



Achieving Time and Financial
Freedom While Operating a
Successful Business from Home

Presented by the Automatic Wealth Team

www.automaticwealthteam.com

A Personal Note from Treasure Milinovich



Welcome to the most comprehensive, step-by-step system used to generate automatic wealth EVER created! Hi, my name is Treasure Milinovich and I am one of the founders of the Automatic Wealth Team and I am so excited to share with you the knowledge that forever changed my financial path.

You are holding in your hands the blueprint for amassing a fortune from the comfort of your own home. When this information was presented to me a light bulb went on in my head and I finally began to understand the secrets of the wealthiest 1%. I had heard about these people my entire life but I had always assumed that the life of multi-millionaires was reserved for the very smart, the lucky or the dishonest. Boy was I wrong!

I want you to understand that it is my passion and my purpose to bring you the information that has put countless individuals on the path to financial freedom. This could be your chance to take the reins of your future and finally make it exactly what you want.

You have a choice today. You can skim through this manual and toss it aside as another lost opportunity or you can do what we did - devour this information and put it to work for you. The choice is yours. I am hopeful that you make the decision that will undoubtedly move you toward the life you have always dreamed of leading.

I am thankful that you have invested your hard -earned money in this system and confident that the information you uncover here today will bring you untold riches when applied properly.

Thank you for your confidence...**now let's get started!**



Congratulations!!!

You have taken the first step toward discovering the time and financial freedom that perhaps (up until now) you thought was only a dream. The fact that you are reading this book shows that you have a desire for more in life.

What do you really want in your life?

More time with your family? Would you like to escape the corporate rat race? Take more control over your future? Whatever it may be, I have successfully uncovered "the secret" to having everything in your life just as you WANT it to be.

The book you are holding in your hands will give you the system for creating a successful business no matter what product or service you choose to represent. You will not only learn how to create a successful business; you will also learn how to attract the success you desire into your life.

You may be wondering, what is the Automatic Wealth Team and why should I listen to them? Each one of the partners came together with the intention of creating freedom in their own lives and then bringing that formula for freedom to those who have a strong desire for change in their own lives.

Between the partners we had tried EVERYTHING when it came to searching for the keys to true wealth...Corporate 9-to-5 jobs, the owning and operating of traditional businesses, MLM and Real Estate. You name it and one of us has tried it. Some of our adventures proved to be successful and some proved to be complete failures. The gift from our businesses is the knowledge that each provided.

We have pooled together our experience in Real Estate, Marketing, Advertising, Business and Personal Coaching, Network Marketing and Small Business Set-up. We have also had the unique opportunity to partner with the best of the best in Direct Response and Direct Mail Marketing. We have taken all this information and created a system so powerful and so complete that anyone with the desire for riches can apply these principles and find the success that we have enjoyed.

If you have tried and failed at countless other opportunities, you are in good company. We have done the same. The difference is that we didn't give up and we didn't let these experiences darken our entrepreneurial spirit. Within each failure there is a seed of success and this is your chance to take all of those seeds and plant them where success is certain.

It will be necessary for you to take some serious ACTION in creating the life of your dreams. The good news is that the ACTION we are talking about won't be all day, every day. We are talking about a few short hours a day.

My discovery...



I am no different than you. I have spent countless hours and thousands of dollars on business opportunities, success seminars, coaching programs and even a couple "get rich" programs. Just like you, there was always the knowledge that there had to be a better way. I would see people driving their BMW's and Range Rovers, wearing a golf shirt and reading the paper mid-day and think, "what do THEY do for a living?"

I would always come together with my friends and talk about new ideas and new possibilities but nothing ever truly clicked and made sense. At times it seemed that nothing would work and the worry over money and bills would plague me until the day I died.

But I never gave up and kept searching and kept my mind open to the possibility of a better future.


Then it happened. A chance encounter with the wealthiest man that I had ever known. I struck up a conversation and ultimately a friendship. This man gave me the greatest gift. He unveiled for me the secret that had brought over \$100 million into his life in just 10 years.

The lightbulb not only went on, it was blazing with anticipation, excitement and pure joy.

The secret that he revealed didn't require an excessive amount of knowledge, money or skill. What it did require was desire, commitment and action. I had plenty of that. I took this information and threw myself into creating a business and a system of my own.

I was able to apply the principles presented to me and generate \$546,000 in sales within my first 4 months of business.

My good fortune is now your good fortune. I have taken all of the secrets and tools that this man revealed to me, and put them to work. Now I am bringing those secrets and tools to you.



I understand that there is nothing as rewarding as giving away what God has gifted unto you. I have been given a gift and now that gift is yours to do what you wish to do with it. I have spent hundreds of thousands of dollars and countless hours to bring this information to you.

If you are serious about breaking free and making it BIG...this is the chance you have been waiting for!

Make your move!!

The Key is a System...



The one missing component in every single opportunity that I had tried was a step-by-step proven system that could be applied to any business.

That is the beauty of this book. This is a SYSTEM. When a system is proven to work and worked properly, it will always work. The only variable is the individual. If you are committed and follow the steps to the letter you cannot lose. As you will see, the Automatic Wealth Team has chosen a product to represent. However you can utilize this system with any product or service.


If you have been searching for the missing piece to the puzzle...you have found it. The money that you have spent on this book is the best money you have ever spent because it is knowledge that can never be taken away from you. You decide what to do with it.

It doesn't matter what your educational background or current financial situation may be...this system works for anybody! Commit to working your business 3 hours per day consistently, follow the system and it will work for you.

The Revelation...



I call the book "The 60 Second Commute" because it was my desire to create freedom. There is no greater freedom than creating your own future and controlling your own destiny. The ability to work from your own home is representative of freedom to me. It doesn't matter where you choose to work, the idea is that you have the FREEDOM to work from wherever you WANT, whenever you want, however you want.



Once you understand a few basics you should be able to use the techniques to explode your sales and make more in profits than you ever dreamed possible.

The secret to the system is the process. It starts with the initial marketing of your chosen product and leads to developing a relationship with your customer list. It really doesn't matter what the product is - the system works no matter which product you choose.

As I said at the outset this is not a get rich quick plan. I am not promising that you will make a windfall of money overnight. With this system it is possible to begin earning day one; however it will take some time and some effort to begin to see the big money come rolling into your bank account and your mailbox.

You don't really believe that you can get rich by sitting on your couch doing things the exact way you have done them in the past...do you? That is an empty dream that will never come true. Anybody that leads you down that path is lying to you. There is no such thing as something for nothing, period.

Note: The information contained in these pages is everything you need to know to create a successful at home marketing business. I want to be clear that this is a system that, when developed and nurtured, will bring you the riches you desire. Creating the system and finding the product to market does take additional time and money. I have created a team, **The Automatic Wealth Team** that you will have the opportunity to join. I will be giving you reminders throughout this book that we have created the system and we have partnered with THE New York Real Estate mogul. If you are looking for a turn-key simple marketing system you can step right into our team. If you are looking to create your own business from the ground up you will have everything you need right here in these pages.

Here is the truth...



You can make a lot of money with little time and effort. You just have to employ 2 basic principles.

Principle #1



You have to create a steady stream of qualified prospects to purchase your product or service. Without people to talk to you will never make money.

Creating demand is difficult. Filling a demand is much easier.

The ONLY way to make any money is to provide a product or a service and then find the individuals that are excited and eager to purchase that product or service.

When you join the Automatic Wealth Team we already have the product and the systems in place. We also have a steady stream of fresh hot prospects.

Principle #2



Leverage.

The wealthiest individuals know that you must leverage your money and your time to find lasting profits and ultimately, freedom. There are 2 ways to do this: more time in the day or more of you.

