



**Meetings with the Masters of Marketing.**  
An exclusive interview series by Anthony Robbins with the world's leading Internet marketing experts sharing easy-to-apply strategies for making money now.

*"The only way to become wealthy is to add more value to people's lives than anyone else is adding."*  
—Anthony Robbins



Anthony Robbins

# THE NEW MONEY MASTERS

Giving Customers the Unbreakable Power  
of Trust Marketing with Authentic Service.

Passion into Profits:  
**Russell Brunson**

"How I Turned a Little Idea into a  
\$10 Million a Year Business"

*Action Book*



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## Profile: Russell Brunson

Russell Brunson, a wrestler and family man, has made a career out of teaching clients how to turn a talent or passion into income within as little as 48 hours. Russell first ventured into Internet marketing in college, when he wanted a stable income to support his new wife. He paid a programmer \$20 for his first software product, which made him \$1,000 within 30 days. In his senior year in college, he earned about \$250,000 and crossed the million-dollar mark within a year of his graduation.

### **Finding Success with a Potato Gun, Flip Cam and a Little Resourcefulness**

Russell Brunson grew up with a passion and obsession for wrestling. As a child, his father would roll up the wrestling mats and put them on the top of their truck when they went on family vacations. Dad would pay them to wrestle like it was their job. Mornings were spent wrestling before any vacation activities could take place in the afternoons. Russell's practice paid off when he went on to become a state wrestling champion in Utah and took second place in the country. He eventually wrestled for Brigham Young University and then Boise State.

While at Boise State, Russell met his wife, Collette. After they married, Russell wanted to be a supportive husband and start a family, but he still wanted to pursue his first love—wrestling. This conflict sparked Russell's first business idea.



## How It All Began

During spring break, Russell and a buddy were looking for a creative way to spend their time. Always competitive about their potato gun shooting, Russell and his friend set out to find a way to build a potato gun that could shoot farther than anything on the market.

Russell then searched the Internet for people searching for potato guns and discovered that 18,000 people a month on Yahoo alone were looking for the best method to build a gun.

After extensive research, Russell was confident in his potato gun-making skills and set out to film a very simple DVD on how to build a potato gun to see if anyone would buy it.

Russell's DVD took only one day to shoot and cost next to nothing to create. Remember: Your clients are not interested in an expensive Hollywood production with 30 cameras to make a great video; they are not interested in Hollywood teaching them how to make a potato gun. They just want a guy in his backyard who can show them what to do in just a few simple steps. If you can provide value, customers will look past the video quality.

Next, Russell created a Web site (with no prior training) to sell his new video and bought Google pay-per-click ads for 5 cents a click. Then people started clicking...and buying.

Russell also found a potato gun forum with about 10,000 people and purchased an ad on the site for \$100 a year. Russell says it's about finding where your customers are and just testing things out.

Eventually, all the so-called simple stuff paid off, and Russell was making \$30,000 a year from the potato gun sales.

## Sharing His Success

After Russell's success with the potato guns, he thought about what other passions he had that he could start making money with.

Because of his love of wrestling, he decided to move into wrestling products. He did not consider any of them to be a huge success, but each one would make about \$30,000 a year, and with four or five products, the profits added up. Friends and family noticed the nicer cars, new houses and different lifestyle. They started asking Russell questions, so he decided to put on a workshop for them to show them what he was doing.

Although the workshop was initially intended for only friends and family, Russell decided to send an e-mail to a list of people who had been following what he had been doing to see if anyone was interested in the workshop. The cost was going to be \$5,000, a number Russell just pulled from his head and a gutsy price at this stage, but Russell wanted to put it out there so he could say he had held a \$5,000 seminar. He did not plan on anyone actually signing up, so when four people did, he was blown away.

The seminar was a huge success and eventually was turned into a product. Russell started holding more seminars, teaching people the secrets to his success.

Russell has found a niche in creating successful businesses quickly. He figures that if it's going to take people six months, they won't go through with it, so he has come up with a system to model his business structure so his clients can get their own business up and running in as little as 48 hours.

