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## \$5,000 in 6 Weeks?

RE: A "whatif" scenario

**Situation posed to Karl:**

"You are out of work and have no other source of income. All of your bills are past due including the mortgage on your house which is in danger of going into foreclosure. You need to come up with at least \$5,000 (without borrowing) in the next 6 weeks or you will be homeless.

You currently have no customer base, no JV partners, and no reputation on the Net. All you have is a product, a website, a \$500 marketing budget and your dream of making it big on the Internet.

Based on your current knowledge and experience, what would you do over the next six weeks to survive and how would you spend your last \$500?"

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**From Karl:** My answer to this reinforces the reality that making lots of money fast is tough on the Internet if you start from ground zero. It takes work and diligence and is a true process.

Here's my "answer" to the question posed.

Since I am not going to actually be doing this, let's say we're explaining what to do to someone else, let's call him "Ed".

**\*6 weeks to save Ed's house...whew, not much time, gotta move fast since Ed's got no list!**

**I am going to assume that Ed's website:**

- \*Has full list management capability
- \*Has an auto responder with unlimited number of follow up messages (auto responder hasn't been utilized yet)
- \*Includes full web panel including back-up capabilities
- \*Has sales copy that has been refined and is well written
- \*Has big name testimonials on it already
- \*Has an payment option that is easy to use like Paypal, Clickbank, or my own server. (Chances are about 100% that, if \*Ed's only got \$500 left, Ed doesn't have his own server). 😊

This example also assumes that the product Ed is selling has a decent price tag (at least \$47 or higher) with affiliate program, is a quality product, and fills a need of a specific niche of people who utilize the Internet for research and information.

The information in the weeks that follow aren't static because we can't assume we know how quickly Ed will get the tasks outlined finished. Admittedly, the first 2 weeks are where the bulk of the work will be done. Week 4–6 will be mostly follow up and re–contacting potential JV partners who haven't agreed to a JV or for scheduling JV's that have been agreed to.

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### **Week 1**

In order to pull this off, Ed's going to move fast, be organized, and have a solid plan with good execution. Except for getting somewhat lucky and striking a JV deal with one of the big dogs, the best way for this to work out is to have a well laid out plan...stay focused.

**\*Optimize the web site pages, make them search engine friendly.** Concentrate on making the web pages Google friendly because you don't have the time to do optimize for every search engine and Google account for about 74% of search engine traffic.

If your unsure how to do this, ask someone like Sean Burns <http://www.webmastersreference.com> or Phil Craven <http://www.webworkshop.net>). If Ed's really resourceful, he could strike a JV deal with one of these 2 or another search engine optimization expert. Ed should approach people who are also knowledgeable about driving lots of targeted traffic to a URL quickly outside of a JV solo endorsement mailing. Ed could offer the seo expert a portion of the profits of the sales that come as a result of any traffic that doesn't come from JV solo endorsement mailings...Ed would offer a portion of the sales that came from search engine traffic only. Ed could trade services as well if that fits the situation. This JV deal will be determined by the seo expert's service offering, time, willingness to help, etc. and by what Ed can actually offer the seo expert that he/she will see as having value to them. The seo expert will certainly have a way to track the traffic and thus the sales from that traffic.

**\*Write a few articles about the problem your product solves in editorial fashion.** Pick benefits that your product has as the theme of each article and build the article around the problem that benefit solves. Upload those article to your site and submit them to every e–zine content directory you can find. (If you already have Jason Potash's "**E–zine Announcer**", you're ahead of the game with this task). You can use these articles to help outline what the themes of your follow up messages will be that you send to your prospects...we'll get to that later.

\*If you don't land a deal with the seo expert, **submit your site** on every search engine you can immediately, don't use pay services and only submit to the search engines via the free options .Start with Google first, you never know when their "dance" will be.

**\*Place an exit pop up** on your site that collects names and emails of your site visitor. In that pop up offer them a free trial of the software for 10 days, an e–course, or some other valuable and useful information that is pertinent to their problem, your USP, and that ultimately leads to the sale of your software.

**\*Write and upload the follow up auto responder series the prospect will receive from putting their name and email into that pop up. This is critical because most people don't purchase on the first visit to your site.** If you sign up for a few e–courses available from the bigger names, you can learn how to do this by modeling theirs. Also, Corey has a great book about writing effective emails called "[Insider Secrets To Email Marketing](#)" that would be your best friend for this task.

**\*Research** who the largest and most successful players are in your product's niche

AND

**\*Research** who the mid–level players are in your product's niche.

To do this, I would determine the top 50 or so keywords someone would use to find my product and other products like it. I would use Good Keywords free software to see how many times people searched for products/services using those keywords on all major search engines and the top 4 pay–per–click search engines/services like Overture and Commission Junction.

\*Type in those keywords on Google and Overture and look at the first 50 results that match and make a list of those sites.

