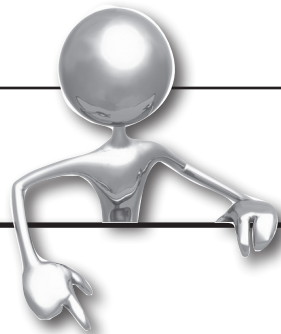
There are very few online entrepreneurs who are going to be pros at every task they need done, from web design to accounting to product development. It makes sense, then, to spend a little bit of money to get the work done,

and save yourself days and days of frustration! You’ll end up with a better product or result... and that means more profits and better returns for you!

One great resource for outsourcing is the freelancers’ website, www.Elance.com, where you can post your task and receive bids from a large group of skilled and qualified professionals.

And there are very few tasks that can’t be automated. A great way to choose the right software or tools for your business is to take a look at what products are being used by businesses you admire, or businesses that offer top-notch service, and then take a look at whether or not those products would work for you and your business.

Don’t hesitate to ask successful businesses what they’re putting to work, either — there’s no better recommendation than success!



10 top ideas for growing your business

When was the last time you had a look at your online business to see if there was a way you could add another revenue stream? Continuing to grow your business is just as important as making your first sale. Your market's needs change all the time, and you have to keep on top of those needs. Besides, there's no harm in increasing your revenue while you're at it! So here are 10 ideas we came up with for how you can expand your empire to broaden your market reach... and make some extra cash while you're at it!

1. Open an eBay store or sell through a third party like Amazon or Craigslist

Fees, regulations, and initial set-up times often keep people from selling through online marketplaces like eBay and Amazon, but the reality is that these sites attract HUGE volumes of traffic, and if you're not making use of them, you could be missing out on a whole load of sales.

Set aside time to have another look at eBay to see if their selling models fit your product. If you need more information, subscribe to our free eBay newsletter at www.auctiontips.com. You can also check out our *Insider Secrets to Selling on eBay* course (click the link on the top right of www.auctiontips.com for a free trial). And keep an eye out for next month's Internet Profit Report, which will be all about how you can make eBay work for your business!

You might be surprised at how easy it is to make money using eBay when you know how.

It's worth looking into the other online

marketplaces as well. Here are a couple of the larger ones, but a quick Google search for online marketplaces will give you more:

- Amazon — www.amazonservices.com/content/sell-on-amazon.htm
- Craigslist (it's free!) — www.craigslist.org
- Yahoo Shopping — <http://shopping.yahoo.com>
- Overstock.com — www.overstock.com

2. Add another product to your business

Just because you have one product that's selling well, doesn't mean you have to stop there! Go back to your keywords — the research you did originally to find a niche market — and run through it again. Have patterns emerged that weren't there before? Can you drill down even *more* to reveal new niches within your area of interest that are now waiting to be serviced? These could be clues for a new product you might be able to develop and sell!

You can also take clues about what other products people might be looking for from your site's statistics

and the customer feedback you've been receiving for your existing product or service. Are visitors asking you where they can find information about something you're not selling? Are they arriving at your site using keywords that don't exactly match what you have to offer? Investigate any patterns or anomalies to see if you're missing an opportunity to make money with another product. You can also survey your opt-in list to get ideas!

Finally, have you considered developing an **electronic product** for your business (if you don't already have one)? Ebooks, templates, software, instructional videos, music, and images are all relatively cheap to create, and can add value to an existing product or service (allowing you to charge more), or can be sold separately.

3. Advertise on your site

We don't always recommend that you sell advertising space on your website, since you want visitors to stick around and become customers, *not* leave to check out another offer elsewhere. However, if your website attracts a lot of traffic that you're easily converting

into customers, you may be in the right position to make some money from selling space on your site.

The easiest way to do this is by incorporating Google's AdSense ads (www.google.com/adsense). AdSense places relevant ads on your site based on keywords found in your content, so a website offering information about "cat breeds" might have ads for a company that sells "cat beds" displayed on the site. The good news is that you have a fair degree of freedom with what AdSense ads you allow to be displayed on your site, so you can block direct competitors from appearing. How much you make for the ads depends on how much other people are bidding for the keywords.

You can also sell private advertising on your site. If you can prove that you're attracting a lot of visitors, you might want to approach other sites to advertise with you for a set fee. You can also sell advertising space in your newsletters, emails, or mailouts, depending on how far reaching your audience is and how willing you are to promote someone else's products.

