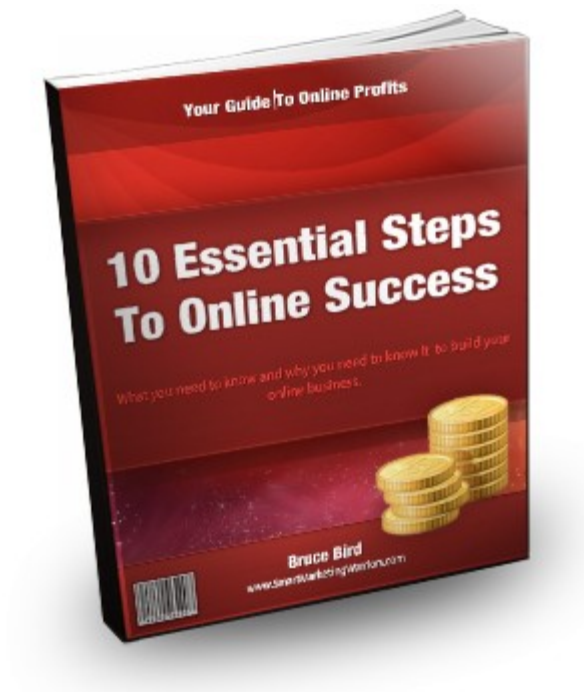


10 Essential Steps To Your Online Success



Bruce Bird

SmartMarketingWarriors.com

10 Essential Steps To Your Online Success

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Introduction

There are a thousand and one business models in use online and probably as many again that are not in use but could be. And you will be familiar with all the 'must-have' offers that pour into your inbox every day, all claiming to be just that; 'must-have' products and services that you will not succeed without – or so they claim.

How many of those 'must-have's are nothing more than flim-flam, tactics, variations on an existing model or some new method developed to explore and exploit a feature of an online service? Quite a lot of them in my experience. They may well have value in optimising your efforts but if you do not have the basic structures in place for your marketing efforts then you will be building a house of cards with no long term future as a business.

However, internet marketing - or let's call it simply marketing online because there are no essential differences between marketing online and marketing using any other channel to reach the prospects that you hope to turn into customers, has some fundamental processes at its heart without which you are unlikely to succeed.

This ebook is aimed at beginners in online marketing and existing practitioners. Why is it intended for existing practitioners when it deals with the basics? That's because I know from personal experience how easy it is to drift off the straight and narrow. To buy into products, services and projects that are ultimately superficial and do not address your original focus to build a successful business online.

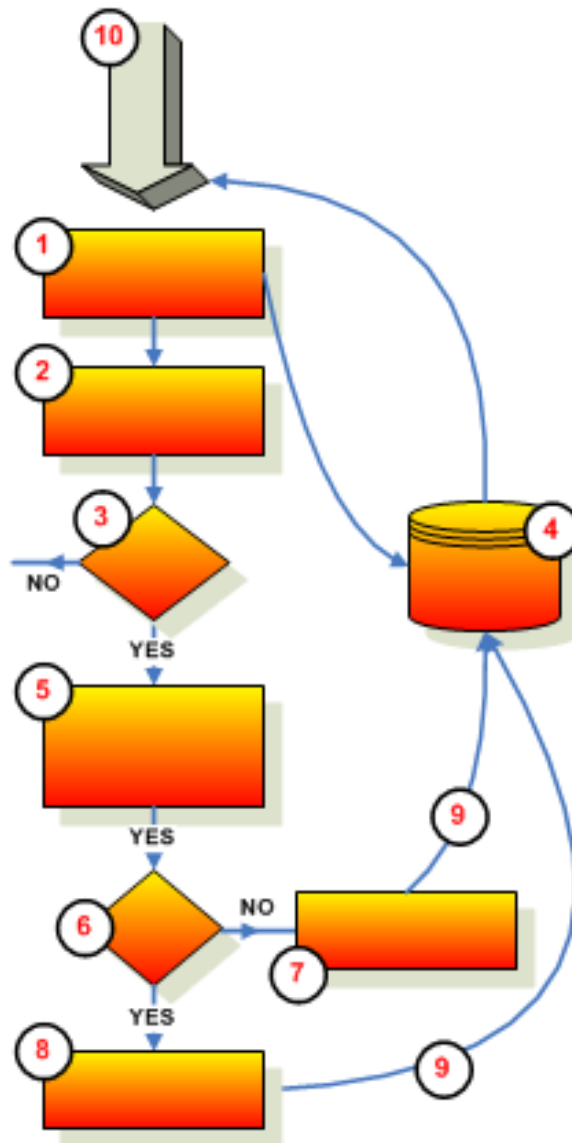
If you plan to build a business online then make sure that you include all these elements. If you already have a business online then go back and check they are all present. Without them, or some version of them, you are unlikely to be making the most of what you are doing. You will be 'leaving money on the table' when it could more usefully be in your bank account.

The point of this ebook is to help you understand that making money from marketing online is a little more than simply finding a product to sell, making it available on a website, driving traffic to it, making sales and then riding off into the sunset with bags of cash.

There is a proven business model working for everyone who makes real money online and the ten steps described here are a starting point for your understanding. Naturally, there are lots more steps after this but if you grasp the principles behind these ten steps then you have the foundations of your online business.

Now on the next page where you will find the 10 Essential Steps To Your Online Success:

10 Essential Steps To Your Online Success



So, you've got that then?

No?

OK – next page to find out what they are!

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Step 1. Landing Page

Your first essential step and the destination for your initial traffic generating efforts is your Landing Page. This is the page where visitors first arrive at your website.

Having got your visitors this far then your first objective is to ensure that they do not immediately leave your Landing Page because there is nothing there to interest them.

