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# FOLLOWING THE GURU



**Find Out Exactly What  
The Gurus Are Doing To Become  
Successful And How You Can Do  
The Exact Same Thing!**

**by Jessie McCloud**

## Following The Guru

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## Following The Gurus

If you aren't considered an Internet marketing guru, you are probably amazed at how they manage such impressive sales figures and how all of their products seem to be huge successes. You experience launch after mildly disappointing launch with items that you feel rival some of those being offered by the "big guns."

If you are looking to elevate your results, it may be time to stop being in awe and to objectively evaluate some of what they are doing.

You can learn some valuable lessons that can ramp up even your non-guru offerings.

### **Consider these traits so often possessed by the gurus:**

The masters create anticipation.

Think of a few big names in Internet marketing and think about their most recent product. Do you remember being surprised the day it went public? Of course not. You knew that product was coming weeks in advance.

They let everyone know that something exciting was on the way. They teased, tempted and revealed just enough information combined with infectious excitement to get everyone's attention.

The day that product went public, they made sure they had back up plans for when their payment processors or site became overloaded. Think about that. They had people lining up for a shot at that new product.

**Why?** Because they created excitement and anticipation.

You might not be able to muster the firestorm of controversy and interest a well-known guru can, but you can find ways to plant seeds of anticipation and to get people prepared in advance to buy your product.

You may not have to worry about server failure on launch day yet, but you can increase your odds of hitting the ground running by creating an advance buzz.

### **The masters don't rest after that launch.**

You'd think that after a massive successful product introduction those gurus would just sit back and count their cash. They don't. They keep marketing that product. They keep it on people's mind.

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They remind late buyers that they have a second chance and they gleefully report the positive comments and feedback they have received from those who bought early.

Yes, Internet marketing does allow you to create residual income streams. However, you shouldn't confuse residual with maintenance-free. Keep promoting after the launch.

Push your product hard until it's exhausted its possibilities. Even the best don't rest upon their laurels.

Internet marketing gurus aren't on top of their field because of luck. In most cases, they aren't there because of the right product, either.

Their continued success and immediate recognition comes from their skills, techniques and persistence.

You may not be positioned to create the world's most talked about new product launch yet, but you are always in a position to learn from the best.

Examine gurus and their actions closely. Learn what they do to pull down those big numbers. Then, incorporate those lessons into your own efforts. Even by embracing just a few of the "big gun" strategies mentioned in this chapter, you can improve your performance a great deal.

## **Sweetening the Pot...**

You have a great product, a fair price, killer sales copy and a good-looking sales page. Your testimonials are awesome, your market research clearly demonstrated that demand would be high, and there is no real competing product that can do what your offering does.

Why are sales lower than expected?

What is wrong and how can it be quickly and easily fixed?

This scenario happens a lot, and it can be hard to pinpoint the reasons for under-performance.

You might just need a tweak to your sales copy, to refine your PPC campaign or to make some other minor change. In many cases, the problem is very difficult to isolate.

It seems as though, quite often, the decision to buy or to click away comes down to a fine point.

## **Something small.**

Who knows how many sales are “missed by an inch?” The number is probably staggering. How can you take those “almost” and convert them into sales? You might just need to sweeten the pot a little bit.

## **We are referring to the free bonus.**

Offering a free bonus might put enough weight on the “buy” side of the scale to convert those misses into hits. By providing your prospective customers with something extra, you increase the perceived value of your offer tremendously.

Instead of just getting one valuable product, they receive additional interesting offers and products. It can be almost irresistible.

You also allow buyers to experience the sense of getting “something for nothing.” Everyone loves a free bonus of any sort, and Internet buyers are no exception. The prospect of getting more for their money can persuade those on the edge to decide to buy and can even convert those who were just mildly interested into sales.

If you feel your campaign just isn't living up to expectations, consider inserting a free bonus or two into the mix, testing it and comparing the results.

You can use related products to which you already have resell right that are “past their prime” or that didn't require you to make a significant initial investment. The more related the bundled materials are, the more likely the bonus will be to succeed.

Take a moment to look around at some of the sites operated by well-known Internet marketing successes. You will probably notice that the bulk of those sales pages offer some sort of free bonus to encourage immediate action.

Those at the top didn't get there by accident--their fortunes have come about by learning how the market performs and what makes buyers open their wallets.

Take a lesson, and implement the strategy. A little bonus loot might be just what your new campaign needs in order to produce the way you had hoped.

Sweeten the pot. Give a little something away.

The difference in sales might be far more noticeable than you think!

## Three Successful Marketing Strategies

It seems like someone is concocting a new Internet marketing scheme every day. Often, they are selling that idea at the same time. One might think that the most successful strategy is to write about a new strategy and sell the plan to others.

That might seem a little cynical, but it is true that hosts of self-proclaimed experts are willing to offer you their special “insider secrets” and “millionaire strategies” for Internet marketing.

Some of the information and programs are valuable. Others are filled with exaggerations or simple restatements of principles already proven successful.

In order to separate the wheat from the chaff and to understand how to put new information to use as part of your marketing strategy, it pays to understand a few of the proven techniques for producing significant sales figures.

Consider these three strategies that have worked time and time again.

### **Selling to the List**

This tried and true method never seems to fail.