4. Form a strategic alliance

A strategic alliance is any mutually beneficial arrangement between two separate parties. For instance, if you sell organic cat food, you might offer to promote your partner's all-natural cat litter in exchange for their promoting your product on their site, or for a commission on each sale.

Strategic alliances are perfect for helping you grow your business, because they instantly give you access to a much larger audience of potential customers. On top of that, you may be offering your own customers something of value (for example, the opportunity to buy something they need without having to search around for it separately), which always works in your favor!

And you can go about it in just about any way you could think of — sharing content, resources or information, making recommendations, selling products, an much more. Just make sure you're both getting fair compensation for the deal or it won't be worth it!

5. Offer seasonal variations on your product

Can your existing product be **modified** to make it suitable for the different seasons or holidays? Can you **add** a seasonal product variation to your inventory to take advantage of different buyers at different times of the year?

For example, someone who sells baby blankets could offer a lightweight product in the summer, and something a little heavier during winter months. Then, perhaps Christmas colors around the festive season, or blankets with Halloween or Easter patterns at other times of year.

These small variations could open up options for you to attract more customers or encourage repeat purchases!

6. Bundle your products

Do you sell more than one product or service? If so, you might want to consider offering them as a bundle to your customers for a small discount to increase your turnover.

Websites like Amazon.com do a very good job of bundling, as well as offering suggestions to their customers about other products they might like, based on the purchase they're making (left). Consider offering your extra products in a bundle for a discount and you've instantly grown your sales.

Best Value
Buy *The Witching Hour (Lives of the Mayfair Witches)* and get *Any Bitter Thing: A Novel* at an additional 5% off Amazon.com.

Buy Together Today: \$18.59
Add both to Cart
[Show availability and shipping details](#)

Special Offers and Product Promotions

- This item is eligible for our 4-for-3 promotion. Eligible products include select Books, Single Copy Magazines, and Home & Garden. See [lowest-priced item free. Here's how](#) (restrictions apply)
- Over a hundred thousand items are eligible for our **4-for-3 promotion**. [How do I find more eligible items?](#)

Customers Who Bought This Item Also Bought

Lasher (Lives of the Mayfair Witches) by Anne Rice ★★★★☆ (118) \$7.99	Taltos by Anne Rice ★★★★☆ (101) \$7.99	Merrick (Vampire / Witches Chronicles) by Anne Rice ★★★★☆ (314) \$7.99	Pandora (New Tales of the Vampires) by Anne Rice ★★★★☆ (419) \$7.99	Blackwood Farm Vampire Chronicles by Anne Rice ★★★★☆ (214) \$7.99

7. Upsell your customers with extras and upgrades

It's an excellent strategy for business growth to upsell your customers with extras or upgrades before they complete their purchase.

Right before they click to send you their credit card information, you have someone who has **already made the decision to buy from you**. They're in *exactly* the right frame of mind to spend, so it's at this time you have your best chance of nudging them into spending a little more.

Are there any extra services you can offer to your customers for a price? You might not think someone will pay more money for gift wrapping and a card, for example, but they will if they're sending your product as a present. It saves them time and effort, and means added revenue for you.

Is there a higher-priced version of your product or service? Now is the time to suggest what a deal it would be for the customer to spend a little more now but get a much better bargain. You might be surprised at how much extra revenue a simple suggestion like this can bring in.

8. Offer discounts for bulk buying

When you purchase or produce your product in bulk, it's cheaper for you, which gives you a greater profit margin. So the more stock you can shift from your business, the more opportunity you have to increase your profits.

Why not encourage your customers to buy in bulk from you by offering discounts? It encourages a high

turnover of your product while inspiring loyalty in your customers for passing on some of the cost savings to them. Everyone's a winner!

If you sell a service, you can offer a reduced fee for pre-purchasing in bulk. For example, a personal trainer who has an online booking form for signing up to exercise sessions could offer one free session when booking 10. It might seem crazy to give something away for free, but getting a guaranteed chunk of cash up front for your 10 sessions is much more profitable for you than *hoping* you are able to sell those 10 sessions separately.

9. Create a gifts page

Convenience is definitely a strong motivator for people buying on the Internet. It's more convenient to spend 10 minutes on a computer to find and order an item, than to hop in the car and drive half an hour to a store that may or may not be open, or could be out of stock. And it's more convenient to order a gift to be sent straight to the recipient's home than it is to buy something in a store, wrap it, package it, and go to the post office to send it.

