

Millionaire Maker Experiment

STEP 05



WHAT IF ?



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Greetings and welcome to work-session 5.

I hope you have been able to catch-up with the technical stuff from the previous sessions. Hopefully you are now in a position to move your own on-line business forward and start making some money. BUT before we go any further we need to stop and take stock of what you've achieved and more importantly what this means in terms of your internet business.

1. A GMAIL ACCOUNT

This obviously helps you organise your emails BUT by having access to GOOGLE DOCS so you can keep all of your business data, contacts, spreadsheets on-line.

Your GMAIL account is also used as your OPEN ID for a range of sites.

2. A TWITTER ACCOUNT

With a personal profile and linked to several Twitter related directories, Twitter feeds and automated services.

This has started you on the path towards building a list of contacts who may become clients or customers.

3. A BLOGGER ACCOUNT

For all intents and purposes this is your website. It will hopefully draw people to you, your product or services AND link to your list building tools.

4. A MAILCHIMP ACCOUNT

Your list builder and newsletter tool with auto-responders. Essential for you to develop your all important mailing list as well as keep those interested in your product or service informed.

5. A CLICKBANK ACCOUNT

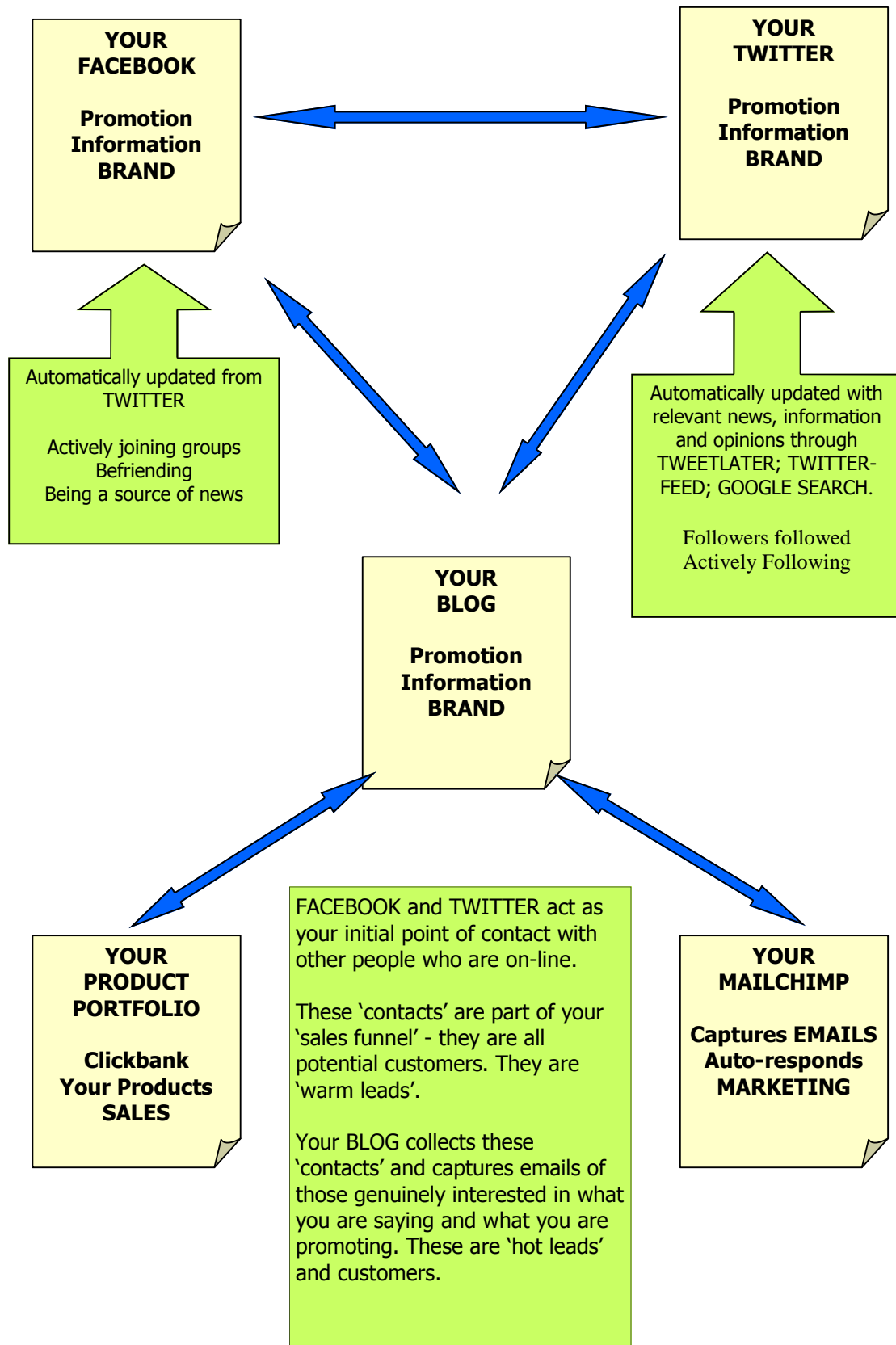
In the short term this site has been providing you with information and products that you can market and earn commission from. If you start to produce your own products CLICKBANK is one way to get it out to other people.

