"10 Magical Steps To Website Automation"

Dear Friend,

Imagine if your website did all of your work. It did sales presentations, it took orders, it made offers, it followed-up with prospects and then it filled those orders. The only thing you had to do was check your bank account to see how much money you made.

Automating your website isn't as hard as you may think. If you follow these steps, you will end up with a fully automated website that can easily make you a few thousand dollars a week. Of course, this depends on the quality of the information you are offering. There's even more you can do to increase your profits once automation is in place however, we will leave that to a different report.

We will be focusing on automation for informational products. They're the easiest and most cost effective items to sell. Information can be created so your profits will be huge and your success, rewarding.

OK, on with the lesson …..

Step One "Finding A Product"

You have two choices, create your own information, or buy resale rights to other information.

Creating your own information:

The best way to profit with informational products is to create your own. You'll end up with a unique product that you'll choose how much to sell it for. You also control the quality and content. The downside to this is there's more work initially, you have to create the product. A lot of people have trouble creating a product, it's really easy though. Everyone is good at something, find that something and apply it to your product. If you are having a hard time thinking of a product I recommend you go to Clickbank and click "go shopping". Browse some of the categories and see what's there. You can really get some instant ideas from just browsing, I use Clickbank as a resource for product ideas all the time.

I'm sure you've heard before niche markets are the way to go, they are. Never start creating a product without a target market, this will be a waste of your time and a complete disaster. Most people think that their "niche" can't possibly make money because there are fewer people who are interested. With a "niche" the people who are interested if enticed WILL buy and buy again. Listen, there are 6,157,400,560 Billion (yes six billion) people in the world, don't worry, if there is a "niche", it can make you rich.

Buying Resale Rights:

Buying resale rights is the quickest and easiest way to start profiting. All you need to do is find a product you want to resell, buy the rights, throw together a website and you're all set. A lot of informational products that have resale rights come with website templates, never ever use these. The best approach to do this is to re-do the website. Re-design and re-write the sales letters, never use old worn out sales copy! I call this "product rejuvenation." One of the products that I rejuvenated you can use as an example can be found at http://www.directsalesmarketingonline.com/am compare it to http://www.autorespondermagic.com/

The original Autoresponder Magic website was worn out, I had seen it all over the place, once I saw it I would just move past without taking a second look. This is why rejuvenating a product can work so well. People already see the product as worthwhile since the have seen it before, it is your job to put a new twist on it. Rejuvenating a product is really the easiest way to make a lot of money in a very short time if you don't have any good ideas to create your own.

No matter if you choose to create your own or buy resale rights, do this, complete your product or buy one before going to step two.

Step Two "Writing Your Sales Letter"

Write a sales letter. Don't believe anything you read that says a sales letter website won't sell. Every single well known marketer uses a sales letter format for their websites. I use sales letter formats on mine and they work like magic. Here are a few good examples of what I am talking about:

EBay Sources EXPOSED!
The Paperless Newsletters Publishers Guide
Publish an ebook in 7 days

A good way to help you get started learning to write is to simple look at some quality sales letters. Look at the websites above, read them, learn from them. They are top notch examples of professional copywriting.

Regardless of how you go about learning how to write your sales letters, I recommend you read "Magic Letters" this is one of my favorite books on copywriting and it's free.

Step Three "Accepting Credit Cards"

The only thing you'll need to decide here is, who will you use to accept credit cards. There are really only two options that are viable for a startup, Clickbank or ibill.

- If you are selling product(s) that don't require a membership use Clickbank. Clickbank gives you an affiliate program free and instant access to your product(s). A measly $49.95 setup fee (drop in the bucket compared to what it would cost you to setup an affiliate program alone!. A good example, Commission Junction charges $800!) If you want to sell information and accept credit cards, USE Clickbank!

- If you are selling, reoccurring memberships use ibill. They have a built in reoccurring monthly billing system, which is GREAT! Instant access to your information once the person orders. They also have a great affiliate program.

Step Four "Get An Autoresponder"

Find some information that's related to your product or service that you can give away for free. The report you are reading right now is a great example. If you have a marketing or sales product or service, this report would be helpful to prospects. If you need reports I'm sure FreeToSell has something related to the product you have.