J. Paul Getty said, "I would rather have 1% of the efforts of 100 people than 100% of my own effort." That is leverage. You will never get rich trading time for money. Some examples of leverage would be:

- An actor stars in a movie or tv show and gets paid again and again.
- A singer records a song and gets paid again and again.
- An author writes a book and gets paid again and again.
- An inventor creates a product and gets paid again and again.

Are you catching on? Hint: some leverage would be just like the book that you are reading.

The secret is to create a solid marketing system that works even when you are sleeping, eating, or vacationing. That is leverage. By utilizing a front end product such as this book, you have created a sales system that is working for you.

In addition to the principles are certain elements that must be in place for you to create and maintain long lasting residual income.

#1 - Develop your millionaire mindset!



Any successful individual knows without a shadow of a doubt that **“Your thoughts determine your destiny.”**

This is by far the most crucial step in uncovering true, lasting success. However it is often the most overlooked or lat-out rejected element. There is one principle that all of the great philosophers, historians, theologians and even scientists agree upon; “As a man thinketh in his heart so is he.” This principle is as old as time and yet so many people forget or reject this basic element of success.

If you can implement this one element of success, the life of your dreams will appear like magic. You may have been introduced to this principle before (maybe you live it and that is why you are reading this book right now), or maybe this is completely foreign to you. Either way it is the most powerful principle in the universe and will completely turn your life and your financial future around.

You see, we are conditioned from the time that we are very young to be reactive to conditions and circumstances that are happening all around us. Most of us are not taught that we have complete control over what happens in our lives. It is our attitude that dictates our results.


To fully understand this concept you have to understand that your attitude is a composite of your thoughts, your feelings and your actions. It is not just one of these things but all of them working together. The beautiful thing about this principle is that no one can control your attitude, only you can do that. Therefore, you are ultimately in control of EVERYTHING in your life.

All of this is necessary to align your thoughts, feelings and actions. So what does all of that mean? You must FIRST decide what you want. Most people get caught up thinking about HOW to get what you want. The secret is to only think about the want and understand that the HOW will be presented.

You have to live for the outcome. Paint the picture in your mind of what your life will look like when you have created the life of your dreams. What house will you be living in, what car will you be driving, how do you dress, how many hours do you work and where do you work. As you focus on this picture you become attached to the life of your dreams. Your feelings and your actions will align accordingly to the picture you have painted.

Hold the image, cultivate it daily and act accordingly.

This is the way the world works. Every single successful individual knows and utilizes this principle. Every one without exception!



This may be a difficult concept to grasp, but it is guaranteed that when you fully understand this power and put it to work for you it is by far the most powerful tool you can use to develop the life of your dreams.

NOTE: We have developed an entire section of our training site on this principle that helps individuals to cultivate this principle so that it works for every team member.



YOUR MILLIONAIRE MINDSET IS THE FOUNDATION TO YOUR SUCCESS!!

2 – Plug into a Huge Market



This might sound like a no-brainer to you. But you may not fully understand the concept. Your key to a long lasting passive residual income is to find a great product within a HUGE MARKET.

You need people that want the product. Not only do they want it but they want it over and over again. You are looking for the following characteristics when you are choosing your product:

- High Demand. What is the demand in the marketplace for the product?
- Value Perception. Customers place a high value on the product and are willing to pay.
- System in place. Does the product have a back end system in place? You don't want to have to set up shipping and ordering systems.
- What is the support? The products company should have excellent customer service. You don't want to spend your time dealing with customer service issues.
- Automation. Is there a system in place for taking orders automatically? Preferably over the internet?
- Consumable. Is this a product that your customers will want to get over and over again?

NOTE: When you partner with the Automatic Wealth Team you will have access to any and all products and/or services that we partner with, from which with to profit quickly and long term.



#3 - Front-end Product



This is the piece that so many marketers miss out on, yet every single heavy hitter puts it in place.

Once you have decided what your product will be you will want to create an inexpensive front-end inexpensive informational product that will drive your customer to the higher ticketed back-end product.

For example, you are looking for business partners for your natural cleaning products business. The back-end sale for this business is the distributorship which sells for \$995. Your front-end informational product would be a "how to manual" on the secrets of success at home. You would sell this manual for \$25-\$30, which ultimately pays for all the marketing of your high ticket items, in this case the distributorship. The manual is the product that you will market and then sell the back-end product once you have developed a relationship with the customer. It is much easier to sell a \$1000 product once you have delivered a low cost product that has over-delivered to the customer.

#4 – Back-end products



Your most valuable asset is your customer list. With that being said, once you have a customer you want to have more products for them to purchase. You have to keep them happy!

With a happy customer list they will continually line your pockets with money without any added time, effort or money on your part.

How do you create a satisfied customer base that is willing to purchase from you again and again? The first sale of this front-end product must over-deliver. This is the front-end. You want your customers to see the added value of the product that they receive so they always equate you and your products as valuable.

This way you will have a customer for life.

The great thing about your back-end products is that you always make more money on the back-end because most of your money goes to marketing. Once you have them on board it will cost you next to nothing to re-market them.

NOTE: As a member of the Automatic Wealth Team you will have access to a highly successful front-end product that will generate a substantial marketing budget...as well as access to any and all back-end products with whom we partner.

#5 – Support System



How challenging do you think it would be to start your own business without any support or continuing education?

Not only would it be challenging it just wouldn't be that much fun. When building a successful business it is critical when building a successful business that you surround yourself with like-minded entrepreneurs that are moving in the same direction as you.

Everyone who is member of the Automatic Wealth Team has access to our private training site. On this site you will find continuing education, training calls, live webinars, a unique mastermind corner and a team blog where you can communicate with other team members and share tips, ideas and successes. You will find audios, videos, reports and much, much more.

Our training site will walk you through step-by-step the system that we personally utilize. It will show you how to get your business up and running quickly and smoothly. We want you making money FAST!

Keep in mind all you have to do is follow the system that is laid out for you. You don't have to become a great salesperson nor do you have to convince anyone to buy your products or join your business. The system will sort people for you and all you have to do is give them the information so they can decide if they want to join you or not.

This system works! People all around the globe are making this system work for them daily and quietly raking in millions.

#6 – Marketing



Once you can master the art of "targeted marketing" you will get very predictable, consistent results. We will share with you some marketing methods that continue to work for us and you can immediately implement them with whatever product or service you choose to represent.

NOTE: When you partner with us you will have access to more in-depth marketing materials and can piggy-back on our efforts that have been successful.



The key to a successful marketing system is to take the burden off of the individual and place it squarely on the system.



As you enter this portion of the book it may seem a bit technical. It was important for us to give you as much information as possible for you to find success with or without moving forward into a partnership with The Automatic Wealth Team. If you do decide to join our team, many of these steps are eliminated. In addition you will receive more individualized, comprehensive training.

There are 3 main marketing methods we utilize that result in highly qualified prospects.



- Internet Marketing
- Direct Response Marketing
- Direct Mail Marketing

We recommend choosing one method of marketing to start with and then adding in other methods after you begin to see a profit from the first one. It is easy to get overwhelmed and distracted by all the information available on each method.

Let's start with the most powerful, the least expensive and the easiest:

Internet Marketing

Here is a quick overview of how to set up an online marketing system. It is simple!


Set up a simple website to market. Most people think that building a website is something very complicated and that they could never do it themselves. This is just not true anymore. There are many great companies out there that help newbies to understand and build their own websites. We recommend SBI. We have found they are the best and most comprehensive site out there. Just visit their site at <http://www.sitesell.com/automaticwealthteam.html> to get all the information you need for building your own unique site.

If you don't want to do it yourself you can hire someone. We use a website called rent-a-coder. Website designers from all over the world bid on your project. You can get a website done for under \$100. Just visit www.rentacoder.com for more information.

What will your site be about? Simply put...information. Whatever your chosen product may be, you will first sell information about this product. This is exactly what we do. Put up a sales letter site, selling the individual on a how-to informational product.