Your Landing Page must contain something of interest to your visitors. Your traffic will probably arrive following keywords that they are searching for. So your Landing Page should match their expectations and contain the same targeted keywords and some relevant content – but not a lot!

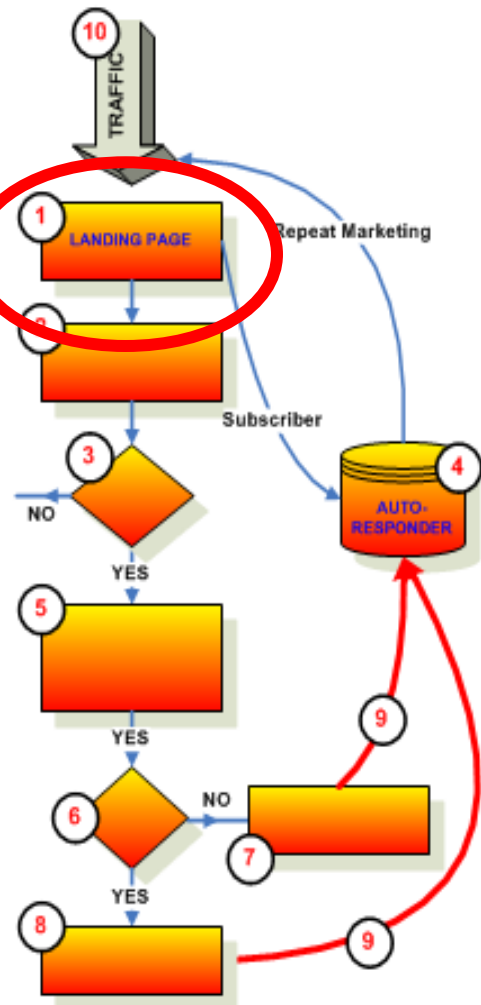
Your Landing Page has only one objective: to obtain the name and email address of your visitors and is often referred to as a Squeeze Page. To 'squeeze' an email address out of your visitor is your sole objective – therefore the amount of content is strictly limited.

Your page should be a 'teaser' but with a strong 'Call to Action', a suggestion, request or even instruction that they should provide you with their name and email address – so that they can get more of what they are looking for.

Why should they provide this private information? The only reason to do so is that, in exchange, you are going to provide to them some information which they perceive to be valuable. In other words, you offer a fair exchange.

Whatever you may be selling, you need some form of offer on your Landing Page which will be of sufficient perceived value to persuade your visitors to exchange it for their name and email address, i.e. to 'opt-in' or subscribe to your list. This may take many forms; whether it be a free ebook, an audio, video or maybe a free consultation offer but it must contain information they will perceive as valuable. Conversion rates vary enormously but you might aim to convert maybe 2 to 5% of visitors into subscribers.

Once your visitors subscribe then this is the start of your relationship with your prospect.



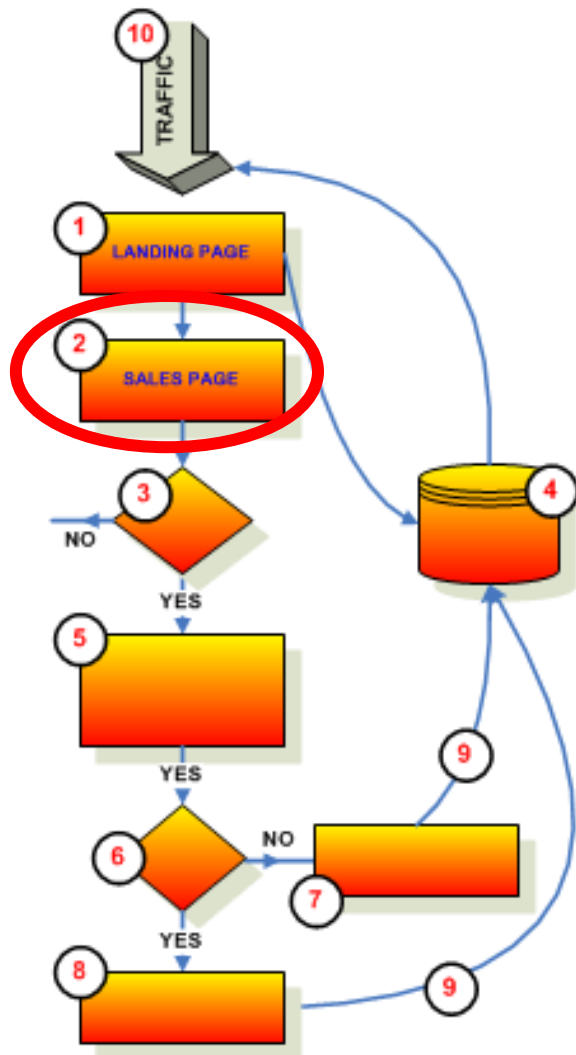
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Step 2. Sales Page

Now you have converted a percentage of your visitors to subscribers and have their name & email – so you can communicate with them later.

But right now you want to engage your visitor in conversation about whatever you are offering.

So #2 is your Sales page. This is simply your message to your visitors in which you try to persuade them to do whatever you want them to do. Very probably this will be to buy your product or service.



Just like a direct mail letter delivered through your letterbox it is your one chance to engage the interest of your prospect and just like a hard copy Sales Page your reader can drop it and move on to something else in the blink of an eye.

It must therefore be constantly engaging from the Headline to the sub-headline to the opening paragraph and all the way through to your Call to Action – more usually known as the 'Buy Now' button!

Unlike the hard copy Sales Page that relies solely on the written word, technology now offers online marketers some advantages to move the delivery of your sales message back towards the personal engagement of one to one communications.