**“When you help other people, what happens? You make money.”**

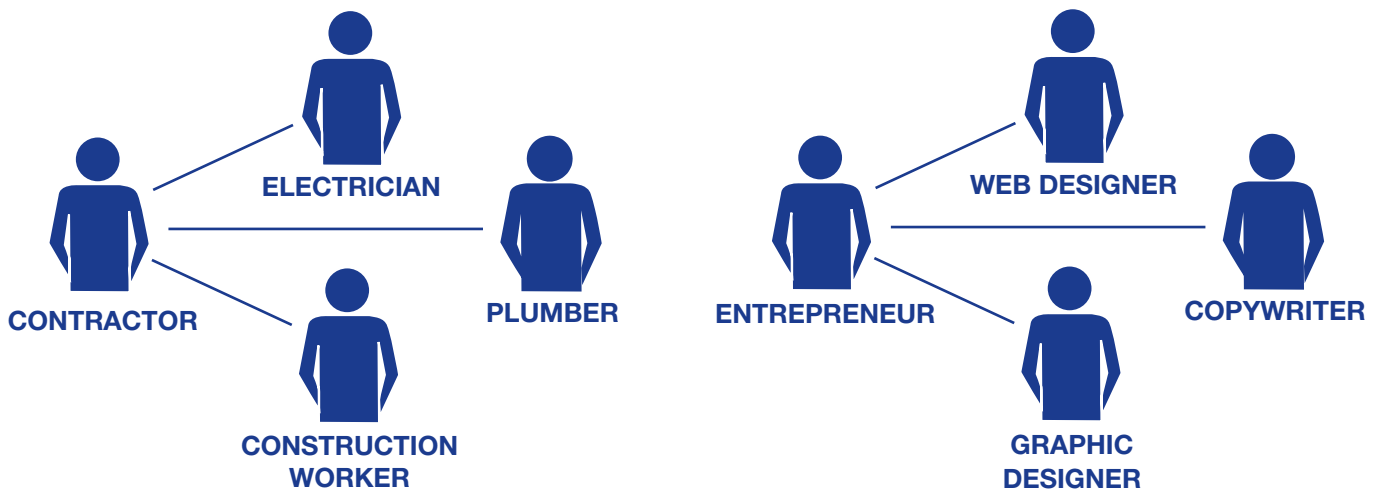
**—Russell Brunson**





# You Don't Need to Do It All: Be the Contractor

The biggest problem most people have is that they think they have to learn how to design a Web site, be a graphic designer, write copy, etc., to have their own online business. This keeps most people from having success. One of the first things Russell tells people is that he has hundreds of Web sites and has no idea how to build them—you **DON'T** need to know how to build them. **Your job as entrepreneur in this business is not to be the person doing the work. Your job is to be like a contractor.** While contractors don't directly lay the foundation, do framing and apply sheetrock, they understand the process and the pieces that are needed, and they hire the right people to execute effectively.



## Case Study: Bring the Experts to You

When Russell first got started, he had no knowledge of how to create a software project. He also had no budget. A programming company quoted him \$5,000, but with no money coming in, he had no money to spend. Russell also knew that people around the world were hustling for jobs and that he could find competent experts willing to do the work for very little money.

Russell posted his project on [www.odesk.com](http://www.odesk.com) (he also recommends [www.elance.com](http://www.elance.com) and [www.guru.com](http://www.guru.com)), and people around the world started bidding each other down. The project went from \$5,000 to \$1,000 to \$500 and all the way down to \$20 from a young man in Romania. Russell accepted his bid, and the software was such a success that he ended up hiring the young man full time.

He then paid a writer a couple hundred dollars to craft a sales letter for him. Then he tried to do the graphics himself, but after sitting at his computer for six hours trying to figure out how to use the basics of Photoshop, he finally paid someone \$50 to create his graphics.

## Opportunity Cost Is Crucial

Even if you have the skills, it might be in your best interest to hire someone else to do the work.