Opt-in Page

This is how you build your list. You create a benefit-driven landing page allowing people to enter their name, phone number and email address into your web form. **The list is the foundation of your business.**



The page should be inviting to the prospect and offer them more FREE information.

- Free Audio
- Free Reports
- Free Tele-seminars

Opt-in pages give the benefits of joining your email list and prompt the prospect to take the next step of entering in their personal information. It is beneficial to offer something free at this point in exchange for their information.

The visitor enters their information, and then your auto-responders go to work... we will talk about those in a moment. Each email auto-responder should be informal and non-threatening – no pushy sales tactics.

When a visitor opts-in they are referred to as your prospect. They have been exposed to your front-end product/service and will now receive automated follow-ups from the system.

This page is the pre-cursor to reading your...

Sales Letter Page

One of the best investments you can make for yourself and your business would be to learn about copywriting. Good copy vs. poor copy is the deciding factor between a .5% conversion rate and a 5% conversion rate. It is the difference between generating 50 prospects a month and 500 prospects per month.

Since the purpose of every step in the marketing pipeline is to get your prospect to take the next step, every aspect has to sell. This ability to craft a persuasive message is the same skill that you can use to write an ad, a sales letter, an email, an article or a blog post.

You can research copywriting on the internet and find some of the greatest internet copywriters that have ever lived and they will teach you everything they know. If you have more money than you have time, you can pay for incredible copywriting that will no doubt produce amazing results for your site.

Through the sales letter, you build trust and credibility, provide benefits, and make an irresistible offer to buy the product right then and there.

NOTE: As a member of the Automatic Wealth Team you will have access to proven, tested sales letters.

Getting Traffic

Now that you have built your site, how do you get people to come? “Build it and they will come” doesn’t really work in internet marketing. This is where the real work begins with internet marketing. You have to use mass advertising methods to draw people into your system. We recommend that you specialize in a few of these:

- Blogs
- Free search engine listings
- Pay-per-click
- Article submission
- Linking strategies
- Viral marketing
- Banner Ads
- Forums
- Ezine ads
- Press Releases

It would take an entire book to go in-depth on these methods. We have outlined a few of our favorites for you here. After joining our team you will have the complete internet marketing system opened up to you.

Article Marketing



Article marketing is precisely what it sounds like. You are selling to someone through the usage of literary and informative articles. This is instructive selling at its finest. Nevertheless, it shouldn’t sound like an advertisement. Stay away from hype and “sales pitch” type delivery.

You want to offer substance that gives real value to the reviewer. This is critical. You are founding a kinship with them. You do not want to ruin it through blatantly attempting to sell.

The way to view it is that articles are actually advertisements.

At the close of the articles there’s what is known as a “resource box,” where you can place your contact info (this is where the traffic component enters, which is in the end why we are doing this). You want to arrange your internet site web address and additional info here so that the reader can find you.

An article is among the optimal - if not the best - way to pre-sell candidates before they reach a sales letter. Conversion rates will often times be higher than traffic that comes through another advertisement technique.

Another essential aspect of this formula is that you are acquiring an accumulation of materials for later use.

Whenever you choose to take your marketing efforts one step further and make an internet site or blog, possessing numerous articles grants you a great jump-start.

The initial step in the process is simply composing or creating your article. On that point there are two matters you want to acknowledge: the subject of your article and who you're targeting.

Mustering up a subject for your content should not be too difficult. There are a ton of thoughts of which you will be able to branch off. You may...

- **Talk over how to mix the web with marketing.**
- **Write about consultant selling and how to develop extraordinary outcomes without embodying an attack dog.**
- **Educate individuals about one of the most unnoticed aspects in this industry: Direct response marketing. This topic is monumental and there's an incredible deficiency of it in the home based business arena.**
- **Distinguish and become a highly-skilled expert in a single specific online marketing scheme and then write about how to implement that scheme to a home based business.**
- **Find your personal niche on which you are able to assist individuals. For instance: making total use of every tax advantage a home based business provides.**



Whenever you imagine something beyond the box and think of each of the various problems that demand a resolution, the possibilities are endless.

After you specify a topic you will need to pinpoint your audience. Or to put it in a more suitable manner, determine which keywords you are going to be utilizing in your article. Ideally, as a person performs a search for those phrases or words, they will discover your articles.

There are a couple of matters to keep in mind to aid your probabilities of this occurring.

First of all, determine precisely which search terms or idioms individuals are utilizing. There are a great number of keyword inquiry tools obtainable. Our preferred is Word Tracker.

If you are low on funds, there are always keyword inquiry tools you can use free of charge like Google Adwords or article entry. Look into The Directory of Ezines for a listing of ezines that accept article entries.

What you will do is select 8-12 keywords/phrases variations. Suppose for instance you are aiming for home-based business seekers, your list would appear similar to this:

- Home Based Business
- Working from Home
- Ways to make money online
- Online business opportunities

Make certain you arrange the most common phrase or term in your content's headline. The remainder of your keywords should be scattered through the article.

Do not abuse the usage of your keywords!



Overuse of keywords appears highly unprofessional, and individuals won't take your content earnestly. You should integrate them in naturally where you are able. Less is more in these instances.

Jim Edwards possesses a very beneficial product known as "Turn Words Into Traffic" that addresses the basics. If you decide to go after article marketing aggressively this is a product you will need to purchase. You can obtain it at the following website: [www.TurnWordsIntoTraffic.com.](http://www.TurnWordsIntoTraffic.com)

An additional product to look into is Article Announcer. This is another superior resource assembled by Jason Potash and John Reese and it can be found at [www.articleannouncer.com.](http://www.articleannouncer.com)

There are a couple of places you want your articles to wind up, one being search engine listings as previously discussed. The next place is with e-zines. A lot of e-zine publishers bank on free articles to build their content. One step you will take is to contact the publisher and acquire permission from him to put up your articles. It's up to their discretion to take or refuse any article.

There are thousands of article directories where you are able to manually, individually submit your articles. This is an inefficient, uninteresting, and extremely time consuming task. However it is free, and will not cost you anything but your time.

If you decide to carry out article marketing as one of your traffic generation techniques we recommend obtaining a subscription to an article entry service called Article Marketer.

They'll submit your articles for you to their vast distribution list of every article directory conceivable. All you have to do is submit your article one time with them. When it passes their editorial critique, they'll send out your article to thousands of article directories.

Now you may be thinking, "Yeah, I would love to get into article marketing... However I despise writing. Even if I did enjoy it, I don't have the time to compose a couple of articles each week."

Not to worry. There's a simple answer to this problem. Don't compose any articles! Instead get someone who enjoys composing them and possesses all the time in the world to create them for you.



There are numerous ways to find writers. Here are a few suggestions.

- Elance <<http://www.elance.com>>
- Guru <<http://www.guru.com>>
- Article Marketer <<http://www.articlemarketer.com>> actually has an article writing service as well that you can check out.

There are a couple of matters to keep in mind when doing this because you need a well-written article.

When you are searching on these sites for writers, make certain they possess pleasing positive feedback and that they're knowledgeable. You do not want an amateur working on your current project. Order no more than one or two articles at a time and review their style and caliber of work prior to hiring them for an extensive project. Never pay more than \$15-\$20 for a single article that's between 500-800 words. Prior to submitting your articles, revise the sections you do not care for and rephrase the headline to perfect it.

If you do not like writing, you should definitely outsource the work. And if you do like writing, we should remind you of the time commitment to produce 5-10 brand-new articles a week. The quality may suffer a small bit by outsourcing, but it does not take long to review and fine-tune.

If you leverage your time by employing a ghostwriter and you work through an article distribution service such as Article Marketer, you will be able to easily generate a continuous stream of high-quality prospects to your sites.

