

# Make Your Web Site a Profit Center!

*Internet Marketing Techniques for  
Speakers, Authors and Consultants*

*By Ford Saeks, Prime Concepts Group Inc.*

## Make Your Web Site a Profit Center!

*Internet Marketing Techniques for  
Speakers, Authors and Consultants*

Presented by:

**Ford Saeks**

Prime Concepts Group Inc.

**SpeakerNet News**

THE WEEKLY RESOURCE FOR THE SPEAKING, TRAINING, AND CONSULTING COMMUNITIES

Teleseminar October 18, 2005

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Main elements  
to success

What is your **Outcome**?

What is your **Role** in the Internet  
Development & Marketing process?

- Planning
- Design
- Internet Marketing
- Tracking and Modifications.

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***Create from the Marketing Perspective  
First—Then From the Artistic View.***

***What are your Goals for your site (s)?***

- Generate leads
- Sell products or services
- Build your list
- Support the Bureaus
- Support your Affiliates
- Register Participants for Seminars

***What do you want the prospect to do?***

- Fill out your questionnaire
- Sign up for your newsletter
- Phone you to find out more
- Order a catalog
- Make an online purchase
- Download your Speaker Preview Packet

***Speaking/Training  
Product Sales  
Coaching/Consulting***

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<b><i>Mini-Sites</i></b>	<b><i>Full Content Sites</i></b>
<ul style="list-style-type: none"><li>• Product (s)</li><li>• Events</li><li>• E-Courses</li><li>• Blogs</li><li>• List Building</li><li>• Viral Marketing Hubs</li></ul>	<ul style="list-style-type: none"><li>• Products</li><li>• Events</li><li>• E-Courses</li><li>• Blogs</li><li>• List Building</li></ul>

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## Making Your Site Successful

1. Features vs. Benefits
2. Domain Names
3. Make it text-driven, photo/graphic complemented.
4. No Splash Page
5. Grouping Sections
6. Text links
7. Testimonials

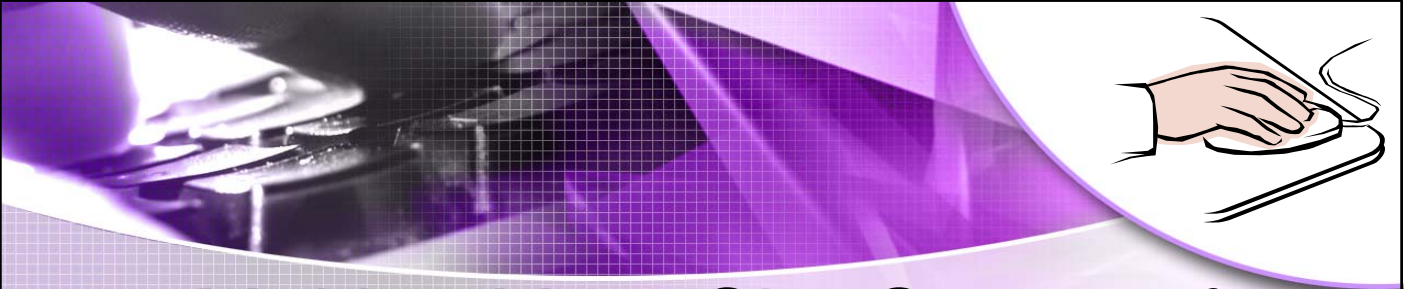
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## Making Your Site Successful

7. Everything “clickable”
8. Site map
9. Auto Responders
10. Set up ALT tags <alt=
11. Audio & Video
12. Action Steps on Every Page!

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## What Search Engines Look For...

The search engines search and categorize by the **URL** of your site, the **page title**, then the **Meta Tags** (and/or the **keywords** and **description**, depending on the engine) followed by **size font** and **text** on your page.