**When you are thinking like an entrepreneur, every choice you make has an opportunity cost.**

### **Case Study: How Much Is Your Time Worth?**

When Russell spent six hours trying to learn how to use Photoshop, he thought to himself, “**How much is my time worth?**” If he had spent the time to learn the program and create a graphic that would be acceptable, it would have probably taken him 10 hours.

Assuming he was making a minimum of \$7 an hour, at 10 hours, the graphic design would have cost him \$70. Considering he could hire an experienced designer for \$50 to create an amazing result (beyond what he could have ever created anyway), his time was better spent focusing on managing other pieces of the project rather than taking on the design aspect.

Technology has given us access to people all over the globe who love to do different things. Instead of spending seven hours trying to figure out how to design a Web site, give it to an expert and **spend your time doing something that is more productive, that is going to make you more money and that you enjoy more. Don't do anything that you don't love to do. Be resourceful.**

### **DEFINITION**

**Opportunity Cost: The cost of an alternative that must be forgone in order to pursue a certain action. Put another way, the benefits you could have received by taking an alternative action.**

## Finding the People Who Share Your Passion

Before the Internet, it was much more difficult for people to congregate together based on similar beliefs. What's exciting about the Internet is that it gives us the ability to group together with people from all around the world, from every country, based on similar beliefs, interests and values.

- **Understand who your target market is.** Who is the person who will ideally buy this? Oftentimes there's more than one target market for a product.
- **Figure out where people in your market congregate.** Where are the places online?
  1. **Forums and message boards:** This is where the passionate people are talking. **The key is to become part of the community and share that passion.** Most forums will even let you talk about what you are doing: "I just made this cool free video. Check it out!" You can also buy banner ads in the community. On the other hand, a fast way to get kicked off boards and ruin your reputation is to go on a forum and say, "I have this brand-new product; come check it out" without first contributing to the conversation and adding some kind of value. This is seen as spam, and people will immediately tune you out.
  2. **Like-minded people with established e-mail lists:** Find people who already have e-mail lists full of your target market, and offer them an incentive (such as free content) to send out so you can promote your product.
  3. **Twitter:** You can use Twitter to follow people who are talking about certain topics. Let's say your favorite band is U2. You can follow them on Twitter, and suddenly you can build a whole account of people interested in U2. If you are selling anything U2-related, you can send a message out to 10,000 or 20,000 people who are already interested in the band.
  4. **Google:** About 30 million people use Google daily, and through those searches they are congregating based on what they're interested in. You can use Google keywords for to help anyone who is searching for your product (e.g., Russell's "potato guns"). This allows you to broadcast directly to your customers.

## Creating Information Products

Remember what Frank Kern said about the three primary reasons people go online:

1. **To read something**
2. **To get information**
3. **To look for instructions or advice**

The misconception is that the majority of people search the Web in order to buy things, but the reality is they go to find information to help them make an educated purchase.

Be an information marketer **and** sell products and information. Regardless of what you're selling, you want to **share information and teach something that others are looking to learn more about, and that will set you apart.**

### **Case Study: How to Add Value and Differentiate Yourself**

Let's say you own a car dealership and you say, "Hey, come by. We have new cars at 20 percent off." But that's what everyone else is doing, and it's not exciting. However, if your ad says, "Here is a free report showing six car dealership scams" or "Here are five reasons our car dealership is going to treat you better," you are giving people the information they are looking for. You are giving people information that will spark their interest/they will want to read or watch. People respond to incentives: you will entice more clients with a free car-buying kit versus the fact you just got a dozen new cars on your lot.

When you indoctrinate someone, you get them to have the same language and the same beliefs that you have. You might see a car ad that uses fancy terms and confusing numbers and not understand what it is talking about. However, if a dealership provides you with information to understand their terminology and their way of looking at things, now when you go in to talk with the dealership, you have a common ground that you can build on. This same concept works in any industry.

When they get the information and become indoctrinated into what you're teaching, you are more likely to have a client for life.