**\*Rank those sites via the following criteria:**

**1. Credibility?** Does the site look and feel like it is being run by credible people? Sign up for their newsletter, free report series, etc. and determine if the site appears credible. Read the testimonials and contact the people who wrote them if possible.

**2. How long has the site been in business?** Go to <http://www.whois.net/> and take a look at who you may be dealing with.

**3.** Take a look at the site's **Alexa ranking**. (This Alexa ranking certainly doesn't give an exact and true indication of the site's traffic, but Ed would certainly want to work with the owner of a sit that has a ranking of 100,000 versus one that has a ranking of 500,000. In this scenario, Ed should shoot for sites with ranking of at least 50,00 or below unless unless of course, there's sites Ed finds that have high/large number rankings that are owned by a true well-known expert who had a monster list and serious marketing capabilities.)

**\*Make a spreadsheet with these columns:** site owner's name, site name, URL, product, email, phone number, date of contact, date of follow up, date of last follow up, action (Y/N), date of solo/JV. Get as many as you can on your spreadsheet and list them in order of approach, the best potential business partners first.

Depending on how fast Ed work's and how thorough Ed is, this could easily take a week. Assuming Ed's losing his house if he doesn't make it, he'll get this all done in detail with a day to rest.

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### **Weeks 2 through 6**

**\*Contact those site owners in week 2 and track the results and tasks on the spreadsheet.**

Plan on your approach, and define the timing of follow up.

\*Call and send email to the site owner. (Day 1)

\*Follow up with call and email 2 days later if you haven't heard back. (Day 3)

\*One day later, follow up one more time. (Day 4)

**Note:** This may be a little aggressive, use your best judgment...you may get faster response times, you may need to extend the interval between follow ups also.

Do this with every site owner you found in Week 1.

**Here's a small sample of a voice mail you could leave (Day 1)...this could be edited, added to, updated, etc:**

"Hi Tom, this is Ed, I am developer of (product), a (quick blurb @ your product). I have subscribed to your newsletter (name of Tom's newsletter) and particularly enjoyed the article in the (month, day) issue of your newsletter about (what article was about assuming you could view the article archive). I've reviewed your site (site URL) and feel we have complementary target markets that would allow for a money making joint venture. I realize that you are busy like me...when you get a moment, please give me a call at (phone number) so we can discuss the details of what I have in mind.

P.S. I've sent you an email as well with a link to download my product. Please take a look...I'm sure you'll agree we can make money by joining forces.

Thanks, I look forward to talking to you."

### **Key points of the voice mail example above:**

\*The message uses the site owner's name

\*The message uses the name if his newsletter and pointed out what Ed liked about it. This proves Ed truly believe that he truly believes that the site owner's USP is a good fit for Ed's and vice versa...Ed's done his homework before calling. It also proves that Ed am not just randomly calling any site owner, he's serious about getting a solid match with Ed's product offering.

\*There wasn't a hard sell on partnering, but the message let the site owner know what Ed's intentions were and sounded hopeful and as if Ed wanted to just "get to know him a little better".

\*The message also let him know there was an email for him so he could check out Ed's product offering in order to verify that they do indeed have complimentary target markets. Of course, Ed's email signature with full contact information and main URL will be included.

\*The message also was respectful in that Ed let Tom know that he was aware that he was busy..Ed put yourself in the place of the person listening to the voice mail.

After you leaves the voice mail, send an email saying generally the same thing as the voice mail. If you don't hear back from the site owner within 2 days, follow up again with the site owner in a respectful yet energetic way. Don't be pushy, but do get straight to he point because the clock is running fast.

***Example of a follow up voice mail to a site owner who hasn't responded within 2 days (Day 3):***

"Hi Tom, this is Ed checking in with you to see how things are going. 2 days ago I sent you an email regarding us partnering and I wanted to see if you've had the chance to review that email. I realize that you are extremely busy, that's the way this business is most of the time:) I know we have complimentary selling propositions, if I didn't think we could benefit each other, I wouldn't approach you. When you get a minute, drop me a quick line at (Ed's email) or call (phone number) so we can discuss how we can make money together. I've forwarded the email again in case it got lost in cyberspace.

Thanks for your time Tom, I look forward to hearing from you.

P.S. If I don't hear back from you by (1 day later), I'll give you one final call...I am confident we can make profits together, (Ed's product name) and (site owner's product name) both help alleviate problems (name the problems) our target markets encounter daily!

After Ed leaves the voice mail, he's going to send an email saying generally the same thing as the voice mail.

***Last try, (Day 4) of the approach with this certain web site owner, "Tom":***

***\*Leave one more phone message similar to this:***

"Hi Tom, this is Ed following up one last time regarding our potential joint venture. Rather than leave a long voice mail, I just wanted to tell you I appreciate your time and hope you'll consider my money making proposal. If you haven't had a chance to review my product, I'll be sending one last email with the download link. My email will also include the approach I'd like to take to ensure high response rates from your list. The subject line of the email that has the details reads "JV with Ed".