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## Improving Results

1. Landing Page & Headlines
2. First 50 words...the hook.
3. Audio/Video
4. Guarantee
5. Follow-up emails / Consumption emails
6. Testimonials

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## Improving Results

7. Deadlines
8. Bonuses
9. Scarcity
10. Interactivity (surveys, polls)
11. Upsells
12. Color Schemes
13. Visual Syntax
14. Design & load time.

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## Improving Results

15. Usability / Navigation / Links

16. Pop-ups

17. Privacy Policy

18. Ethical Bribe (trade contact for ebook / value for value.)

19. Discounts / Specials

20. The FROM: (who?)

21. The SUBJECT:

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Site Statistics

YOU MUST REVIEW YOUR SITE LOGS:

- [webtrends.com](http://webtrends.com)
- [www.Urchin.com](http://www.Urchin.com)



The illustration shows a stylized person in a blue shirt and black pants holding a magnifying glass over a pie chart. The pie chart is divided into several colored segments (green, orange, yellow, purple, cyan) and has several percentage signs (%) around it. The person is looking intently at the chart, symbolizing the analysis of website data.

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## Measuring Success

### **VALUE PER VISITOR (VPV)**

Sales \$ / # of visitors = VPV

Example: \$1000 / 5000 = .20

Another example:

Total Profit / # of clicks = VPV

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## Six Key Selling Components

1. The Killer Headline

2. The Offer

3. The Bargain

4. The Bonus

5. The Guarantee

6. The Action Step



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## Enticing Online Buyers



1. Have a free trial.
2. Offer a limited edition.
3. Have an advance reservation sale...offer it to members only.
4. Have a membership sale.
5. Offer a free gift.
6. Offer two for the price of one.
7. Offer a "buy one, get one free."
8. Have a preferred member sale.
9. Offer rewards for referrals.
10. Offer a "gift with purchase."
11. Make a limited time offer.

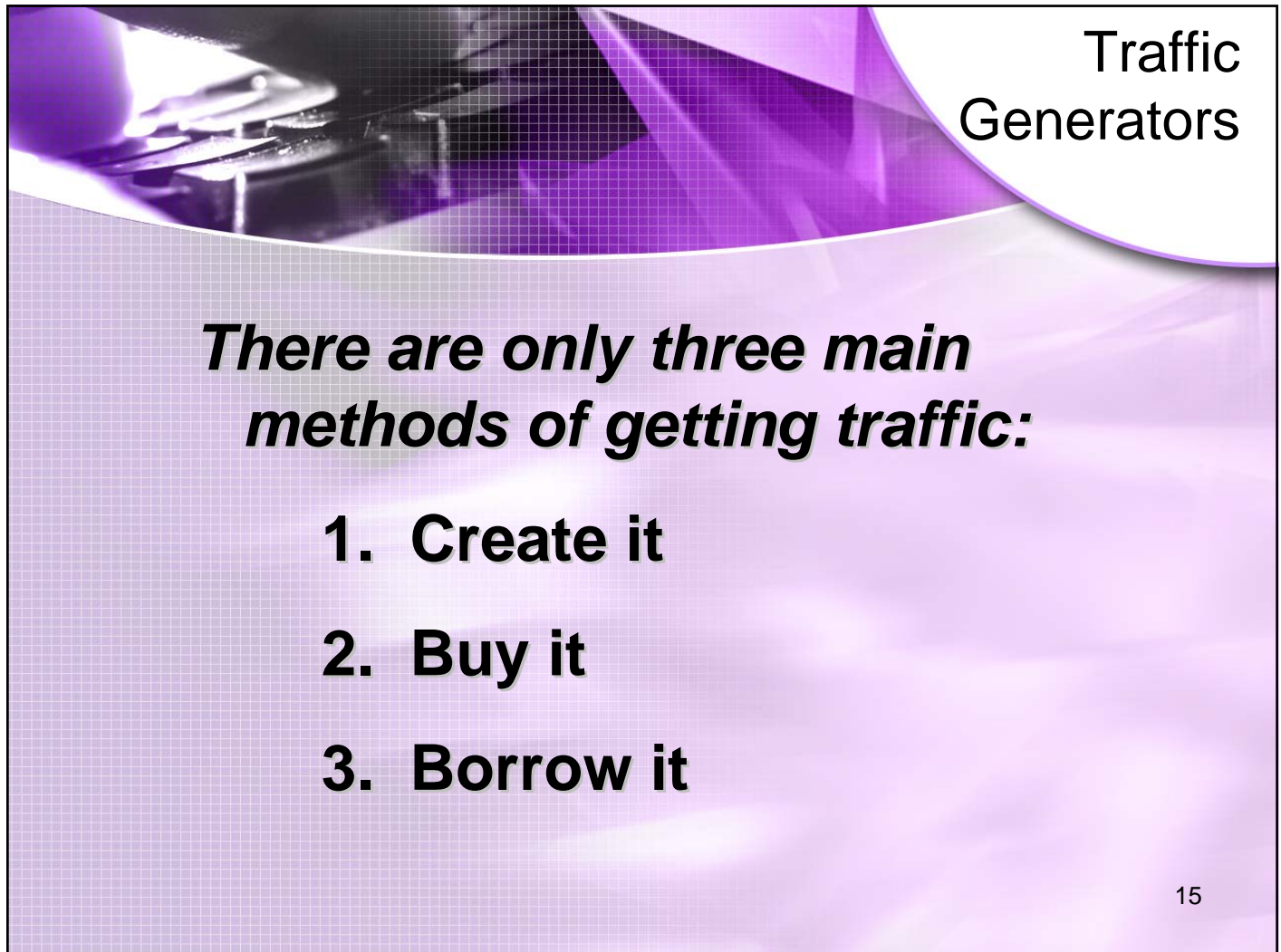
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Traffic  
Generators