If you offer your audience astounding free content, they will likely buy when you offer up a product to purchase. If the product that you distribute to them is impressive and creates marvelous outcomes, they will likely buy again when you offer them another product to purchase.

Blogs



Blogs, blogging, bloggers. These are only a few of the common terms taking light online nowadays. Perhaps you have heard of them and possibly you have not. We'll try to explain to you in plain English what a blog really is and how it can be employed to produce leads for your business enterprise.

Without a blog or website you have limitations as to what may be done online with your business. With a blog, you will come upon the total potential of every traffic generation technique accessible to internet marketers.

A tiny disclaimer before we get going: The tips, advice, and resources incorporated in this segment are merely the tip of a tremendous iceberg of data that's accessible on this topic. This is a general overview that only scrapes the surface and shouldn't be deemed an absolute guidebook. If it were, this document would embody the size of a very large book. A great deal of the exploring, acquiring and disclosing will be left up to you. Simply keep in mind this segment is a simple starter.

We will begin with the basic principle. What is a blog?

Here are a couple of brief definitions.

- **Blog is short for weblog. A weblog is a journal (or newsletter) that's often updated and designated for common public use. Blogs in general exemplify the personality of the generator or the website.**
- **A blog is a website in which particulars are put up regularly.**
- **A steady, chronological publication of personalized ideas and web hyperlinks.**
- **An internet journal.**

A blogger is an individual who possesses or runs a blog and blogging is considered updating or composing posts on your blog.

When you establish a blog you are immediately contributing to the professionalism of your business. Launching yourself as an expert and authoritative figure is essential to succeed in any industry.

With your personal blog you have total command over everything. You command the domain name, the set up and design, the color scheme, the substance that goes on it, and virtually everything else that you could imagine.

This brings us to the most significant benefit, by far, of possessing your own blog:

The power to construct an opt-in list.

If you are not acquainted with an opt-in list we will give a speedy explanation. An opt-in list is established when individuals who travel to your blog submit (opt-in) their name and e-mail address in exchange for something that will benefit them. In most instances it is a complimentary newsletter or limited report bearing high-quality information that is of high interest to the visitor.

The concept of retaining your site visitors by constructing a list is often times neglected by numerous internet marketers and is remarkably significant! If you neglect this practice you are losing profit. If readers do not opt in and they leave your site, your potential customer is gone forever!

By collecting their name and e-mail address, you can market to them time and time again. It's always easier to sell to an active customer than it is to find a brand-new one.

Important: The profit isn't in the list itself or even the size of the list. Instead, it is in the relationship that you have established with your list.



You could possess a list that has 100,000 opt-in subscriber base from your blog. However, if you unrelentingly pound them with e-mails every twenty-four hours asking them to purchase they will not be overly responsive. Over deliver with your complimentary newsletter or special report and readers will be more inclined to hear to what you have to say once you're selling something.

You have one vital decision: Are you going to discover how to produce a blog yourself or are you going to outsource the task?



This will depend upon a number of matters unique to your situation and we can't arrive at this conclusion for you. Each choice exhibits various pros and cons and in the end it is up to you.

Outsourcing can save time, however it will cost you money. Creating your blog will save you money and you will gain experience.

If you wish to outsource the creation of your blog you should look into these sites below. You can perform a search on Google for a site developer in your region.

The Blog Mill <<http://www.theblogmill.com>>

E.Webscapes <<http://www.ewebscapes.com>>

Now if you are truly driven to produce a blog by yourself, the initial thing to do is check into Wordpress Tutorials <<http://www.wordpresstutorials.com>> and subscribe to the video recording tutorials.

Whether you choose to construct a blog yourself or decide to have it out-sourced, we advocate utilizing Wordpress <<http://www.wordpress.org>> as your blog platform.

Here are a few more definitions:

Stand Alone Blog Platform - The type of platform that you should utilize for assembling your blog. This allows you to pick the domain name that you desire without any limitations. You are accountable for establishing the hosting with this type of platform.

Shared Blog Platform - The type of platform you should stay away from. Hosting is taken care of for you which leaves you restricted command over your domain name.

Website/Blog Hosting - This is where your internet site/blog files are stashed away. Usually you will give a monthly fee to an internet hosting company for this service.

Domain Name - The address or "url" of a particular website or blog.



The next step is to visit www.Godaddy.com and pick a domain name for your blog. This decision is a crucial one and had better be plotted out cautiously. Always purchase the .com interpretation of a domain name. Never ever chase after .net, .biz, or .org! Keep your domain name as short as possible and make certain it is simple to recall. Always practice proper spelling and resist utilizing any numbers or dashes in your domain name. The idea is to construct it as user-friendly as possible.

Once you have selected and purchased a domain name the next step is to determine where your blog will be hosted. There are several hosting companies on the web. Here are some suggestions:

- When you sign-up with a hosting company, begin with the minimal, most standard package that they provide, then if you want to you can always upgrade in the future.
- HostGator <<http://secure.hostgator.com>> (This is the hosting company that Sherman Hu of Wordpress Tutorials recommends)
- Wordpress Tutorials <<http://www.wordpresstutorials.com>>



Now that we have examined a few of the technicalities associated with the creation of your blog, let's move into some particulars.

What should take place on your blog? And how are you going to attract traffic?




Remember your blog is an expression of you and your business organization. You need to make it worthwhile for the visitor to continue to read your most recent article or post. You do not want to cut corners or post simply for the sake of putting something up. There's nothing more meaningless than reading somebody's blog post on how they sorted their laundry the previous day.

You will need to compose moderately short articles or posts about significant issues within the industry you choose. Your prospect needs a reason to sign-up for your newsletter or article.

At the conclusion of every article/post leave a hyperlink to either your personal landing pages or the landing page of a product or service that you are advocating. Whenever you would like to establish an opt-in list of subscribers, you should make your own landing page the place to collect your visitor's name, e-mail address and additional information. You also need to place an opt-in form right on your blog. This permits a visitor to sign-up for your newsletter or special report right away, rather than being forced to click on the hyperlink to your landing page. Uniting both of these techniques will guarantee the greatest level of success.

If you do not have the time to systematically compose high-quality articles to post to your blog, you should look into RSS to Blog www.rsstoblog.com. This product has the power to automatically put up news reports and content within your industry from RSS feeds to your blog. It is an automatic means for you to constantly add new, current content to your blog.

Now we want to speak a little bit about bringing targeted traffic to your blog, because without it, even the most professional blog with the finest content is worthless.



The search engines need to be able to retrieve your blog and there are particular steps you can take to optimize your blog. Remember, if you add an article/post to your blog, always include the basic keywords that you are targeting in the title of your post and throughout the article. Please look into Wordpress Tutorials <<http://www.wordpresstutorials.com>> to discover more about optimization.

Another item to familiarize yourself with is a method known as “pinging.” When you add articles or posts, you will need to let the search engines know that you have just added some fresh content to your blog and they should come and check it out. This assists search engines and blog directories to index your content. There’s a free service accessible at Ping-o-Matic <<http://www.pingomatic.com>> that is really easy to use. Don’t abuse this technique by pinging the search engines three times a day in an effort to go up in the search engine rankings. Keep it natural and only ping once you’ve updated quality content to your blog.

The topic of natural search engine optimization is immense and we’re not experts. On that we will inish here and leave the remainder to more informed individuals.

Keywords




Keywords are the very basis of the net. When you truly think about it, everything comprises the use of keywords. Behind each search is somebody who’s specifically seeking something. Almost every activity on the internet starts out with somebody typing a keyword or phrase into Google, Yahoo, or MSN. All web pages that are indexed by the leading search engines are rated based on the keyword density inside the material of the web pages and the keywords used to connect to additional sites.

If you would like to be a flourishing internet marketer, you need to acquire sharp keyword research skills.

This section is geared towards assisting you with your Pay-Per-Click (PPC) campaigns. Keyword research is essential to the success of most online advertising and the concepts you pick up here should unquestionably be carried forward.