# The Secrets of Adding Value

What sets Russell and the other New Money Masters apart from the millions of others online is their constant commitment to providing value at every stage of their relationship. If you want to create a raving fan customer, you must consistently stack the value.

## Russell's Ways to Add Value

- 1. Add value by offering a free piece of advice on your Web site.** Russell likes to have a headline at the top of his pages that just says "Free video reveals the number one secret to \_\_\_\_" (fill in the blank). People enter their name and e-mail and gain access to the free video.
- 2. The important question is: What value do you have that you can offer someone?** Pull out one of the best secrets you have. Whether it is how to increase business or how to find more clients, or whatever you are teaching, give it away for free. The goal here is to give value to people. The better the value is, the better the secret is, the better the offer is, the more likely people will be to take action.
- 3. It's crucial to ask people for their name and e-mail address in order to receive the free video.** You then have contact information, and you can market to them again. A major challenge with traditional Web sites is that they attract people to view the site, but once they leave, there's no way to follow up with them. The average person has to see a Web site seven times before they have enough trust to purchase (and in a tighter economy, people need to be even more engaged).
- 4. The worst thing to do is try to sell to people.** People like to buy stuff, but they don't like being sold to. So wherever you go, forums, e-mail lists, etc., let people know, "I've got this free video, it's really good, it's going to help you change your life. Go check it out." Keep it simple. If the subject of the video appeals to them, they will come to your site and give you their name and address. If they have an ah-ha moment and think, "Wow, that's a great idea I had not thought about before," they are immediately going to want more from you, and NOW they are interested in buying. Let people know at the end of your video that you have a product with many more great tips and ideas. This is where you want to sell immediately because they're in peak buying state.

### **Case Study: Providing Value at the Dentist's Office**

A dentist's office was interested in increasing business but was not sure how to get new clients.

In order to differentiate themselves from everyone else, they put up a free report to grab attention. The dentist put up a piece on the Web that said, "These are six things that will cause you to have dental disease and lose your teeth before you are 55 years old. These are three things you can do about it. Click Here." Then a video of the dentist came up, and he passionately taught about the things you could do to avoid dental disease (like flossing). After the teaching, he offered an alternative (that is more attractive than flossing). The dentist informed people about laser care—what it is, how it works, etc.—and then offered to have them come in and try it for free. The video offered immense value and opened the floodgates of potential new clients for the dentist.

**"The aim of marketing is to know and understand the customer  
so well the product or service fits him and sells itself."**

**—Peter F. Drucker**

# Make Money While You Sleep

The auto responder is a \$20 key resource to a successful business model that doesn't have you engaged 24/7. When someone gives you their name and e-mail to watch a video, the auto responder uses that information.

## The Auto Responder Sequence

1. Have the auto responder immediately send them an e-mail, which you can program say "Hope you enjoyed the video," and provide a link in case they want to watch it again.
2. Two days later the auto responder sends another message with more value.
3. After a few more days, program it to send out another e-mail asking if they want to sign up for your product.

**Keep it personal.** The most important part of the auto responder is to make it very personal. You don't want it to sound like a corporate e-mail coming from someone else (like Frank says, communicate like you would with a friend). They buy off relationship and trust, off of who you are. Remember the three steps to communicating like you would with a friend:

1. **Embody the friend mentality.**
2. **Feel like you're writing to your best friend.**
3. **Let it come through in your communication.**

**"People like buying stuff, but they hate being sold to."**

**—Russell Brunson**





# The Power of “Free”

“Free” is the most amazing word in the English language, especially when it comes to marketing.

## Case Study: Chocolate Choices

In the book *Predictably Irrational*, there is a case study that proves the power of free and how irrationally people think when they hear the word “free.”

In the case study, they took Hershey’s Kisses and Lindt chocolates and put them on a table side by side. They charged 1 cent for the Kisses and 25 cents for the Lindt chocolates. Approximately 80 percent of the people chose the Lindt chocolates because the value was so much higher.

