

# Millionaire Maker Experiment

STEP 04



**WHAT IF ?**



**Q|C|S**

**Our Markets are Global**

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So here we are a month in...

If you've been able to follow the process step by step you've already achieved a lot. Well to put it in brief you've a new business.

That business now has an email address, a Twitter, a Blog and a Facebook presence together with a range of information based products you can market through your ClickBank account.

At the start of 'the experiment' it was suggested that you keep all of your account details, notes and contact information in Google Docs. That way you can access them from anywhere and, more importantly, it keeps all of your on-line business information in one place.

Remember that with the InterNet we are talking about being GLOBAL in your enterprises - the more you leverage the power of the internet the more you will start to realise that we are talking about the LAW of LARGE NUMBERS.

Take TWITTER, for example. You may have amassed over a 1000 followers by now. That's 1000 people world-wide who have chosen to accept your twitters.

Of that 1000 maybe some simply followed in the hope that you'd follow them as they have some business scheme in mind. Some may follow you because you are in the same business as they are. Others may follow you because they live in the same area as you.

If you have maintained an accurate profile on TWELLOW people may have actively searched for you in the same way that you have followed them.

No matter how many followers you have remember that not everyone will see your Tweets as and when they arrive. So, unless they have a reason to check your Tweets, many of your messages will fall on 'deaf ears' as it were.

Hence the value of RETWEETING not only the tweets of others but also some of your own relevant and important messages.

Imagine that 10% of your 1000 followers actually get sight of your interesting Tweet (which may direct them to a blog article you have written) - potentially that's 100 new visits to your blog or website.

Here's the bit that's really important.

If each of those 100 Tweeples have 1000 followers and they re-tweet your interesting, humorous or valuable message then the numbers of people who you are linked to rises exponentially.

This is why it is so important to ensure that you Tweet interesting, informative, engaging and relevant messages. Remember your Tweets are about you first and foremost and your business offers next.

So on to this weeks tasks...

## **TASK 1 - Twitter Tidy Up**

Last week it was suggested that you use TWITTER KARMA to tidy up your list of followers and following. Doing this fairly regularly helps keeps your follower - to - following ratio within the Twitter parameters.

If you've not already found this site or used it then create an account with TWOLLOW. ([www.twollow.com](http://www.twollow.com))

This is a really useful site.

It allows you to specify up to five key words that are relevant to your business and business interests. It will then search recent Tweets for those key words and automatically follow the people tweeted them.

It's simple to use and is very effective in growing your list. It also helps you target people to follow; people who you may want to follow you.

The other tidy-up task is to ensure that you are replacing the automatic Google feeds (set up through Tweeterfeed) with more of your own feeds from your blog. This means that people are receiving a mix of news from both you and the Google searches you set up.

Here are some other useful Twitter Tools:

[www.tweetbeep.com](http://www.tweetbeep.com) - a way of keeping track of conversations; @replies and @ mentions

<http://search.twitter.com> - a search tool for Twitter so you can see who's talking about what.

<http://www.twitscoop.com/> - way of managing your Twitter experience

<http://hellotxt.com/> - a site which allows you to update most of your social network sites from one place.

<http://friendorfollow.com/> - similar to Twitter Karma

<http://tweepler.com/> - helps you decide on New Twitter followers

## **TASK 2 - YOUR OWN MAILING LIST**

This is a VERY IMPORTANT stage of the process.

It's all very well and good having visitors to your website or blog BUT unless you 'CAPTURE THEM' in some way you cannot build a mailing list.

A mailing list of customers and potential customers is essential for any business.

EVERY visitor to your website is a potential client or customer. It is sad, but true, that many people who visit blogs and websites will not become subscribers. They will be 'visitors' who choose to come back from time to time.

What we want ideally is for the people who visit your site to give you their email address so you can contact them about 'special offers' or items you think they might be interested in. These are the people you will eventually direct your key marketing efforts towards.

There are several stages to this mailing list process and you will need time to master some of the basic ideas before we move onto more strategic ways of creating and utilising mailing lists.