A marketer will develop and cultivate an opt-in list of former buyers and prospects. He or she will provide them with quality insight and information via email, along with special offers to purchase products.

The conversion rate from lists is very high, as all people on it are prequalified prospects for the materials being offered.

The expression “the money is in the list” is an Internet marketing mantra because of this fact.

### **Offering a Bonus**

Internet marketers learned long ago that customer’s love getting something for nothing.

The “free bonus” has developed because of that longing on the part of consumers.

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Instead of simply selling the primary product, the marketer bundles it with one or more other products that are offered along with the main item of interest at no additional charge.

A good free bonus offer can turn a mediocre campaign into a massive success. Bonuses are used frequently by the most recognized names in the industry. That is not a coincidence. They work.

## **Creating a Back End**

Successful marketers don't let products get into their customers' hands until they are equipped with a potential back-end moneymaker. That could be a series of affiliate links embedded into an ebook, a special offer coupon for another project, a chance at a one-time deal for another purchase or something else.

The idea is to give the product residual value so that it continues to sell while meeting the customer's needs at the same time.

Keep your eyes open for new strategies and ideas. The Internet marketing world is active and always in a state of flux. However, approach new options with an understanding of what has worked in the past.

Techniques like those listed above are proven means of improving sales figures. This list, obviously, is by no means exhaustive but it does demonstrate that there are known and tested systems for marketing success.

## The Rise of Niche Marketing

In the earlier days of Internet marketing, when the web was less populated, most folks trying make a living online didn't really try to target a particular population with precision.

Many of the products offered were of a more "universal" appeal to anyone online and the idea was simply to reach as many people as possible.

Now that the Internet is populated by millions of people pursuing a variety of specialized interests, Internet marketing has become far more precise in its targeting.

Today, the "buzzword" for many in the marketing business is "niche."

A niche is a subset of a larger population that shares a particularized interest. Some niches can be quite small, others may be larger.

The idea, however, that is important is that they have sufficiently similar characteristics that they can be successfully marketed to as a group.

Internet marketers look for niches that are underserved. In other words, their interest often lies with those groups that have a special core interest to which others are not yet adequately catering.

If you can find a significantly sized niche group and find out what it wants, you are positioned to make a healthy profit.

Boiled down to a simple process, the niche marketing strategy works like this. First, identify a discrete niche. Second, verify that the niche is underserved by the existing market. Third, determine the type of product most likely to appeal to members of the niche. Fourth, create, locate or obtain a suitable product.

### **Finally, sell the product to that niche.**

Each of the five steps involves research, effort and hard work.

The results, however, can be amazing. Niche marketing is a perfect example of how many existing online marketing successes work smart in addition to working hard.

By isolating the right niche and finding the right product, they encounter little sales resistance and can post well above-average conversion rates for their efforts.



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Instead of competing against thousands of other marketers for business, they are able to work in an area that is far less competitive, giving them an edge.

**There is, of course, a downside.**

**A niche, by its nature, is a subset.**

**It's a smaller group.**

There are only so many people you can reach and sell to within the niche. Thus, its income production potential is capped somewhat.

However, most of those who succeed in niche marketing are able to produce income equivalent or exceeding that earned by those working in larger markets.

They may not have as many potential buyers at their disposal, but they make up for that fact with a higher sales percentage.

If you are considering duplicating a successful Internet marketing strategy, familiarize yourself with the ins and outs of niche marketing.

If you can find the right group and offer them the right product, you can produce a very healthy income within a niche.

## Turn Your Targeted Traffic into Cash as an Affiliate

It may not be as easy to become a “dot com” millionaire today as it was before the Internet business bubble burst, but moneymaking opportunities are still everywhere. Even hobbyist webmasters have discovered that with a little bit of effort, they can transform traffic they already have into cash.

### **They don't sell the traffic.**

They point the traffic in direction of products that will appeal to their visitors and reap a commission on sales made to those they refer. These affiliate marketing opportunities allow anyone with a visited website the potential to make money.

There are, of course, professional Internet marketers who work from an affiliate model. They scour the net for the best opportunities, hottest products and highest commissions. They use their marketing talents and a variety of well-honed techniques to send potential buyers to products for which they will recoup a commission.

It is an interesting way to make a living, and anyone with the right disposition willing to learn the trade can make it work.

However, affiliate programs are a real opportunity for the less advanced, too. A simple blog about a favorite hobby may eventually attract a substantial readership. If the blogger, even though he or she has no real strong interest in trying to earn a living online, finds and refers those visitors to a good product, he or she will profit. If the product is chosen wisely, the visitor is rewarded, as well. It is a win-win proposition.

### **Becoming an affiliate isn't difficult.**

Many companies operate their own affiliate programs and one can often find the link at the bottom of product advertisements. Others prefer to investigate and join affiliate sites such as Clickbank, where they have the opportunity to choose a variety of products to promote--many of which offer commissions in excess of fifty percent of the gross purchase price.

Hobbyist affiliate marketers are unlikely to make a fortune, but they can make a few extra bucks while still enjoying their online efforts. Many who experiment with affiliate sales develop a heightened interest in Internet marketing and may, over time, actually blossom into professional-grade marketers who are able to earn a full-time income online.

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