The three important matters that drive keywords on PPC search engines are popularity, competitors, and cost. The greater the popularity of a keyword, the greater number of competitors there will be. And the more competitors there are, the greater the bidding costs. A couple of techniques to separate yourself from the competitors is to offer a greater amount per click, compose a more powerful advertisement, or possess a larger keyword list than they have.



There's a course available that considers keywords as lottery tickets. The greater number of lottery tickets you possess, the greater the probability of being successful. Therefore the greater number of keywords that you are able to include, the greater your chances are of getting prospects to discover what you are offering.


In order to get to an extensive audience, you need to create a dynamic keyword list - something with which you are truly pleased! You must bid on hundreds, or thousands of keywords that are associated with your chosen product or service. Remember, you determine which keywords will spark your advertisements. You should attempt to pull as many targeted visitors as possible who are curious about what you are offering. Set aside a little time to think about who your perfect prospect is and which keywords they are going to be utilizing whenever they search online.

Okay. Let's review a couple of productive keyword methods and strategies that we believe will be really helpful. Applying these methods will enable you to reach out to as many individuals as possible.

Domain Name Strategy - The domain name strategy requires bidding on domain names that are associated what you are advertising. Internet users, who are oftentimes lazy, do not prefer to type the domain name into their web browser. As an alternative they do a search in the search bar itself. Below are 8 assorted domain name keyword variants.

www.sampledomain.com
sampledomain.com
www sampledomain com
sampledomain com
sampledomain
www.sampledomain
http://www.sampledomain.com
http www sampledomain com

Alexa Strategy - We prefer this strategy and it connects with the domain name strategy. It requires you to visit www.alexa.com <<http://www.alexa.com>> and select the "traffic rankings" tab at the head of the web page. From that point you are able to type in any URL associated with what you are advertising. For instance, if you type in amazon.com into the search bar Alexa hands you information on this particular domain such as traffic statistics, user reviews and an assortment of additional info.



The most useful part of Alexa is the “related links” hyperlink underneath the “explore this site” header. Selecting this link brings you to a web page where it displays additional associated domain names - all the domain names that you can dream up and at least ten additional domain names that you can bid on.

Connected Keywords Strategy - This is an excellent strategy that should become second nature for you. If you are bidding on keywords such as “home based business,” you also want to also bid on “homebasedbusiness.” Online users often do not use correct spacing while typing in a keyword or phrase into the search engines. For really common phrases, you should be bidding on the same phrase without spaces.

Misspelled Keywords Strategy - a number of the favorite keywords and phrases piloting around on the web are often misspelled. You are able to make use of this by bidding on a few of them that are associated with your business. Approximately twenty percent of all online searches are misspelled.

Google Adwords Strategy - This tiny trick just applies to Google Adwords, however it is a great technique to bring forth additional hits. Whenever you are producing your keyword list inside your Adwords account you have the choice of adjusting your keywords for broad matches, phrase matches, and precise matches. Study the example below.

Broad Match = Keyword
Phrase Match = “Keyword”
Precise Match = [Keyword]

This implies that for all keywords or phrases you are able to think of, there could be 3 variations (always remember to use quotes and brackets).

There are a few keyword research tools that you must take advantage of to construct the best list possible. They supply you with the most common keywords and phrases in addition to different variations of which you probably did not think.

Word Tracker <<http://affiliate.wordtracker.com>> is really simple to quickly establish a 2,000-3,000 keyword list (and in a few instances a great deal larger). The keywords within the database are ones that get looked for on the leading search engines, so you know that people are actually searching for that info.



Here are some additional keyword research tools you are able to use.

Overture Keyword Selector Tool

<<http://inventory.overture.com/d/searchinventory/suggestion/>> - This is a free keyword instrument by Yahoo/Overture. It doesn't just feed you a list of keywords, it also tells you the number of searches that took place for that phrase last month.

KwBrowse.com <<http://www.kwbrowse.com>> - a different free keyword research tool.

Good Keywords <<http://www.goodkeywords.com>> - This is a free windows software program that assists you in generating keyword lists. It also has a tool that helps you generate a list of misspelled keywords.

Google Adwords Keyword Tool

<<https://adwords.google.com/select/KeywordToolExternal>> - Google has a good free keyword tool. You are able to access it here or through your Google account.

The goal is to think of as many variations of different keywords and phrases as possible. Remember that you do not want any hits from keywords that aren't changing into leads or sales.

Pay-per-click




Perhaps you have heard of it before? What is pay-per-click (or PPC) advertising?

Well, besides the "natural" or "organic" (also known as free) results that search engines show if someone searches for something on the internet. Google, Yahoo and MSN also permit individuals to purchase advertisements to be displayed on the same page. This is arranged on a per-bid basis.

You start out by composing an advertisement for your site, choosing a group of keywords that you would like to "spark" that advertisement, then determining a max cost-per-click amount for each one of your keywords. The max cost-per-click amount is the maximum amount you are comfortable paying for one "click" or a single site visitor. (Now you understand why this is referred to as "pay-per-click").

Whenever somebody looks for one of your chosen keywords, this will trigger your listing or advertisement to be shown. On Google, PPC advertisements are displayed in the Adwords column on the right side of the screen. Additional search engines, such as MSN and Yahoo, show pay-per-click advertisements as "sponsored listings" in the same column as the natural search results.



If somebody clicks on your advertisement you're never billed more than the amount that you bid. If you bid 17 cents as your max cost-per-click (CPC for short) and one hundred individuals click on your advertisement, you could be billed \$17.00. We say "could be" since you do not always. As a matter of fact, you typically don't wind up paying the true amount you bid. It all hinges upon how many others are bidding on that same keyword. Get it?

There are a couple of additional variables that factor into PPC. But before we get into it further, why would you use pay-per-click to begin with?

It is the quickest method to attain targeted traffic. Google Adwords is able to send traffic to your site in fewer than fifteen minutes. In terms of speed, this beats every additional traffic generation technique.

It is also an unbelievably effective method to get into the conversation that's already happening within your client's mind. Your advertisement is only shown to individuals searching information correlative to the keywords that you have selected. Therefore, rather than seeking an audience, you get an audience that's searching for you. It is truly a powerful method of advertising because you are able to get to your prospects at the precise instant in which they are seeking your products.

Plus, with pay-per-click traffic, it is guaranteed. You are simply paying for your traffic after they travel to your site, not prior to it. This can be a nice luxury because with several other advertising techniques, there is no guarantee that you are going to attract results/visitors. This is not to say that pay-per-click is a bed of roses. There are always ups and downs similar with anything in selling. However, it is among the more orderly and predictable sources of traffic available.

Which leads us to another outstanding benefit of pay-per-click. You possess total command over everything. From who looks at your advertisement, to how much you pay up for your clicks, to what your advertisements state, even down to what time and in what area they are displayed. You are able to also pause and resume them anytime you wish.

Having gone over every benefit of pay-per-click, what engines offer this kind of advertising?

There are the big three: Google Adwords, Yahoo Search Marketing, and Microsoft Adcenter (MSN). There are also a number of additional smaller engines that offer pay-per-click programs.



We encourage you to branch out and try out the smaller search engines since you are able to produce some good results with them. You'll discover a great deal less competition than on the big three.

A word of warning: move with caution. Whenever utilizing these smaller platforms, pay really good attention to your campaigns and start out SMALL. Click fraud, unfortunately, is only too popular online; therefore you want to be sure you are receiving honest clicks.

Now let's look into a few common definitions, tips, and strategies that will help lay the groundwork for you. We will kickoff with terminology.

Impressions - The amount of times your advertisement/listing is really exhibited or displayed. **CTR (Click Through Rate)** - The amount of clicks that your advertisement has received, divided by the amount of times it was shown. If your advertisement received a thousand impressions and was clicked on forty-five times, your click-through rate would be 4.5%.