Both audio and video can now be used to 'personalise' your sales message. Remember that, no matter how technical the method of communication, a sale always takes place between two human beings; the buyer and the seller. So the more the prospect can relate to you as a person the more comfortable they will

be.

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So making yourself audible and visible using audio and video helps to personalise the message and build the relationship. They also enable Sales Pages to become much shorter as you no longer have to write everything out in long copy.

At some stage your visitor is going to make a decision. That decision will be to buy or not, to stay or to go.

Step 3. Your Visitor's Buy Decision

However your Sales Page is constructed you will inevitably hope that your visitor is going to buy from you. However, all the evidence suggests that this will not happen unless you make a specific 'Call to Action'. This is when you suggest to them what they should do next

This is when all the arguments you have put forward as to why they should buy come to a head.

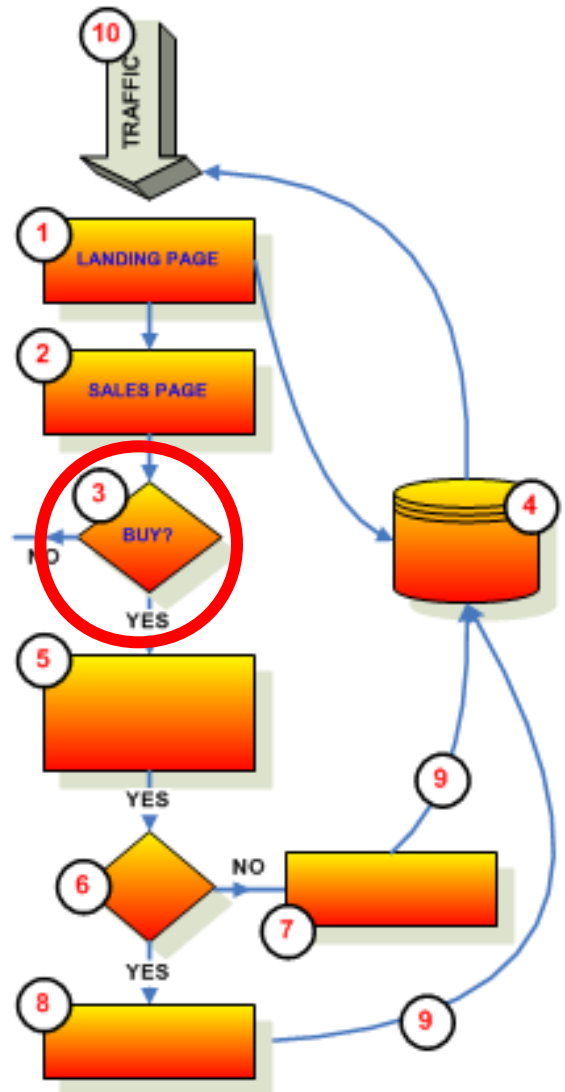
It is a classic feature of poor sales staff that they fail to ask for the sale. They may continue to talk forever but without asking for the sale then the prospect will simply drift away.

Fortunately, there are many ways and many occasions that your 'Call to Action' can be presented in your Sales Page in order to precipitate a Buy Decision.

Buying buttons or links can be presented at multiple locations throughout your sales message. Your prospects will respond to your Call to Action at different times depending on their level of interest and you should present the opportunity to buy at multiple locations.

This is the reason for 'long copy' Sales Pages that seem to go on and on. They are building not only the reasons to buy but also dealing with every possible objection that your prospect may have for justifying why they should not buy.

This is a major reason why your initial sale, usually referred to as the 'front end,' should be small and low cost.



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Getting their wallet out can be a major decision that the customer has to make. You should therefore make that decision as easy as possible by presenting the perceived value to be as high as possible while keeping the price low and delivery as quick and easy as possible.

I recommend that you read Mark Joyner's book, "The Irresistible Offer", for more on the psychology of the buying decision.

Step 4. Autoresponder

Your Autoresponder is the most powerful tool in your marketing arsenal.

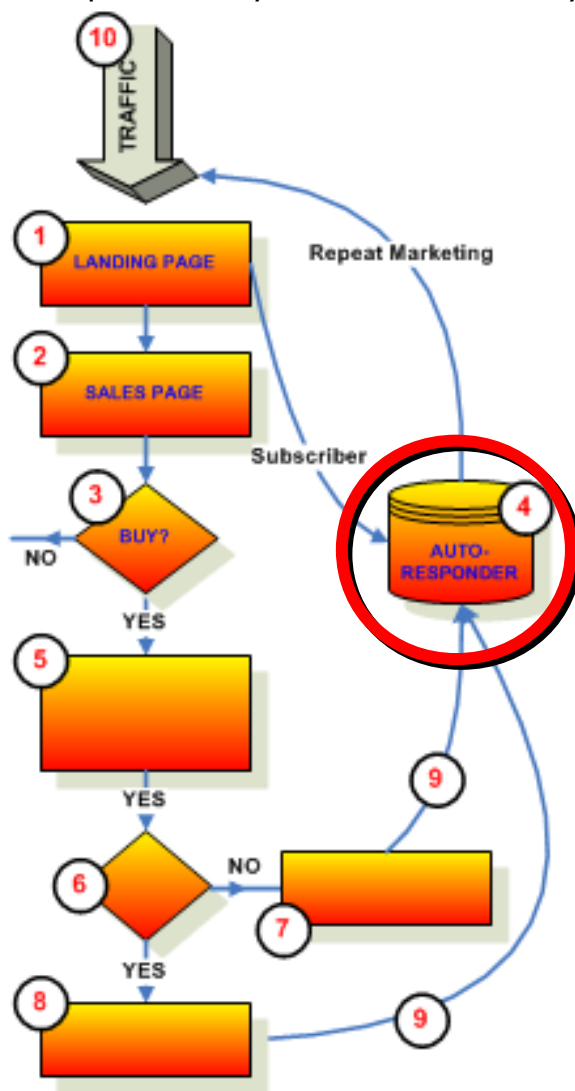
An autoresponder is a piece of database software that manages your lists of subscribers. There are many different providers and capabilities of autoresponder. You can host your autoresponder on your own domain or you can pay for a 3rd party service. A paid for service is usually recommended as they will usually provide a more professional and effective service without your having to worry about maintaining yet another piece of software.