### **TASK 2 a**

Write an article that is related to your business niche.

We spoke last week about creating content for your BLOG. Well this is the same ONLY you will not be putting it on your blog and it will not necessarily be used to promote a product.

Say, for example, your niche market is Healthy Eating, then do a bit of research and produce a Top Ten List of Healthy Alternatives to Snacks - or something similar.

Remember you did choose a niche market you were interested in at the very start of this experiment so you may well have written something that will fit the bill.

This article is the FREE GIFT you will be giving to people who sign-up to your mailing list, so make sure that what you write relates to your service or product and that it is well presented.

Again, it's not about your writing ability, but about getting relevant and useful information out to people who could become your customers.

## **About Auto-Responders**

Auto-Responders are, as the name suggests, automatic responses to emails. They are going to become the life blood of your business.

You may already have an autoresponder set up on your personal e-mail. It's the automatic email that goes out saying that the message has been received but not necessarily read.

In a marketing context AutoResponders are set up to send out pre-defined messages at pre-defined times. There'll be more on this in later weeks, but for now all you need to know is that we are going to set an autoresponder to send out your FREE article when somebody signs up to your mailing list.

## **About Subscription Forms**

Subscription forms are pieces of 'code' that can be placed on blogs and web pages that invite people to, not surprisingly, subscribe to a mailing list, or catalogue or special offer. You filled out one of these forms when you signed up for this experiment. When properly written this magic piece of code adds the subscribers information to a database (a mailing list) and sends out an automated message via an autoresponder.

So to recap what you are going to do is this...

Offer ALL of your contacts a FREE piece of information.

The LINK to this information will be on your Blog page.

When people come to check out the FREE information they will read a brief BLOG description about the information and be INVITED to give you their NAME and EMAIL ADDRESS through a subscription box on the page.

They sign-up.

YOU get their email address, it will be stored in an on-line database.

THEY get their free report.

LATER - you will send a newsletter or more useful information DIRECTLY to the people who are now part of your list.

Now these mailing list systems often cost money. BUT in under the terms of the experiment we need to make it FREE until money starts to come in. So here's what you need to do...

## Task 2b - Introducing MAILCHIMP

Create a FREE account with MailChimp: click on the MailChimp link on the weekly newsletter you have been receiving.

There is a limit to the number of FREE mail shots you can send and the number of FREE places on your membership list. BUT in the short term you will not hit these limits and when you do you might decide that the fees they charge are actually more than compensated for by your earnings.

When logged into MailChimp...

**CREATE A NEW LIST** - there is a step-by-step guide on the site

You will need to set-up a name for this list and enter all of the mailing information required on the forms.

**DESIGN SIGN-UP FORM** - this creates the code for your sign-up form. When you click on this option you will be presented with a list of the mailing lists you want to link this form to.

Make sure that **Email address** and **First name** are the 'required fields' - you can add others BUT the more information you ask for the more likely it will be for people to 'not bother'.

What you want to do is click on the **create embed code for small** form link.

This will create a preview and below it a whole list of code that looks like gobbledegook, unless you're into code that is... for example...

```
<!--[if IE]>
<style>
#mc_embed_signup fieldset {
position: relative;
}
#mc_embed_signup legend {
position: absolute;
top: -1em;
left: .2em;
}
</style>
<![endif-->
```

SO you're going to have to cut and paste ALL of this code... ensure you copy it all.

Where are you going to put it?

In your Blog of course.

### **Task 2 c - Blogger**

Log on to your Blog and start a new post.

Give your post an exciting title... Top Ten Health Food Hazards - for example, and write a short description of your FREE article.

Then INVITE people to DOWNLOAD the FREE ARTICLE by typing their name and email address in 'the box' below.

NOW STOP!

Look at the box you are writing in.

At the top right corner of the post edit box you will see COMPOSE and behind it a tab called [EDIT Html](#)

Click this tab and you're wonderful post becomes a mass of bemusing code.

MAKE sure that the cursor is located at the END of all of the code in your edit box and then PASTE the code you copied from MailChimp into your blog.