They repeated the same experiment except adjusted it by a penny each way. Now the Kisses were 2 cents, and the Lindt chocolates were 26 cents. The results were the same: about 80 percent of the people still chose Lindt.

The testers then rationalized that if they raised the cost by a penny and the results were the same, if they lowered the cost by a penny (24 cents for Lindt and free for the Kisses), the results should be the same as well. However, the results completely flip-flopped—80 percent of the people chose the Kisses.

They questioned whether the results might have been affected by the fact people didn’t even have to take out their wallet, so they ran the study in a cafeteria where people would be taking their wallet out either way. The results were the same: the free Kisses were preferred by 80 percent of the people tested.

In conclusion, the word “free” has a strong effect on people. Remember: People who would normally never give you their name or e-mail will give it to you for a free tip.













# Money Masters Article: Russell Brunson

## Choosing the Right Opportunity

Russell Brunson struggled in college. While most kids were worrying about assignments and upcoming tests, he was sneaking out to go to “the bathroom” so he could slip into the computer lab and look at his sales and Web sites and check in on his outsourced workers.

Often he would come back with just enough time to catch the end of the lecture and be more confused about the subject than before going in. Luckily for him, only a 2.0 was needed to wrestle, and he got pretty good at pushing out those C’s on all the assignments and tests even without understanding the subject matter...

### Learning a Life-Changing Concept

During one of Russell’s economics classes, he caught the teacher talking about something that was so profound, he actually skipped sneaking out and sat through the entire lecture. What the teacher talked about was something that has made him think differently about every decision he has made since that day.

The title of the lecture was “Opportunity Cost.” While it may seem like a boring topic, when you really understand it, it will change the way you think, in your life and in your business.

Before getting into nuts and bolts, let’s strip it down and make sure you know exactly what opportunity cost means as it applies to you.

If you apply the concept of opportunity cost to the decisions you make every day, you’ll find that nothing is free. There is always a cost. Let’s say you get a coupon in the mail for a free hot dog. Sure, you don’t have to shell out any cash for it, but the opportunity cost is the time it would take you to drive to the restaurant and eat that hot dog. You lose the opportunity of spending that time doing something else.

**While making one choice, you forgo another opportunity.** This does not stop at money and time; it includes any lost benefit you would have received had you taken another action.

So with every decision you make, you not only have to consider the choice but also need to look at what you are losing by not making the other choice. Opportunity cost has been broken down into two specific areas that will have an immediate impact on your life and business:

1. Time Management
2. The Hedgehog Concept

### Focus Your Life: Time Management

#### Expensive Mistake: Undervaluing Your Time

One of the biggest problems that most people go through who are trying to learn the Internet marketing business is understanding how opportunity cost relates to their own time.

### Example:

One of Russell's clients is a successful businessman who currently charges his customers upwards of \$250 an hour for his time.

When first meeting with him, the client was spending two to three hours a night trying to learn how to set up a Web site and get his html editor to make a Web site that worked. It was advised that he should stop trying to learn html and just hire someone who already knew how to do it.

For some reason he was stubborn about doing it on his own. After about 35 to 40 hours of struggling to make his Web site work, he was finally persuaded to hire someone to set up his site for him.

As Russell mentioned in the interview, he found a designer in Romania, and the site was finished and looked a thousand times better than he could have ever done on his own!

When you add up the hours that he spent trying to learn how to set up a Web site, **the opportunity cost was \$10,000 in time he wasted** (assuming he had been able to finish the site in that 40 hours and that it looked as good as the programmer's work).

One skill that Russell learned early on, and that has been greatly beneficial, was **understanding how to decide which projects he should do and which should be outsourced.**

There was a time thousands of years ago when everyone would do everything for themselves. They would hunt, get water, build fires, make clothes, cook food, construct shelters, create tools and plant gardens to survive.

Luckily society evolved, and people started specializing in things they were good at. One person would become a farmer and plant huge gardens. Another person

would kill animals. Others would gather water. This way, instead of everyone doing everything, each individual focused on their core competencies and then would barter and trade with others for the goods and services they needed.