This applies throughout your marketing journey. Never forget you are a marketer and not a technician.

Your autoresponder will send prepared messages at planned intervals after a prospect has subscribed and also gives you the opportunity to broadcast one-off messages to your lists.

Prepared message sequences usually build up your relationship with your prospect in order that they buy your products. Whereas a broadcast is a one-off message that you can use whenever you want to communicate immediately or often used when working as an affiliate and offering somebody else's product to your list.

A typical autoresponder sequence of messages would start with delivering the free product you have offered in exchange for the subscribers name and email. With the landing page having served its purpose of obtaining the visitors name and email in exchange for the free



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product then the autoresponder continues with the main objective of promoting the sale of your paid-for product at whatever time interval you decide to set.

The email messages would typically highlight benefits and offer links back into the sales process thereby encouraging the prospect to buy. But remember to continue to give useful, relevant information.

It is generally accepted that you require 7 or more contacts with your prospect before you have built the relationship to the point that they will buy from you. Hence the importance of the autoresponder which enables you to make those contacts automatically once the prospect has signed up and indicated their interest. It is not a good idea to be constantly pumping out sales messages. Try to give value consistently and make an offer or referral only every 3 or 4 messages.

Your autoresponder gives you leverage. The power of automation which enables your online business to continue to function 24 hours per day and 365 days per year. Even when you are enjoying other aspects of your life, when you have done the preparatory work of setting up your autoresponder messages then you can continue to sell online.

That same power of automation also enables you to complete a sale. At this point your relationship will change as your prospect now becomes a customer and you should ensure that you move them from the prospect autoresponder messages to your customer sequence. Reputable autoresponder services will enable you to set this up automatically.

You can find out more about [Autoresponders here](#).

Step 5. Upsell Offer

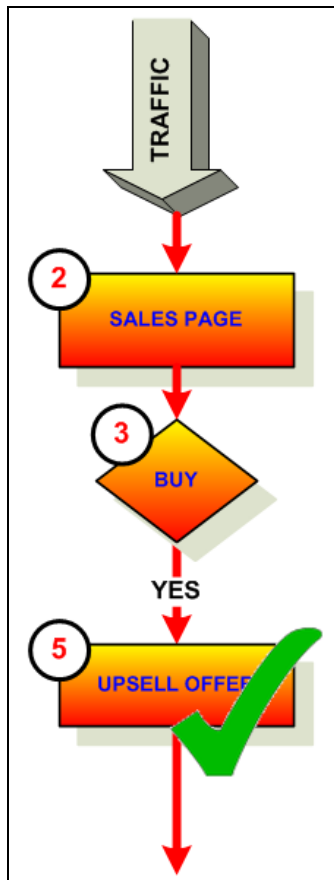
An upsell, often referred to as the 'backend', is when you offer another or even several more products of increasing price one after the other.

To do this we have to 'hijack' part of the normal process. So let's get the terminology right so that we understand what is going on.

After a sale it would be normal to say 'thank you' and send your customer to what is often referred to as the 'thank-you' page as in the illustration on the right. But as you can see, that's got a big number 7 on it and we have several other steps to go through before we reach the point of just saying 'thank-you'!



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Immediately after making a first purchase we have learned that the buyer is in the mood to buy again. So if we offer the customer something else that they might want there is a good chance they might buy.

In fact, all the evidence points to the fact that **they are more likely** to buy another product at this stage. Your conversion rate for making a second sale is likely to be higher than for the first sale.

This second offer is referred to as an 'upsell' or back-end offer and should be made immediately after the first sale. The psychology of the buying customer is that they are 'in the zone'. They have their credit card in their hands, they have decided to trust you, they are very definitely interested in your product(s) – so offer them more of the same.

It is for this reason that we hijack the thank-you page and it becomes an upsell offer page – and the 'thank you' page is pushed to later in the process when the customer has stopped buying.

An optimum price increase for the higher value product is usually considered to be between 20-50%. You should work out the optimum price point by split testing.

Split testing is a technique for testing which version of your marketing message is more effective. It enables you to present different versions of a page to the same stream of traffic so that half the people see one version and the other half see the other such as different versions of an 'Add to Cart' button shown here.

By measuring the response of the visitors to each page you can see which page is more effective and switch all the traffic to the better page.

Once established you will be using this technique at every stage of your marketing process in order to optimise your results.

It is not unusual for the conversion rate for upsell offers to be greater than for the front end. This is because the customer has already decided you are 'ok' and has fewer hoops to jump through to justify buying from you again.



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The reality is that the amount of money you take with your front end offer is unlikely to make you wildly profitable. The necessity to keep the hurdles to conversion from prospect to customer as low as possible will probably result in your setting a low price which is not going to make your fortune on its own.

Indeed, many advanced marketers will give away their front end product or even pay you to give it away to your list of subscribers simply for the purpose of building their list for the subsequent upsell offer that will inevitably follow.