Click back onto **COMPOSE** and things start to look more normal... you may even see a sign-up form magically appearing on the page. (Click **Preview** to see what your post looks like)

You might like to add a final comment to the effects that any email addresses provided WILL not be passed on to other parties and that it will only be used to send information that is related to that now being requested.

ALSO don't forget to put some relevant and meaningful keywords in the LABELS or TAGS for your post.

WELL DONE, you've created a sign up form for your BLOG and started the process of building a personal mailing list.

## **Task 2 d - The Auto-Responder**

Go back onto Mail Chimp and click on **AUTORESPONDER** and **CREATE AUTORESPONDER**

You will then be asked WHICH LIST you want to the autoresponder to send to - so you chose the one linked to the sign-up box you have just created.

Give the autoresponder a NAME (the title of your FREE ARTICLE perhaps) and click CREATE.

On the next page follow the instructions to create the email you will send out.

You can choose the layout and style of your email, and all you need do is to copy and paste your article into the design form.

It's all fairly straightforward - just follow the on screen prompts.

Once it has been created and saved it will be sent to anyone who subscribes to your list AUTOMATICALLY!

Neat eh?

Once you've got the hang of this you can see that you can create multiple mailing lists for different marketing or product campaigns. Just remember there is a limit to the number of FREEBIES you can have.

If you ever decide to opt out of Mail Chimp you can export your mailing lists to your computer so you will not loose those valuable contacts.

## **Task 2 e - PROMOTE**

Now you are all set-up to tell your Twitter and Facebook friends about your FREEBIE article and where they can get it.

A quick note - create the autoresponder BEFORE you post the new blog or tell people on Twitter or Facebook about your new article. If you haven't set it up you might find people will fall through your net!

(I hope you have linked your TWITTER to FACEBOOK and searched for a joined relevant Facebook groups... if not you're missing a trick).

This has been a shorter 'lesson' BUT it has given you lots to do.

Until next time...

## ADVERTISEMENT

*The information below IS NOT part of the Millionaire Maker Experiment, but is about an opportunity you might like to look at now.*

**Top Level Domains** (.com, .co.uk, .net ) are valuable in and of themselves, especially if you have a VANITY name. During the early days of the 'web' some quick thinking entrepreneurs registered domain names that they believed would be popular in the hope of selling them on.

"Cyber Squating" became a past-time and for some was very lucrative.

Companies want to 'own' their brand name and, so do people.

AlanJones.com is actually quite a sought after domain and of course if it was ever to be sold would probably be worth a pretty penny.

Rumour has it that next year one of the Domain Registration companies will be releasing a new series of top level domains so that it would be possible to have your name as the bit after the dot.

Eg: .alanjones or .marywilliams

Hence your name replaces the .com; .co.uk; .net and so on. These will be very expensive, I have heard that some will **sell for hundreds of thousands of pounds**.

The idea of having a 'vanity' domain name appeals to many, not just businesses or celebrities, but regular folk like you and me. Think back a few weeks and wonder at the number of Facebook folks who stayed up late (or got up early) to claim their name as their Facebook ID. (I got alanjonesUK!!).

**NOW - imagine that you could offer personalised TOP LEVEL DOMAIN names** to businesses and individuals you know - and that you could do that right now!

WELL you can and you can make this part of your niche business!

It's not part of the experiment because there is a cost involved in setting this up BUT I think you might find the opportunity of interest.

**The new TOP LEVEL DOMAIN that is available NOW is .ws (web site).**

I managed to get **AlanJones.ws**.

You can get your own from the link below for a low monthly fee which **includes web hosting, email and a simple web design package** BUT more importantly if you buy your domain you immediately become an affiliate and you can offer others the opportunity of their top level domain and **earn some commission at the same time**.

Check out : **[www.website.ws/qcskernow](http://www.website.ws/qcskernow)** for details and information.

**You can sign up for FREE on a seven day trial.**

If you feel that you could 'run' with this opportunity you might find it to be very profitable - this especially true if your yourself are involved in marketing, IT or web design as you may have customers already who would be interested.