Once all this started to change, something powerful happened. Everyone specialized at one thing, and they would get so good at those skills that they could get more done at a faster rate.

It's amazing how many people start Internet businesses with the same thought processes humans had in the beginning. They think they need to do everything.

They don't realize that there are graphic designers who can create anything they would like cheaper, faster and better than they'd personally be able to do. The same goes for programmers, support reps, marketing, sales and about anything else you can imagine.

Ron Legrand once said, "The more I do, the less I make," because he understands that spending his time doing everything is counterproductive.

## How to Determine the Work You Should Be Doing

### Step 1: Set a value for your time.

First, you want to figure out what you feel the value of your time is. Russell currently makes decisions based on a benchmark of \$1,000 because this is what he values one hour of his time at. Do you value it at \$10 an hour, \$50 an hour, \$100 an hour or more?

Now look at the pieces of your business. Which tasks would cost you less than that dollar amount if you had someone else doing them instead of you? So look at a project, and see how much it will cost. For Russell, if it will cost \$2,500 to get someone else to do it but would only take him about an hour to finish up, then it's worth it for him to just do it. But if it's going to take him three hours or more, then it's not worth his time.



**Take this moment to evaluate where you are spending your time and where you could be spending your time.** Are you spending your time doing what could easily be done by someone else? Are the choices you are making leading to the best possible outcome?

## **Step 2: Determine the type of work in your business that is best for you.**

What do you need to do in your business? Well, ask yourself what it is that you are best at or would like to become best at. You need to ask yourself that question and then build your business so you can focus on what you enjoy and are good at.

Russell was eating dinner with Rich Schefren a few months ago at his hometown in Florida. They talked about their businesses and the growth and trends they were seeing. Then Rich asked him something that made him stop and think, “Russell, what do you do all day?”

He sat there for a minute and started to tell Rich what a normal day consists of. Rich then cut him off and said, “Okay, in your perfect world, what would you do all day when you’re at work?”

Russell then sat back and tried to picture an ideal day—what he would (and wouldn’t) be doing. Rich then went on to tell him what his core skill set is and how that is the only thing he tries to do all day while he’s working.

The reason why? Because Rich understands the **opportunity cost of not doing what he’s best at.**

***It’s vital that you understand the value of your time and make decisions about what you are and are not going to do based on that!***

## **Focus Your Business: The Hedgehog Concept**

For your business, it is important to pursue the **RIGHT** opportunity, not every opportunity.

### **Example:**

When Russell started to focus on turning DotComSecrets.com from something that was being run from his basement into a real company, he made a lot of mistakes during the transition. One of his major mistakes was chasing two opportunities at once.

He was building DotComSecrets and a second company at the same time, so half of his resources were tied up in one company and the rest in the other.

Then one day, his dad (who does all of his accounting) called and told him the bad news. His dad said that DotComSecrets was profitable, but the problem was that the other company was sucking all of the profits (and more) out of the company.

He said that if Russell didn’t stop the second company that day, it would quickly kill both companies. Russell decided to pull the plug on the second company and focus 100 percent on his core business.

### **One Core Business Strength**

Shortly after deciding to focus solely on DotComSecrets.com, Russell read an amazing book called “*Good to Great*” by Jim Collins. It introduced him to something important called the “hedgehog concept.”

Jim said that all of the companies that make the jump from good to great act like hedgehogs as opposed to foxes. **Foxes are good at many things, but hedgehogs know how to do only one thing well—roll up to protect themselves.**

As a result, no matter how many ways the fox tries to catch the hedgehog, it can't because it is so good at protecting itself. The hedgehog always wins by **focusing on one core strength.**

Russell has created his company's hedgehog concept and stuck to it 100 percent over the past year, and from that he has seen over a 300 percent increase in profits from last year!

It scares him because this secondary company was an amazing opportunity. But what he found out was that the cost was so high, it almost killed his main company.