6. A FACEBOOK ACCOUNT

Another way to help you build your list of contacts for your business

If you've done all of the above WELL DONE - you're in a great position!

Your Internet Business - A Structural Overview



In many ways you have the structure to start making money on the internet.

If you have explored Clickbank you will have seen the range of products that you might be interested in promoting.

You may have written a blog post promoting a specific product and in doing so have possibly had the opportunity of thinking about how to structure a piece of advertising 'copy' (remember AIDA from Week 3?).

You may have a mailing list of people who are interested in you, your service or your product.

SO now is the time to create your first NEWSLETTER through MAILCHIMP of course.

You can invite contacts from FACEBOOK and TWITTER to receive a copy of your newsletter by directing them to a SIGN IN page created through your Mailchimp account - HOW????

In Step 4 you used Mailchimp (other services are available) to create the code for your sign-up form.

Well instead of creating a piece of code for your blog or website, Mailchimp will also create a WEBPAGE (well a URL to be more precise) that you can send to Facebook and Twitter as a link.

Advertise the fact that you are going to be sending out a newsletter NOW - don't wait until you've actually written it!

Get people signing-up for it first!

Set a release date and promote it.

Your NEWSLETTER will become an important marketing tool so you need to make some important decisions about your fledgling internet business.

For it to work it is going to start taking up some of your time so you do need to have PLAN your time carefully. This is especially important when it comes to things like newsletters. It needs to be regular - and it needs to be relevant to your business and mailing list.

In many ways it is far better to plan for a quarterly newsletter and send out short interim updates, than tell everyone that you will be sending a weekly newsletter and then fail to deliver.

Newsletter Do's and Don'ts

DESIGN:

USE the templates provided by Mailchimp to get you started unless you're really sure that you can do a better job.

ENSURE that you are not putting readers off by using a wide range of font styles, colours and other artsy tricks. Remember not all of your list members will be receiving an HTML newsletter.

CONTENT:

DO NOT directly sell any product or service!

Make sure that the content is interesting; relevant to the people on your list and newsworthy.

The newsletter is not a direct sales tool! It is a brand awareness raising tool; a way of ensuring that your contacts are reminded of you, your brand and your expertise in your particular field.

If you want to promote a particular product create a new one page BLOG on BLOGGER (with its own unique URL eg: <http://newproduct.blispot.com>) and use this to talk about the product and create links to a sales page.)

Many readers will simply delete your newsletters without reading them if they feel they are being sold to!

A newsletter is about NEWS and VIEWS!

So your tasks for this week then:

Create a newsletter opt-in form (URL).

Promote a forthcoming newsletter (setting a meaningful publishing date) through FACEBOOK, TWITTER and other networks.

Plan your newsletter and if you are promoting a product create a NEW one page blog that links to the sales page.

Start collecting news, views and opinions for your first newsletter relevant to your target audience. (Use Google Alerts and any snippets collected from Twitter or Facebook contacts).

THE MILLIONAIRE EXPERIMENT

BUSINESS PROMOTIONS

Some of the members of the experiment have been busy in promoting or setting-up their on-line businesses. I thought it would be good to promote them here. If you want yours added to this list for next weeks publication let me know.

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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** 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.