That's why setting up a separate webpage on your site offering gift ideas and solutions can help you tap into brand new revenues.

Can your products be bundled into a great gift idea? Is it possible for you to offer downloadable gift certificates? Can you guarantee Christmas delivery, wrapping, and card signing? The more attractive you can make your product or service as a gift, and the easier you can make it for someone to organize their gift giving through you, the more sales you'll make.

What's more, you can optimize your gift webpages for a whole new set of keywords to bring in people searching for easy solutions who may not have even considered your market before. And your attention to customer service in offering this sort of convenient option will certainly encourage repeat purchases and loyalty. A simple way to grow your business by adding another dimension to what you offer!

10. Go offline!

Considering Internet marketing is all about getting your business *online*, it might sound a little bit nuts to suggest going *offline*, but if it presents a good opportunity to grow your business, then you should consider it!

We don't mean you need to go rent store space and set up shop, but think about what you're selling. Is there a way you can access your niche market without using the Internet? For instance, someone who sells environmentally friendly cleaning products could set up a stall at a local outdoor market for a small fee.

Your physical visibility when you go offline can help you gain exposure to potential customers who didn't even know they were interested in what you had to sell! You may also meet other businesses you could form strategic alliances with. And it helps add credibility to your business when you can report to your *online* customers that they're welcome to drop by and see you in person.

Even though this last option for growing your business might seem like a step backwards, it might be the right solution for your product, and you never know until you try!

Your monthly schedule for making sure customers keep spending

We say it time and again and we hear about it from every successful business owner... your website it NEVER just "finished." There is always something that can be improved, tested, tweaked, replaced, rewritten, revised, or reviewed.

Think of your online business like a garden. You plan it out and plant shrubs, flowers, and trees — then you watch them take root or flower and enjoy the fruits of your labor. That's the fun first stage when you see how your ideas have taken shape.

But if you stop tending your garden and just walk away, it will quickly become a weed jungle.

The same is true for the website that represents your online business.

You can't just ignore that nagging feeling that says, "Yes, I know this stuff has to get done, but I just don't have the time (or inclination) for it right now." There are some aspects of your website that need tending more regularly than others, but in the end you'll have to pay attention to everything if you want it to flourish.

So here's a **website maintenance schedule** to make all those chores a little easier to manage. This way you can see what needs to be addressed often, and what only needs a checkup every now and then.

Your website stats and PPC results will tell you what you need to test or change, so we recommend doing both short-term and long-term reviews. For the more static parts of your site, you don't have to change anything if it isn't out of date. Just do scheduled reviews to make sure it is still current and accurately representing your business.

Monthly website maintenance schedule

1 Write a blog post	2 Post news (or another blog post)	3 Write an article to add content to your site	4 Review opt-in offer based on monthly stats	5	6 Review your site statistics and results	7 Review your PPC ads and Landing Pages
8 Write a blog post	9 Post news (or another blog post)	10 Check links to make sure they're current	11	12	13 Review your site statistics and results	14 Review your PPC ads and Landing Pages
15 Write a blog post	16 Post news (or another blog post)	17 Review and update any surveys or polls	18	19 Update FAQ with keywords and questions	20 Review your site statistics and results	21 Review your PPC ads and Landing Pages
22 Write a blog post	23 Post news (or another blog post)	24 Test and update your content — including salesletter, product descriptions, headlines, bonuses, etc. (or every 1,500 to 2,000 clicks)	25	26	27 Review your site statistics and results	28 Review your PPC ads and Landing Pages
29 Perform intense PPC stats analysis and intense SEO stats analysis every 3 months for a historical overview	30	31	Update these as soon as there is any change			
			<ul style="list-style-type: none"> Contact Us and other admin pages e.g., Returns Policies Videos/Audio/Images 	<ul style="list-style-type: none"> About Us page Testimonials Summary for directories 		



NEXT ISSUE

in the Internet Profit Report...

We revisit an old favorite — eBay — and discuss how you can *still* use this online giant to make money. You'll learn...

- How to sell on eBay if you have an existing business model for your product
 - All the latest eBay tips, tricks, changes, and operating information
 - How other people have used eBay to grow their businesses and boost their online revenue
- ...and much more!



Suite #380 - 2925 Virtual Way
Vancouver, British Columbia, Canada V5M 4X5

(Local) 604-730-2833 or
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