### **How To Determine The Work Your Business Should Be Doing**

Be sure to look at your current business. Create a hedgehog concept that will drive you to your goals, and any opportunity that comes your way, no matter how good it is, if it doesn't fit into your hedgehog concept—run away as fast as possible!

To help develop your own hedgehog concept, reflect on a few questions. Are you pursuing more than one business opportunity at once? If so, will they complement each other or is one just a parasite? Then ask yourself if the choices you are making are leading to the best possible outcome.

*Opportunity cost is not a difficult concept to understand, but it can be extremely hard to apply to the everyday decisions you have to make—both in life and in business. As you do this and apply it, you'll be able to stretch your time and resources further than you thought possible!*

# Money Masters Article: Russell Brunson

## The Hidden Benefits of a Continuity Program

There has been a big move over the past few months in the Internet marketing world that has been an interesting shift to many entrepreneurs.

When Russell first got online, his theory (and that of dozens of others) was to create a product, sell it and then create another product and sell it again. Looking at the history of his company, you'll see that is exactly what he did.

His first product was ZipBrander.com, then ForumFortunes.com and then SalesLetterInABox.com. It was a great model because he would pay a programmer a few hundred dollars and they would create a product that could sell for \$47 to \$97 each.

Then one day, Russell had an epiphany. Instead of selling products once for \$97, what if the format switched to something that people had to log in to a Web site to use? Then clients wouldn't pay \$97 once but would be charged \$30 or more every month that they used it!

It may seem like a small thing, but that realization has been worth millions. Russell's company has turned DigitalRepoMan.com, one of their newest software products, into a membership and charges monthly for people to use it!

Now, the example above was for software products, but the concept is the same for any product.

In fact, you'll notice that while people used to sell home study courses for \$1,000, now they are selling

access to Web sites with live training, a community and more for \$1,000 PLUS \$100 or more per month.

In this format you are doing the same (or less work) and getting paid month after month after month. The difference is in planning while you are creating your products and services. You need to figure out ways to add this type of continuity to your products and services.

### Turning Products into Continuity Programs

When Russell's company started to move to the model of selling continuity products, it made their business much more sustainable and scalable. They didn't have to worry each month about a new project to make enough money to cover the bills and make a profit. It created predictable and sustainable cash flow each month from the continuity programs.

Here are four types of products or services that you are probably selling already and tips for how to quickly change them into continuity programs:

1. The E-book Seller: Turn your content into articles, videos, interviews and a community, and put them into a membership site where people will pay you monthly to access your content.
2. The Software Seller: Convert your onetime purchase software programs into Web-based software products that require members to log in to access them.

3. **The Service Provider:** After you have provided some service for a client, put them on a maintenance plan where they pay monthly to have checkups.
4. **The Coach:** Instead of selling coaching one-on-one, start doing your coaching via teleseminar or Webinar, and archive them into a members' area and sell access to your training archives.

*Again, making the move from single transaction sales to multiple transaction sales is the key to continuity.*

## The Hidden Benefits of a Continuity Program

There are also benefits of a continuity program or a membership site that aren't as obvious to most people but are probably the main reasons why Russell's company focuses so much on them.

### 1. It Qualifies the Buyers on Your List!

One of the biggest half-truths that is consistently taught in Internet marketing is, "The money is in the list." **The actual truth is that the money is in the BUYERS on your list.**

It's a small difference, but it's important. When all is said and done, it doesn't matter HOW big your list is—it matters how many buyers are on that list.

#### **Example:**

Russell watches each day as the buyer lists come in and sees the same people's names on those lists every few days. If you start watching the mentality of the buyers on your list, and really watch closely what they do and how they react, you'll notice some interesting patterns.

Someone who is a buyer will not just buy once. They usually buy often (and sometimes every time you have a new offer).

#### **Example (cont.):**

He also knows this because he is a buyer. If you ever have a chance to come to his offices, you'll see literally over \$200,000 worth of books, courses, tapes and more in his personal library. He is a rabid buyer who will buy as much information as humanly possible on the subjects that he is passionate about.

Russell is the type of person you want on your list.