You can get a free autoresponder (freeautobot is a GREAT FREE one, I use it, it has all the features of a paid one and it collects the emails and you can send emails to the entire list whenever you want so you can start your own OPT-IN type mailing list, and they maintain it! It really is great.)

Find some information that is freely distributed, modify to fit your needs and dump it into your autoresponder, if you can't find something related to your product for free you'll have to be creative make something up and use this as your free report. Then you can put a link in the responders email pointing to your website where your product is. Interweaving the report works best but blatantly putting a link to your site works well too. If you want a good example, go here and signup for the responder.

Step Five "Completing Your Website"

Finish your website if you haven't already. Make sure you have someone else look it over to see what he or she thinks. Be sure to include at least one link to your affiliate program on the website.

Using a pop-up is the most effective way to get people to sign-up for your autoresponder. See some of the above website's for examples of effective pop-ups.

The autoresponder company you choose will have a script you can just paste into your pop.html file for a sign-up form. Below is code that you can use to create a pop-up window with javascript, the first part goes between your <head> and </head> tags:

```
<SCRIPT LANGUAGE="JavaScript">
<!-- Begin
function leave() {
window.open('pop.html','','toolbar=yes,menubar=no,location=no,height=500,width=500,left=100,top=100');
}
// End -->
</script>
```

Then you will need to add this after "body" inside the <body> tag:
onUnload="leave()"

Create a file called pop.html in the same directory the file that calls it is in.

That's it. You now have a way for people to sign-up for your autoresponder.

Step Six "Tracking Your Ads"

Sign-up for Adminder. Adminder is an ad tracking service. You will need to know what advertising is working for you so you need Adminder to tell you where your buyers are coming from. This will save you more money than you could ever imagine. Adminder is only $9 a month! Trust me you NEED to track your sales. Unless you think you will make a lot of money through free advertising. You can come back to this step later if you disagree…. see you back here ☺

Step Seven "Testing Your Ads"

Go to yahoo classifieds and post a few classifieds. Use Adminder to see how well each ad pulls to determine what is your best headline. Check your ad views through the yahoo interface to see if your ad is being viewed.

I suggest you set up multiple yahoo accounts and test about 30 or 40 headlines to see how well they pull. To start off, you can just use the same body in the ad but make the headlines all different. If you use Adminder go to as many classified sites as you can and place the ads, do a traffic analysis to see which ads are pulling/being viewed, this works great to weed out bad headlines. Headlines are tough because usually the ones you think will work, don't! Again I recommend you read "Magic Letters" for helpful information on copywriting and headline writing.

Step Eight "Advertising That Works"

There are plenty of types of advertising. Informational products do best in, ezine's and Opt-in Email advertising. The best resource to find which advertising actually works is Netbreakthrough. Terry Dean, a master marketer spends a ton of cash every week testing

ezine ads, guaranteed hit sites, opt-in lists and gives you the results. It's really awesome and personally saves me $500 a month!

I have a few personal recommendations for opt-in lists, which are:
Yoken
GetmassiveHits

Step Nine "Wash, Rinse, and Repeat"

Do steps one through eight, then check your results, and then go back and repeat steps seven and eight replacing the ads that didn't work.

If you are seeing no sales, recheck your niche, if you're sure that you have a good product and there's a market for it, go back to step two "Writing Your Sales Letter."

Step Ten "Affiliating Your Way To Riches"

Once you start seeing a few sales, start promoting your affiliate program. Do this the same way as promoting your main website. There are plenty of good free affiliate directories you can get listed in. Make sure your affiliate signup page is of good quality. Checkout one that I have done at http://www.adventmicro.com/affiliate.html I do some other things to entice people into becoming affiliates. I now have over 1000 affiliates working for me. I entice people by giving bonuses for sales over certain amounts during the month and I have added a few ebooks like "Winning the affiliate game" which are really great to give to your affiliates, you both win. You get an email address to update them on that latest affiliate promotion techniques and they get helpful information that helps them make more money.

Well, that's it, follow these steps and you will start making an incredible income in a very short period of time.

To Your Success,

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P.S. Instant, Turn-key Business. Put your website on autopilot.
We give you the product, we give you the follow-ups,
you make the money.
http://www.directsalesmarketingonline.com/am

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