However, let's keep things simple to begin with and understand that even if your first, front end, offer is not wildly profitable - relatively small numbers of upsell customers buying a substantially higher priced upsell can quickly move you into profit.

This question of optimising your results is dealt with in [Internet Marketing Fundamentals](#) at SmartMarketingWarriors.com.

Nor is there any reason to limit yourself to 1 upsell offer. After your customer makes a purchase your shopping cart will send them to whatever Thank You page you specify when setting it up that transaction. So each time your customer buys a higher priced product the cart will send them back to a new Thank You page that you specified – and each time you can use that Thank You page as a Sales page for your next upsell offer.

Step 6. Upsell Buy Decision

By turning the Thank You page into a Sales Page for your upsell, you can catch the customer **immediately after** their first purchase when they are already psychologically in the buying zone.

But this remains a Sales Page and you all the requirements remain on you to present an offer the customer cannot refuse. You present the benefits of buying, probably to complement what they have already bought and what they will be missing out on if they do not buy.

As before, it should include multiple opportunities to make the decision backed by lots of reasons why your prospect should buy and lots of effort to remove any objections as to why they should not.

Your major advantage at this stage is that your customer has already bought from you. They have confirmed their interest – backed up in the most effective way possible by their credit card and have therefore crossed a critical stage in their relationship with you. It is, therefore, much easier for them to buy again because they are simply re-inforcing the judgement decision they have already made – and nobody likes to think of themselves as getting things wrong.

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Although there is only one upsell included in these 10 Essential Steps there is no reason why you should not have more than one upsell offer. But you must keep your offer relevant and only leave a single decision to be made - a buy/no buy decision for a more expensive product.

There is no need to be bashful about this. Remember, it is always the visitor who is in charge of the process. Do they stay or do they go from your site? Do they buy or not buy? These are their decisions not yours.

But not to offer a choice by not offering something else for them to buy is to miss an opportunity.

Step 7. The Thank You Page

Should your customer decide not to buy your upsell offer then we do, at last, return to our neglected 'Thank You' page.

By now your shopping cart and autoresponder will have moved your customer from your subscribers list to your customer list with an entirely different series of prepared messages – because you now have a different relationship with them as a customer rather than as a prospect.

You will frequently hear the saying; "The money's in the list". And so it is. Any time that you add a name and email to your lists, whether it is as a prospect or as a customer, then you have increased your potential earnings.

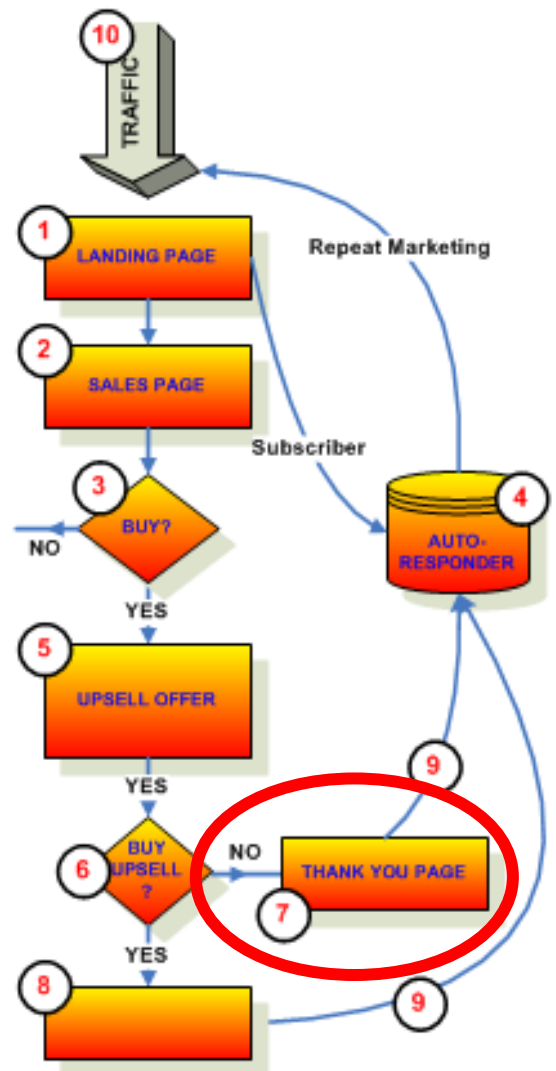
Some internet marketers refer to their experience that every subscriber to their list is worth \$1/month in revenue. So it does not take much to work out what your objectives might be for your online business.

1. Build a list of X (your target monthly income)

2. Find something to sell to your list.

But that's another subject about picking your marketing strategy and must wait for another day.

In the meantime you need to know what to put on your Thank You Page.