***There are only three main  
methods of getting traffic:***

- 1. Create it**
- 2. Buy it**
- 3. Borrow it**

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Traffic  
Generators  
CREATE IT

***CREATE IT:***

- Get Ranked: Search Engines / Directories / [www.dmoz.org](http://www.dmoz.org)
- Opt-in E-zines Newsletters
- Viral Marketing Elements
- Publicity / Special Reports / Free Articles
- Place Your Content on Other Sites

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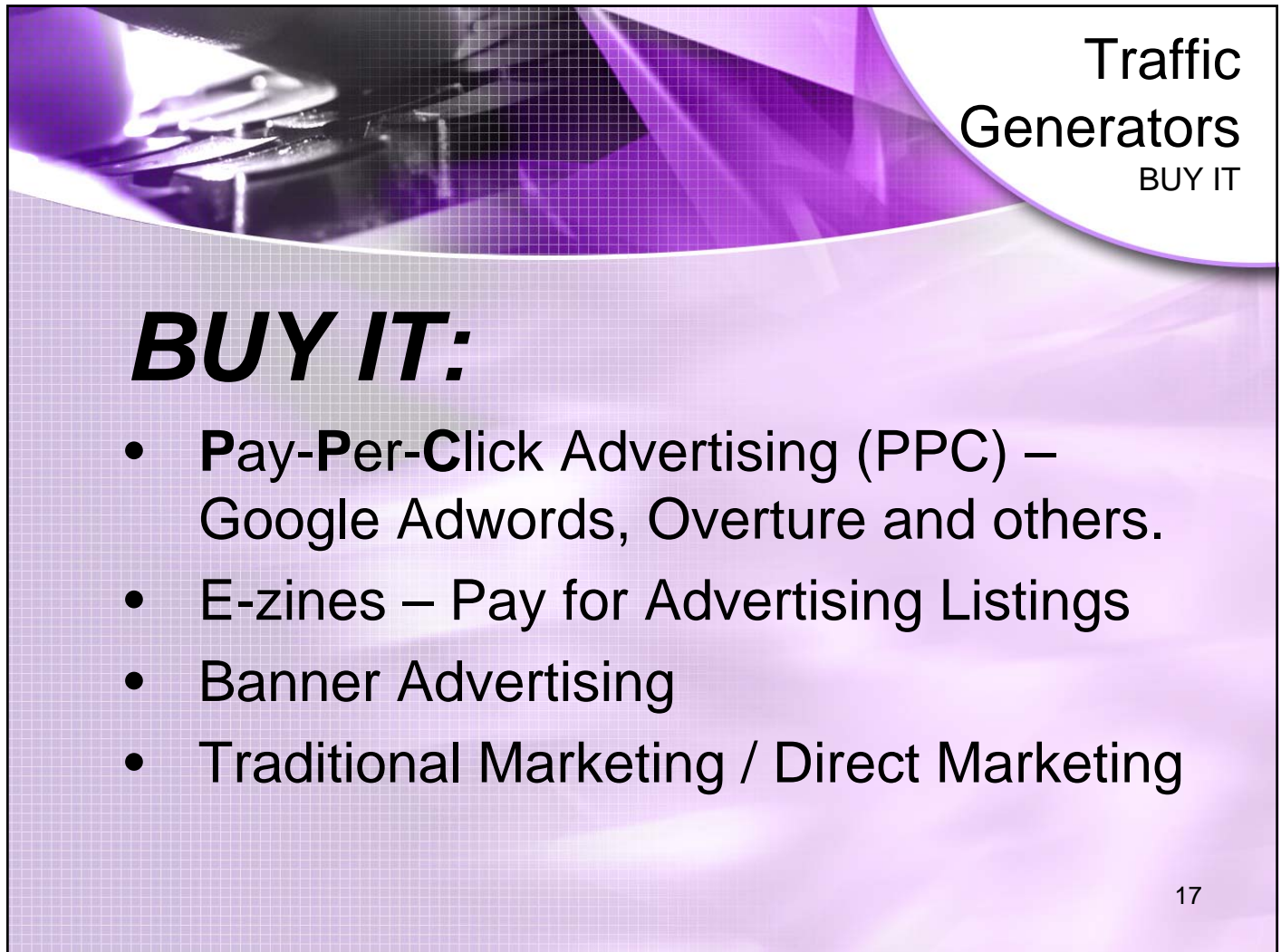
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Traffic  
Generators  
BUY IT

***BUY IT:***

- Pay-Per-Click Advertising (PPC) – Google Adwords, Overture and others.
- E-zines – Pay for Advertising Listings
- Banner Advertising
- Traditional Marketing / Direct Marketing

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Traffic  
Generators  
BORROW IT

## ***BORROW IT:*** *(share resources)*

- Affiliate Marketing
- Cross-promotions / Fusion Marketing
- Strategic Partnerships
- Joint Ventures



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## Checklist of Electronic Ways to Get People to your Website

- Discussion Boards
- Ask the Expert
- Electronic Classified Ads
- Chat Rooms
- News
- What's New
- What's New in the Industry
- Surveys
- Contests & Sweepstakes
- Frequent Visitor / Buyer plans
- Horoscopes / other content
- Signature Files
- Bookmarks
- Regular Auto-responders
- Sequential Auto-responders
- Electronic Magazines
- Malls
- Search Engines
- Your Own Search Engine
- Other Cool Stuff

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## REVIEW

### Successful Online Relationships

1. Make it easy.
2. Make it clear to them WHY they are there.
3. Make it entertaining.
4. Make it informative.
5. Give your site some “value added” purpose.

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## REVIEW

6. Use “bells and whistles” effectively.
7. Don’t clutter your home page.
8. Handle the “back end” with ease.
9. Process the order fast.
- 10. TEST, PROMOTE, TRACK, MODIFY.**

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## Three Things to Dramatically improve your online sales

1. Go through your site and make sure you have targeted messages with specific action steps.
2. Maintain a method for building your lists.
3. Spend at least an hour or two on outbound marketing – submitting articles to other sites and the media, using Pay-per-Click strategies, Ezines, Prospecting...

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NOTE: This is just for the people that subscribed to the Speaker Net News Teleseminar, MP3 or Audio CD.

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