It is crucial to your pay-per-click success to possess a well-written advertisement that has a high-level click-through rate. The higher your click-through rate, the more pertinent and valuable the search engine believes your advertisement is. This implies your advertisement will be shown in a greater position without you being forced to increase your bid.

Average Position - This is the average position in which your advertisement is being shown. With most of the search engine platforms, there are a max number of 8-10 positions or spots per page of search results. Thus once you perform a search online, the first initial page of results is the prime advertising territory (1-10 position).

There are two techniques to better your probabilities of a high average advertisement spot on the first initial page of search results. The first way is to outbid the other advertisers. The next technique is by composing a really good advertisement that has a strong click-through rate.

Average CPC (Cost-Per-Click) - This one is pretty self-explanatory. It is the average price that you are paying per click. Take the full amount you have spent and divide it by the full amount of clicks.

Once you register an account on whichever search engine you prefer, you will be directed through a few steps to produce a true campaign. You'll want to target your audience by not only picking out the areas in which to show your advertisement, but also by choosing the keywords that will trigger your advertisements.



When it concerns composing powerful advertisements, there are a few common sense strategies that will set you apart from your competition. Realize, though, that composing powerful advertisements is really an art that must be studied just like any other profession. Whenever you truly wish to produce advertisements that attract like crazy, you want to familiarize yourself with copywriting.

Here are only a few fast tips that will assist you quite a bit with pay-per-click advertisements.



You should always include the real keyword that you are bidding on in the advertisement itself. (There may be exceptions to this and these are addressed in the keyword research segment). Including the keyword in the advertisement is something you must be religious about.

For example if you are bidding on the keywords "Nuskin leads." Do not even toy with placing an advertisement for these keywords unless you are using them in the HEADLINE! Whenever possible, attempt to use the same keywords in the body of the advertisement as well. Now you don't want to overdo this and just repeat the keywords again and again four times throughout the advertisement. That comes off too pushy, and in reality it will push people away. Plus, the traffic you do attract will be completely unqualified and you will get a terrible conversion rate.

The reason it is so crucial to use the keywords in the advertisement is because each time you do, the engines will automatically make that text bold face! And guess what? Advertisements with bold face text get detected a great deal more than advertisements without bold face text.

Advertisements that get detected more often get more clicks than advertisements that do not get acknowledged as often!


After you get the traffic generated, your potential customers enter your automatic marketing system.

Auto-responders



You have built your website, written your sales letter (or paid someone to do it), and begun to drive mass amounts of traffic to your site. Now what happens? One of two things will happen at this point. Either the consumer purchased your product from your initial sales letter, at which point you would send them their product, or they did not buy.

You have two opportunities to continue selling to your prospect. If they purchased your front-end product, like The 60 Second Commute, and did not purchase your back-end product you can set them up on a drip campaign to sell them on the back-end. There are several auto-responders you can use. We recommend AWeber, (<http://aweber.com>), but there are many companies on the market.



If your prospect looked at your sales letter but didn't purchase your informational product (front-end) you can place them on a separate auto-responder selling them on the front-end.

NOTE: As a member of the Automatic Wealth Team you will have access to all of our proven auto-responders.



Let's Review

All of this information can seem a bit overwhelming but it really is quite simple.

- **Choose the product or service that you will represent**
- **Develop a sales letter website**
- **Develop an opt-in page for that sales letter website**
- **Drive traffic to your opt-in page**
- **Maintain a relationship with your customers through automation**

That is internet marketing in a nutshell. Obviously there are countless resources on the subject of internet marketing and it is very easy to get overwhelmed with information. Keep the above list in mind for the sake of simplicity and just move through each step as necessary and you will find success!

Direct Response Marketing

The second method of marketing we will discuss is Direct Response. This method uses small, inexpensive ads.



Ads will usually run you about \$50-\$100 each and can yield a return much higher than what you have spent. This is a very inexpensive form of marketing that is also very simple to use.

Ads must be done properly or you can also lose money. Classified ads are part of a two-step marketing campaign and are a low cost way to test a new campaign. The key is identifying the right publication to run the ad in.

Warning...Do not spend hundreds or thousands of dollars on a large expensive ad in an expensive publication unless you have tested it and you know that it works.

The name of the game in direct response marketing is TEST, TEST, TEST!!!

Always TEST!!!

The most important part of any classified ad is the HEADLINE. Your ad will not be alone on the page so you need it to stand out above the crowd. You do this with a HEADLINE.

Use emotional words that grab attention. Or ask a question that helps to solve a problem.

Examples:

- **"Do you need a money miracle?"**
- **"Marketing Expert can improve your cash low!"**
- **"How to earn \$15,000 in one week."**
- **"Secrets revealed"**



Testing your ad is very important. If you spend \$50 on an ad you may bring in anywhere from 10-100 requests for free information. Out of these requests, you may convert anywhere from 5% to as many as 50%.

To test the ad you will place a key code next to the phone number. When the caller leaves their information on your voicemail, instruct them to also leave the Extension or Dept # listed on the ad (this is your source code).

Once you test the ad in one publication and you've reached a response rate that you are happy with, your next step is to increase the number of times you run your ad in that publication and similar publications.

Publications with fewer than 10,000 circulation work best. Stick with small community newspapers.

When writing your ad keep it short and to the point. You want to say everything needed in 30 words or less. Your purpose is not to sell anything from this ad, you are attracting inquiries. Create curiosity and give them just enough information that they can't wait to call and get your FREE information.

After the prospect has called and left their name, phone number, address and email the next step is to send them a FREE information packet.

Remember that people appreciate honesty, so don't hype up your product and make outrageous claims. Just make sure your information packet focuses on the benefits of your FRONT-END product or service.

Use common sense in your marketing. THINK about where you can find your prospects and what type of publication they might be reading.

NOTE: As a member of the Automatic Wealth Team you will have access to all of our tested Direct Response Ads.



Direct Mail

The third type of marketing that we recommend is the most expensive but can also bring in the best return. It involves mailing a sales letter to a qualified, targeted audience.

We are going to give you an in-depth overview of Direct Mail in this book because it is important to cover all of the elements so you have a better chance at being successful. There is a reason why so many people say that direct mail doesn't work - most people don't know how to properly utilize the method. We are here to tell you that it does work!

Again, this may seem a bit overwhelming. We want to give you enough information to start with if you decide to pursue these marketing methods on your own.

Mailing Lists



The right mailing list is a vitally important aspect of your Direct Mail business. Eventually you will create your own personalized list of customers who have bought from you, but to get started you must rely on the lists others have created. There are an endless number of lists available for your rental or purchase, and several factors must be used as criteria in your decision making process.

Most importantly, you need to find a list that is in direct correlation to the targeted consumer, or as close to them as possible. Secondly, it must have a large enough universe to be of value to you. The probable percentages of returns you will receive are very small, and only a list of hundreds of thousands of names could bring you a profitable rate of return. Your list must be as up-to-date as possible. A good example of this is the American Express mailing list because they perform maintenance operations often – once a month.

A common source for lists is Standard Rate & Data Service's Direct Mail List Rates and Data, which contains more than 50,000 list selections. This, however, is not complete; other beginning sources for you to consider can be found on the World Wide Web simply by entering "Direct Mail Lists" in any internet search engine.

When you are shopping for a list, refine it for the following characteristics:

- 1) Targeting
- 2) Universe
- 3) Time



There are many details in Direct Mail, so be sure to pay close attention to the information contained within this important section.

Your list must logically match the targeted consumer and have a large enough universe to turn a profit. Remember that the failure rate of Direct Mail is very high, and you will rarely receive a return larger than 5%. To get the highest response rate, the people receiving your mailing must be a logical customer to use and buy your product.