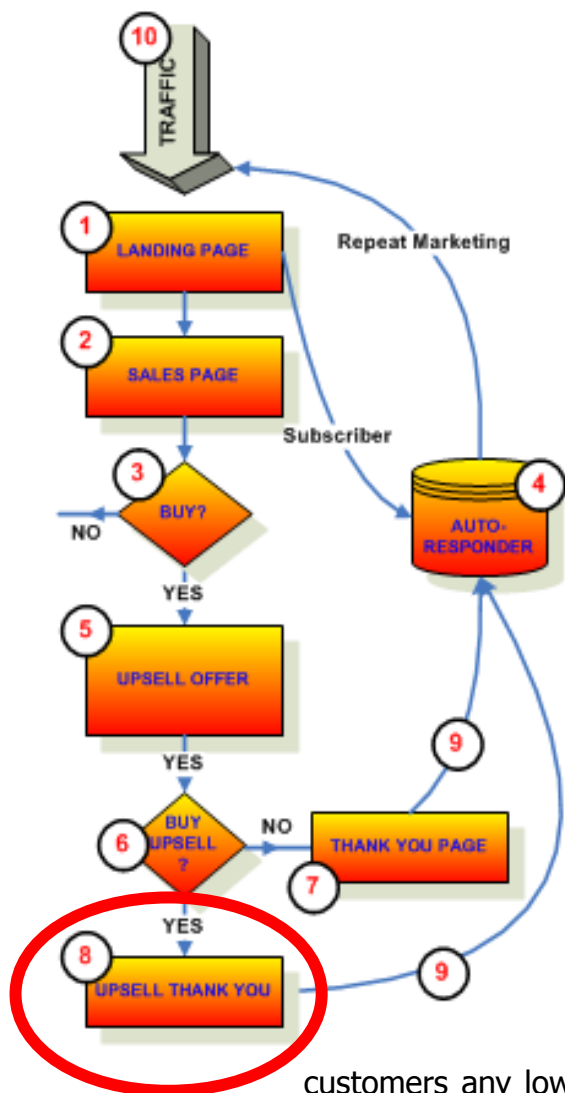
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The name of the page is self explanatory. Begin by saying thank you for the purchase. Tell your customers how they will receive their purchase, when they will receive it and what to do if they run into any problems. Give your Help desk and Support contact information.

Simply be helpful in every aspect of the relationship that you are now working to build with your customers.

Of course, you can always include another Call to Action for what you want them to do next!

Step 8. Upsell Thank You Page



If we were to pursue the upsell strategy then Step 8, the Upsell Thank You Page, should be yet another Sales Page for another upsell as this process can simply repeat itself for as long as you have offers to make and your customer is ready and willing to buy.

However, being practical, at some stage your upsell process will run out of steam and this will become exactly the same Thank You page as a declined upsell at Step 7.

Again, by repeated purchases your customer will by now be on the appropriate list on your Autoresponder according to their level of purchases.

Again, the power of your autoresponder now kicks in and you would aim to maintain and build your relationship with your customer.

It is worth remembering that sales are built on relationships, friendships and moral obligation.

So as customers move through your sales funnel buying products at increasingly higher price points, then it becomes worthwhile to simply give away free to your select group of high value customers any lower value products that you might acquire to sell to

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your prospects as at the front end of your sales funnel process.

By giving products away to valued customers you are aiming to build a feeling in them both of loyalty and of moral obligation that will work in your favour when you next ask them to buy something from you.

Step 9. Autoresponder Messages to Buyer and Upsell Buyer

Whenever your prospect makes the decision to become a buyer then they will go through your purchase process, whether it is on your shopping cart or any other payment gateway you may be using.

Part of that process should include a mechanism to change their status on your list from prospect to customer.

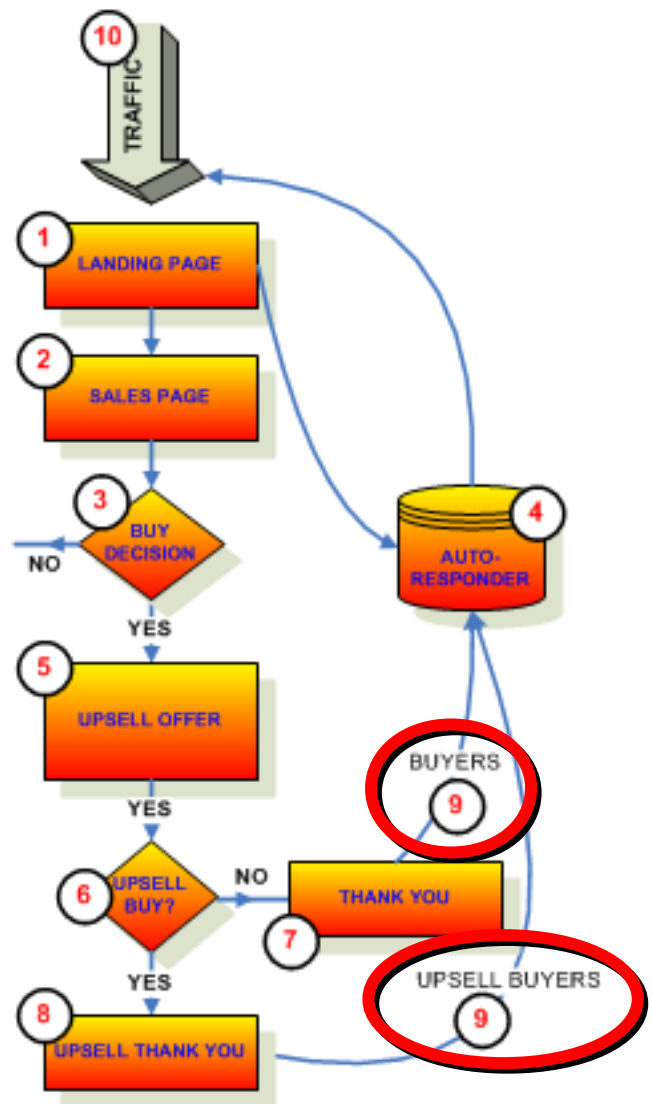
This applies whether they are moving from prospect to customer or from low-cost front end customer to higher-value upsell customer.

In other words, you need to segment your list in order to reflect your relationship with an individual subscriber according to what they have bought from you.

Your relationship with each level is different. After all, some of them may have paid you a substantial amount of money.

Your messages to your list may now be segmented in the same way to reflect the relationship you have with them.

However, the point here is not about the detail of segmenting your list, but about continuing to use the fundamental power of the autoresponder to continue to communicate with your customers and to tailor your messages according to your relationship.