**Your goal with your marketing should be to identify the buyers on your list as quickly as possible.**

Just think, if you knew the people on your list who were most likely to buy, and they'd probably buy over and over again, wouldn't you spend a little more time and money marketing to them?

### **How do you qualify the buyers on your list?**

The key is that as soon as someone joins your list, you want to qualify them as a buyer or a browser. You have multiple lead generation Web sites with one goal. That goal is to get your visitors' names and e-mail addresses.

1. **Find out how many are willing to give you their name and e-mail addresses.** You've probably heard a million times about "squeeze pages." The goal of Russell's squeeze page is to take all of the site's traffic and to qualify that traffic into those who are willing to give their name and e-mail address. Pretty basic, right?

On average out of 100 visitors who come to Russell's squeeze pages, about 35 percent of them are willing to give their name and their e-mail address for more information.

*Now, that much has been taught over and over in Internet marketing. Yet the next (and more important) step almost everyone leaves out.*

2. Qualify your buyers with a small offer. The next IMMEDIATE goal is to qualify your buyers. You want to find out who of those 35 percent are the ones who are willing and able to take out their credit card for more information.

Don't try to qualify them with a huge purchase. Give them a small offer, like something free or \$1 plus shipping and handling.

By doing this, you will find out instantly who the buyers are on your list. You are essentially asking them, "Are you somebody who is willing to pull a credit card out of your wallet for more information?" Again, do this by getting them to make a small purchase.

After they make that purchase, something exciting happens:

- They give you their credit card information.
- They give you their shipping address.
- They give you their phone number.

*Now the top buyers have been found! They have raised their hands and said that they are buyers, and because you know the mentality of buyers, it is easier to market to this list a lot more aggressively than just an e-mail list.*

**This is key: You need to qualify the buyer on your list IMMEDIATELY.**

## **2. Get Yourself in Front of Your BEST Customers Each Month!**

Now that you know who your buyers are, if they are added to your continuity program, they can be sent content, CDs, DVDs, newsletters, whatever it is. And the best part is that **they are paying you to send them the content!**

So they are financing the ability for you to get in front of your buyers every month! In Russell's company, they have a print continuity program where a newsletter and a DVD of the Month get sent. They are shipped to all of the best buyers, and each month Russell is in front of them giving them great content in a way that no one else is doing.

This builds a very powerful relationship with customers and keeps your company at the top of their mind each and every month!

## **3. Create Recyclable Content!**

This is one thing that many people aren't doing, but Russell has found it to be one of the most powerful aspects of a continuity program. The fact that every month you are creating new content, more training programs, teleseminars, Webinars and more is cool—**but did you know that you can reuse that content over and over again in other products?**

Russell takes his articles every month from his newsletter and has them repackaged in two new ways.

First, digital copies of all the articles have been made and archived in the DotComSecrets.com membership site for new members to purchase and read! Second, all of last year's newsletters have been taken and put into a 500-page workbook that is selling for \$300 on their Web site.

So the content has been created once but has been recycled over and over again into new products and services!

## **4. An Offline Sales Channel That Is Being Paid by Your Customers!**

If your continuity program has a component where you ship, fax, text-message or send them something, then your customers are paying for a sales channel directly to them from you!

And again, this sales channel isn't open to your subscribers but only to your best customers, and they are financing it for you.

**Example:**

This channel can be powerful. During Russell's first direct mail campaign to customers, he wanted to do something that stuck out. So he went on eBay and found some clear envelopes. He then wrote a four-page sales letter for a product that he was promoting as an affiliate.

The customer list was exported, and he printed out a bunch of labels. He thought it would take two or three hours to get them all shipped out. Because of how hard it was to put paper into the invisible envelopes, and because the stamps wouldn't stick very well, it turned into a seven-day nightmare.

Now hopefully that doesn't scare you away from using direct mail. While it was a pain in the butt, \$22 was made for every envelope that was stuck into the mail. Was it worth it? Definitely!







ANTHONY ROBBINS

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