Use a professional!! The quality of lists you will gain access to will far outweigh any costs they may impose upon you. We promise!

The best advice that I can offer is not to get overwhelmed with the list selection process. If you do not have the money to purchase a list, there are several other avenues to follow to obtain your own list for free. Pick up a phone book, or go to a professional group or organization. If you can think of your target market within your own local community, and if you use your imagination, you will be able to derive your own direct mail list before you know it.


In formulating lists from which you will gain your customers, you must complete a process and be aware of any mistakes or infringements you may unknowingly commit. Before you rent, you must submit a sample mailing piece to the list owner. This is to prevent and/or catch any unethical behavior on your part. For instance, you are not allowed to mention the source of your list without permission (which is rarely, if ever, given), and the list owner wants to make sure his sponsorship is not being used where it has not been given. You can't say "Dear American Express Member," unless you have that specific permission from the owner of the list. The correlation may be vaguely implied, such as "Dear Customer," or "Dear Consumer," but never can an impermissible endorsement be obvious.

It is imperative that you be honest with this sample as the list is "seeded" or "salted" with decoy names of employees or relatives of the list owner who, in turn, mail the pieces back to him. He always knows who is using his list, so if you use it without obtaining prior permission, you can count on a lawsuit – and count on losing it.

Who will you mail to?



Make sure the list you ultimately use matches your target market. Obviously, the list and your offer must feasibly match in order for your audience to respond. This means that the people who receive your mailing must be logical customers to buy and use your product. To ensure the success of your list, learn about the demographics and psychographics of the targeted group contained within the list you are renting or buying. Specific targeting is so important; even well-done Direct Mail pieces fail if sent to the wrong people.



Don't buy the entire list. This is rarely, if ever, necessary. Specific selections from a list costs more than buying the list intact, but the extra cost is well worth the result. Try to find a free list first, especially if you are starting small and local.

Test to make sure the list properly suits your needs. Testing your proposed list segment is crucial to provide a list capable of generating enough customers to compensate for the large expenditure of big mailings.

Know how to utilize list brokers. When you are ready for a list, call a broker. Take full advantage of his/her contacts with names of people having similar lists as yours. You will pay the same for the list whether you use one or not, and he/she can often obtain a list for you that you can't get through your own efforts.

The Test



Testing your probable success in a small portion of the market before committing to a wide mailing is always smart. By testing, we mean something very different than researching the market. Research is always theoretical, surveying to find out what people would do or buy "if..." Testing is always concrete, and determines how many people in a sample area will buy your particular product. Mail to a portion of your list, analyze the results, and judge the response rates of those given mailings or advertisements, then decide whether or not to go into a full rollout.

Why Test?

Testing is absolutely necessary to Direct Mail Advertising. It is your protection before you spend a lot of money promoting a product that may not sell in a given particular market. During this time, learn to be patient; take the time needed to accurately and safely test and eliminate the risks. The knowledge and experience gained from analysis will be worth more to you than making a profit from your first direct marketing attempt.

Testing tells us how much and where we should spend. Will an extra expense to improve the mailing piece be a worthwhile investment? Will it significantly increase response rates and increase profits from a sale in addition to paying for itself?

How Much Should You Test?

You must test something about your promotion every time you perform a mailing. Constantly refine your methods! The number of mailings to send out during a test varies from list to list. A "cold list" (list not previously tested or used; contains non-customers) would produce drastically different results than a list of hotline buyers, right? Experts agree that you should send out enough to generate a return capable of statistical validity.

This number varies between those experts, but for the purposes of this course we will adhere to our belief that 30 to 40 responses per list segment is necessary to give you sound data.

The Envelope



Your first concern when sending out your mail piece is that the envelope must get opened, or the rest of the mailing cannot do its job. You must create a positive involvement from the prospect quickly in either or both of these two ways: 1) Establish a positive recognition or, 2) Arouse significant curiosity. This is imperative if you don't want your list, mailing, postage costs and your chance for a positive response to get thrown into the trash!

One of the things we can do is make a good impression. Don't make the envelope look like common "junk mail" that people throw out in handfuls every day. Common strategies in this area (as well as in mailing to households) suggest the use of words such as "Personal" or "Confidential" on the outside of the envelope.

Arouse the customer's curiosity through the use of emotional appeal and the recipient will react. Ask a question or issue a challenge.

Briefly State the Offer



Summarize and condense your exact offer and present it on your outer envelope. This gets the attention of the reader because if they are a probable customer, he/she will be able to relate to your mail piece and know that this offer is expressly for them within a matter of seconds. When people know what they are getting involved in, they may be more willing to open the envelope and read the longer letter inside. In addition to the copy on the envelope, there are three other important things that need to be considered in order for you to create the envelope that customers will WANT to open.

Envelope Size



Envelope size has a great deal of variation and price extremes, but U.S. Postal service regulations and your own budgetary limitations dictate that you only use a few sizes, usually the #10 windowed envelope, the 6" x 9", or the jumbo 9" x 12". Many commercial variations include the all-plastic, the snap packs, and "tear here" laps. Also, color can be very eye-catching and can be added at almost no cost when you have the printer put a tint on the face of the envelope that is the screened percent of one of the colors used for the body copy type on the inside. Do your best to be unique, yet practical, and match the nature of the envelope to the nature of your offer.

Personalize Your Envelope



Personalizing your envelope has been proven to be significantly more effective than generic impersonal standards, such as: "Occupant" or "Boxholder." It is more expensive, but almost all cases prove it to be an advantage worth the cost. Listed below are a few hints to help you maximize the effectiveness of a personalized envelope:

- Use a full title such as Mr., Dr., Ms., etc.
- Print the computerized name and address on another component and let them show through a window in the envelope, doing "double duty".
- Similarly, the individually typed or hand-written address proves even better!
- Avoid using labels!

Postage



Postage can take up to 30% of your budget, so make it work for you! People notice postage. It is the reason the United States Postal Service spends millions of dollars a year in designing and printing new post stamps. It is the basis for all of the "individualized" and "personalized" postage stamp companies that are in business today. People pay attention to postage!

First-class live stamping, not metered first class, but an actual stamp, is far more profitable than third class or bulk rate.

Three important things to remember about postage as you make your choices are:


- First-class mail is over twice as expensive as third class.
 - The price of one ounce of first class equals three ounces of third class.
 - Third class mail gets third class treatment by the post office.
- Delivery is slow and uneven, so stick to First Class mail.

In addition to the crucial and complete testing of ideas, a practical way to get a feel for what works and what doesn't work on an envelope is to watch your own mailbox. Put yourself in the consumer's place. You receive as many direct mail pieces as they do. Remember that you're a consumer too, with valid opinions (just don't think you're the only consumer). Which envelope would you open up?



The Letter

The letter is second in importance to the envelope, and its success will influence customers, which you will see in the form of orders. The length of the letter can vary from 2 lines to 8 pages. The letter simply needs to be long enough to get your full message across to the reader.



Your letters should appear professional and easy to read. Keep it spacious; don't try and crowd in too much information per square inch, or people will be discouraged from reading your letter. Next, you need to consider the content of the letter.

The first page contains your letterhead and a salutation. If you can afford the extra expense, personalize the salutation. If for some reason you cannot afford to do so, you need to at least address the category of your audience by incorporating a title such as "Dear Reader", "Dear Customer", or "Dear College Graduate". The first few lines of your copy are absolutely crucial; they can make or break your readers' interest. Your success depends on the readers' gut reaction. Grab their attention and make that first paragraph so dynamic and powerful that the reader will continue reading to satisfy his or her own curiosity and learn more about your offer.

A common strategy for a successful first page used by clever marketers is to bait the prospect. Always end with a break in your thought that creates tension and/or curiosity in the reader so that they will eagerly turn to the second page and continue on reading. Rather than end with a period (or even worse a paragraph) you should entice and involve the customer into reading more.