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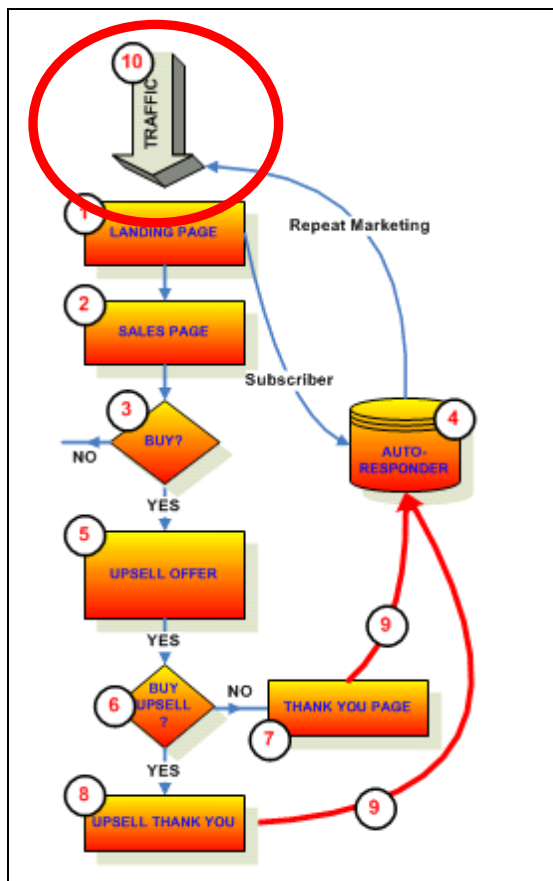
It is far easier to sell to someone who has already bought from you than to a new prospect – because you have an existing relationship. Online, your autoresponder is the tool you use to develop, build and nurture that relationship.

It gives you the leverage to prepare your messages once yet have them delivered many times to many prospects. Using it effectively will probably make you more money than anything else you might do.

Step 10. Traffic

If you have set up your sales process in the way shown here then from your Landing Page onwards you are now all set up to take advantage of any traffic that arrives at your site and to turn it into prospects, customers and long term relationships.

So now you need more traffic. Whole books, seminars and training courses have been devoted to the subject of generating additional traffic to your website so I'm not going to try to cover it here.



But you can find more about [traffic generating strategies](#) here.

It is sufficient to say that, whether Traffic comes first or last it represents pretty much half of the equation for your success.

If you don't have your 10 essential steps in place then you are unlikely to be successful. Similarly, if you don't have traffic arriving at your Landing Page then you have no prospect of turning visitors into prospects and ultimately into customers.

However, bear in mind that from way back at step #1, the Landing Page, part of the traffic arriving at your site are your own subscribers returning because of your messages delivered through your Autoresponder.

Bear in mind that you would not send them back to the Landing Page but more likely to the Sales Page or whichever part of your site is most relevant to the message your are delivering.

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These visitors represent not only subscribers but also customers and valued 'back end' customers. Your purpose in sending them back to your site is to move them through your Sales Funnel. In other words, converting them from one stage to the next. Click here to find out more about the [Sales Funnel](#)

While you will see some marketers stating that you need a big list to be successful it is equally possible to make a good living from a relatively small list numbering just hundreds. You can go 'broad and shallow' in your marketing or 'narrow and deep' with a well researched niche. Find a good niche with good paying customers and that deep, narrow niche will pay you well.

Why Making A Simple Sale is Not Necessarily Best

So those were the 10 Essential Steps to your online success. But before we close I would like to emphasise what it is about marketing online that makes it so powerful.

It is perfectly possible to make sales without all of the Essential Steps. The question is whether this represents the best outcome for you? What are you losing if you miss out the two most critical steps of the upsell and use of the autoresponder?

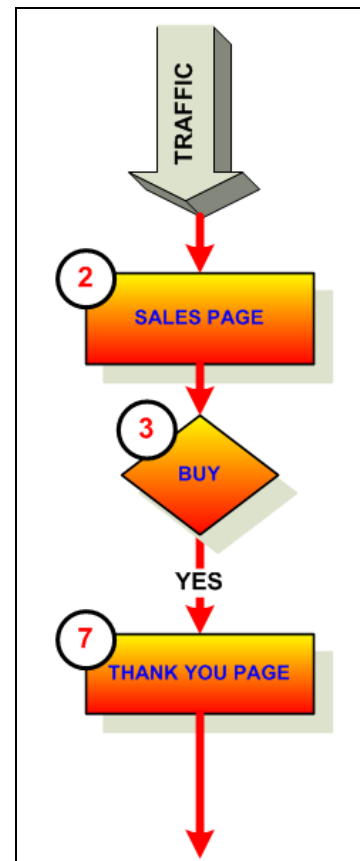
You may entice visitors to your website and take them directly to a Sales Page. You may communicate your message effectively on the Sales Page and persuade your visitor to buy your product or service.

You might argue that this is clean, quick, effective and maybe even profitable.

But you will be missing the 2 most essential elements required both for short and long term profitability.

- By failing to build your list you cannot use your most powerful tool, the autoresponder
- By not offering an upsell you are failing not only to improve your own profitability you are also failing to provide the customer with what he or she is looking to buy.

You will not know who came to your website and showed interest but did not buy. They were sufficiently interested to visit – but not to buy. Your first effort at making a sale was not successful – and you no longer have any opportunity to try again because you have no idea of the identity of your interested visitors.



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Without collecting names and email addresses you will never have the opportunity to try again, to explore with them what they really wanted and whether you can provide it for them and make a sale in doing so.