The body of the letter should contain all of the necessary information: offer, benefits, features, involvement devices, reasons for motivation, and descriptions with specific examples. The tone of your letter should be aimed at "you" rather than "I" in order to establish effective communication between yourself and the readers. State your offer to join in its entirety twice; once at the beginning in that crucial first paragraph, and again just before you close as a call to action to your customer.

For readers who would rather skip the letter, be sure to include your website address or a phone number where they can get more information.



Writing Direct Mail Copy



When writing direct mail, the headline is the most important aspect of the copy; it accounts for 80% of the impact of the entire package, and is read by five times as many people. You are probably most familiar with newspaper headlines, but they are not limited to only space ads; they are the beginning of any printed advertising copy.

It should be relatively short and contain powerful wording. It should be everything pertinent about the product in one to two sentences. The best headlines are less than 7 words and it grabs the attention of the customer and leads them to a more detailed one or two line sub-headline. The headline should absolutely concentrate on this principle and focus on any way to get that prospect to become your customer.

The headline needs to be freestanding and easy to understand. It should make sense on its own, before any reading of the body copy. You need to be realistic. Make it long enough to get the message across but short enough to be read and comprehended immediately. Use powerful words that attract attention. The most famous attention grabbing words are: "Free" and "Rich". We recommend that you experiment to find other words that grab your readers' attention. However, if you are going to declare or promise something, you **MUST** mean it. Do not play games or try to trick the public; this tactic does not make sales and it does destroy your credibility.

For the body copy use the following rules to guide your creative decisions. Prove any of the claims you have previously made. You need to include the facts, and not just empty rhetoric. The American public can tell the difference between unsubstantiated claims and those that can be proven with information and facts.

Write well, but use familiar language. You are writing your ad so the customer can understand your offer and respond to it. Do not alienate him/her with elevated vocabulary or trade lingo. Do not leave the customer guessing as to what you are talking about. Poor copywriting that draws attention to itself is always bad. Attention should be drawn to the product being offered, not the writing itself. Be clear, concise, and accurate in your discussion of the product, and speak on a level indicating mutual interest with the reader. Rather than sounding like a professor, sound like a fellow student.

Some other hints on writing copy:

- **Personalize the copy**
- **Be clear**
- **Establish and maintain credibility**
- **Share success stories**
- **Take all the risk away from your customer...100% money back guarantee**

There is an enormous amount of information that goes into writing successful direct mail pieces. It would greatly benefit you to spend the time learning about copywriting to become proficient. If this does not interest you there are many options for hiring a copywriter to do the copy for you.

Direct mail is a powerful medium for creating an incredible amount of money for your business and a large and lucrative list. It is an expensive form of marketing and it would f you to learn everything you can about the industry if choose this type of marketing.

We recommend choosing one form of the marketing methods we have discussed here and become profitable before moving on to the next form. It is recommended that you eventually utilize each form of marketing to maximize your profits.

The fortune is in the Follow-up...



This statement is true, true, true! It doesn't matter which form of marketing you choose to become proficient in first. What does matter is how you follow up and develop a relationship with your customer list.

After you have the prospects name, number and email address it is your job to educate them on why your product and/or service can be the solution for what they need.



You don't have to be pushy; you just have to give them information either through auto-responders via the internet or letters and postcards offline.

If you are using email, you should send one out every other day for the first week, then two times per week after that.

Offline you will send a minimum of four letters and two postcards - one each week for the next six weeks until they buy. Each letter, postcard or email should focus on the benefits or point out something they may have missed out on up to that point.

By the end of this campaign you should see a pretty good conversion rate. Stats show that over 70% of purchases are made between the 3rd and 7th follow-up. If you forget the follow-up you are leaving most of your profits behind.

Are you ready to begin the life of your dreams?



The manual you are holding in your hands was created as a stand-alone product that could be applied to any home based business you decide to join. When this secret was revealed to me I knew that I wanted to share this information with as many people as possible. This information is so powerful that it was able to bring in \$546,000 in just the first 4 months of my business and it has brought 7 figures to countless more.

I want you to experience the same success!



When I was writing this book it was very important that this manual would benefit you whether or not you decided to join me within my opportunity. It is my sincerest desire that you have received valuable information that you feel could be used to bring you the financial freedom you desire.

The key for you to make money in ANYTHING is that you MUST generate a steady stream of prospects and you MUST have a sales process that you can rely on. It is all about MARKETING.

I want you to have the life that you deserve!



Why? Because that is what life is about...growing and learning and then sharing and teaching. If my teachers and mentors had not shared this information with me I would still be searching.

I know that you are the type of person that is ready and willing to take some serious action to get out of your current circumstances and create the life of your dreams.

If you weren't that person, you wouldn't be reading this book right now. Up until now all of the experiences that you have had, whether successful or seemingly unsuccessful, have brought you to this place. All you ever needed was a SYSTEM and now you have it.

Let's get real honest here. All of the information contained within this manual takes a lot of money and time to create. I know, I have spent the money and the time.

The good news for you is that you don't have to spend one minute or one dime on the creation of a system of your own. I am ready and willing to let you plug into the system that we have created – the Automatic Wealth Formula.

You don't have to do the market research, develop your own products, write sales copy, or setup the system. My team has done the work already. All you need to do is decide and plug in.

This system works and it works for literally thousands upon thousands of people around the globe.

Will you make it work for you?



Only you can answer that question. The marketing techniques revealed to you in The 60 Second Commute are time tested successful techniques...they work!

I would love to have you join our team and plug into the system and the product that I have chosen to represent. You must understand, though, when joining the team you will be expected to follow our system to the letter to generate a residual multi-million dollar annual income. There are certain steps that must be done to achieve this result.

This is a real BUSINESS with real opportunity. Our team will be here as partners in your success - however, we are unable to do it for you.

The bottom line is: YOU CREATE YOUR OWN SUCCESS!!



If you decide not to partner with us I wish you all the success in the world. Your next step is to pick a product or service to market using these techniques. It really doesn't matter what you choose, just make it something that you would enjoy representing. Make sure you employ the techniques outlined for you in this book and you will find the success you desire.


You can succeed and you will succeed when and if you follow these methods. You have the tracks to run on, now all you have to do is run.

Thank you spending your precious time with me...now move into ACTION!!

Yours in Success,
Treasure Milinovich
Founder – Automatic Wealth Team

P.S. If you are curious about joining our team and putting our turn-key system to work for you, turn the page to access more information.

Partner with us and we will personally help to guide you toward the financial future you desire. We are no different than you are and we generated \$546,000 in the first 4 months of business. We can show you how to achieve the same and even better results!



When you join the Automatic Wealth Team as a Business Building Partner you will receive:

- Partnership with THE celebrity real estate mogul.
- Up to \$210 Bonus for every new signup that joins your team.
- 2 Customized FREE marketing websites.
- Customized email follow-up campaigns that continue to market to your prospect over and over again.
- Access to proven and tested sales letters and ads.
- Access to LIVE training and Q&A calls with our Success Mentors.
- Unlimited access to Training videos, audios and step-by-step documents.
- Access to Success Mentors that are committed to helping you succeed.
- Access to a Life Coach that will help you implement the secrets of success.
- Informative Updates from our dedicated Business Management Consultant and Internet Marketing Specialist.

I want you to succeed and we have taken the steps and spent the money to make sure that you have the tools to succeed!

Are you curious about the New York celebrity Billionaire that we have partnered with? As a team, we have scoured the business world looking for a product that we could apply these principles to and we found it. I am certain you will be just as excited about this product as we are.

Go right now to the website below so you can get all the information you need to make the very best decision for your future:



<http://wwwAutomaticWealthPlan.com>



Notice:

This booklet is intended as a reference volume only, not as a financial or legal manual. The information given here is designed to help you make informed decisions about your financial success.

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