If you collect their names with a squeeze page then you can continue to communicate with such prospects using your autoresponder messages. In many situations you may make as many sales from your autoresponder as directly from the first visit to the Sales Page. In other words, by not collecting a name and email you may dramatically lower your sales, revenue and profits.

As we discussed at Step #4, your Autoresponder software is the most powerful tool in your armoury. The ability to 'work' without working – to send relationship building messages for one project while you are working on another - to sell while you are lying on the beach – these are all made possible by your autoresponder.

There are further aspects of marketing to understand to get the best out of your efforts but this is sufficient for the moment. To find out more visit the presentation on [The Fundamentals of Internet Marketing](#) available for Smart Marketing Warriors members.

So, by selling without an Upsell option your revenue is going to continue on a straight line graph directly related to:

- the conversion rate of visitors to sales
- and how much traffic you drive to your site.

That simply links your results to your effort without taking advantage of the power of the automation made possible online - and that is not smart.

Lost Leverage

Think also of the other potential lost when you fail to collect a list of subscribers.

Apart from losing the ability to continue to market your own products you also cannot offer anything else to your prospects.

Let's say you put a lot of effort into generating traffic but failed to collect a list. Those visitors who were interested enough to arrive at your site and would have subscribed if you had offered them the chance – but you didn't – but were not sufficiently persuaded by your Sales Page to buy – and have now left.

Maybe your product wasn't exactly what they were looking for. But another product offered by another marketer may well have been just the ticket for them. With a list you can offer other products as an affiliate that are complementary to your own or even competing with your own. But without a list you can offer nothing.

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The whole leverage of automated marketing process has been lost to you.

Where's The Profit?

This ebook is about your success in making online profits. I hope I've illustrated the essential process and emphasised the 2 most important elements.

Your online success – extracting the greatest advantage from your online activities - is in:

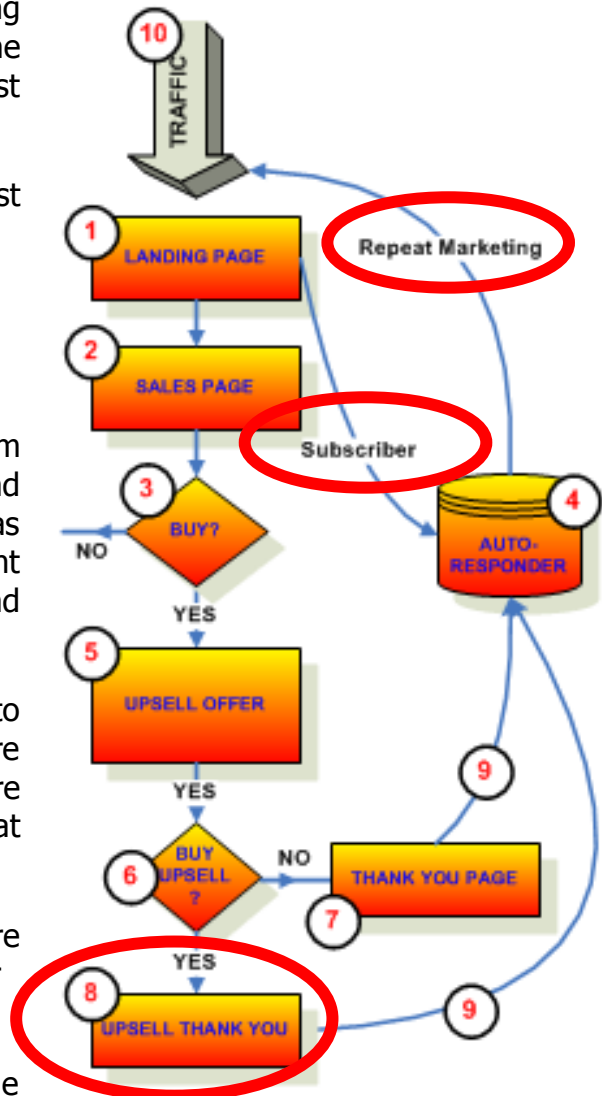
- your List and;
- the Upsell to your backend product(s)

Your list enables you to build a long term relationship with your prospects and customers. Start to think of them more as your community and you will develop the right attitude towards them. Give to them and they will give profits back to you.

The Upsell enables you to move quickly to profit. Don't think of an upsell as taking more money from your customer. Instead, you are providing your customer with more of what they are looking for.

Keep on giving them more of what they are looking for and they will remain your customers for life.

You can find out more about marketing online at SmartMarketingWarriors.com where we aim to provide a down to earth approach as well as an understanding of the basic business models involved in internet marketing.



Bruce Bird

Bruce Bird

10 Essential Steps To Your Online Success

About the Author



Bruce Bird has been working online since 2004. As well as working independently he participated first in the Online Marketing Mastermind Group since 2004 and then led the Smart Marketing Meetup since early 2007. The Meetup then morphed into

www.SmartMarketingWarriors.com in which he participates with his warrior partners.

Working as an internet business consultant at www.Accentu8Marketing.com, teaching online marketing through www.SmartMarketingWarriors.com and the use of Wordpress for which he is a great enthusiast at www.NicheMarketBlogger.com he provides a spectrum of services from individual consultancy to corporate marketing.

Before grabbing his independence online Bruce ran an air cargo charter company marketing the world's largest cargo aircraft (www.an124.com) which he took from 0 to \$70 million/year between 1989 and 2003.

Among his memories are of being responsible for planning the world record for the heaviest single piece of air cargo (135.2 tons), doing business in the wonderland of Ukraine and Russia during the last days of the Soviet Union, sleeping in Boris Yeltsin's dacha in Yekaterinbug and watching opera for free from the Directors box of the Bolshoi in Moscow. Oh, and a lot of vodka (not recommended!).