Thanks Tom, I look forward to profiting together. Please give me a call, we should be able to get done what we need to in a 10 minute discussion. Thanks."

***Then, send an email of all the details of the proposed joint venture.***

***Here's an example of an email. Again you can edit as you see fit:***

Hi Tom,

I want to thank you for your time in advance for reading this email...I truly believe we can make money with this joint venture and the details and easy-to-follow steps are below.

Problem **our** target markets have: (list a problem or 2)

Solution to that problem: (list the solution, i.e., your product feature that is the solution)

My product information: eBook for (target market) designed to help (whatever the premise is, the USP...be specific. Also list the format the product is delivered in.) List the way the affiliate sales are tracked. (Clickbank, AssocTrac, etc). (Ed's product name) has received raving reviews from online experts such as (name them, give Tom a URL to go to in order to view them).

How I'd like to set up the JV:

Tom, a solo endorsement email to your list would most likely bring the best financial results. To further increase results, a testimonial from you on my "Welcome, friends of Tom..." page will add credibility. The "Welcome, friends of Tom..." page, will be the page that your subscriber will to get (Ed's product name).

1. I'd like to know your Clickbank nickname so I can set up that "special page" for your subscribers to visit. The URL of that special page will be <http://www.Ed'sURL.com/JVPARTNERSINITIALS.html> . This page will be cloaked so you can send the above "better looking" URL to your list in the ad copy that either you or I will provide. I am more than happy to write a solo ad for your use. (**Note: You don't have to cloak the link, it just looks more professional**).

Your 65% affiliate commissions will be tracked via Clickbank from the above URL. On this special URL/page, I will have in large red text, "Welcome, friends of Tom...!". (This has proven to be more effective in closing sales, the direct referral approach.)

In addition, the testimonial from you will help close more sales since your subscribers undoubtedly already trust you and value your opinion. Please send me your testimonial should you want to move forward&I'll add it to the main "special" sales page.

After I hear back from you, we can the next easy steps to making money.

Those next steps would be 1) setting a date for the solo/ad to run, and 2) me showing you that the special URL is up and tracking your commissions properly.

Once again Tom, thanks for your time and I look forward to hearing from you as soon as possible.

Your partner, Ed

Signature

Remember, a certain amount of coaxing needs to be done to get a list owner to bite on doing a JV, timing aside. Their list is their most prized possession and what you are proposing invades that somewhat. the list owner needs to truly believe that the solo add will be: un intrusive the his/her subscribers; wanted by his/her subscribers; and make money. In addition, you may run into list owners who have recently run an endorsement mail along the same lines so timing wouldn't work in that case. Some list owners flat out won't call you or email you back...you have to understand this going in.

***\*Repeat these steps with every site owner on your spreadsheet and track it.***

We still haven't spent that \$500 but need to do so now (within the first 10 days) because we don't have much time and promotions take planning. Plus, you'll have to depend on other people so you never know what can come up.

***I think you have 2 options for spending that last \$500:***

1. Research and find the best targeted offline or online vehicle you can find that will drive potential customers to your site
2. Use the money for Pay-Per-Click promotion

Option 1 will take time, and, unless you know someone in the advertising world or get lucky, this may not be the best bet.

With option 2, you only have \$500 so you'll have to manage this very well and this really needs to be done in week 2 to give it enough time to gel. Ideally, in Week 1, you should have researched this thoroughly. How? The seo expert is one option. Another is to manage the PPC ad campaign yourself.

If you don't have the know how to set up a PPC marketing campaign, find someone that does. \*Pick up the phone and call **Rosalind Gardner** and tell her your story. Offer her your last \$500 as a token of appreciation for helping you and for managing your PPC campaign. Offer her 30% (or whatever it takes) of all sales up to that amount plus \$5000 plus cost. (Add up what it takes to net \$5000...include PPC fees, Rosalind's commissions, etc...). To make it more enticing, offer Rosalind 75% of all sales she refers you by having her manage your PPC marketing for you.

Do whatever it takes to get her to manage your PPC campaign for you. If you have to offer her 100% of sales up to the 30K mark, do it...after all, it is your house you are protecting! Of course, you could have purchased Rosalind's book, and read that in Week 1 also.

Whatever the case, use Ed's \$500 for a PPC campaign.

## ***Final thoughts***

Ed's worked hard at saving his house, all of these steps took lots of time...but, if Ed did them right, he made some good money and made some great contacts in his niche while building a decent list in the meantime. If you're just joining the Internet marketing game, remember that it takes hard work and persistence but can be extremely rewarding. Never forget that you're only as good as who trusts you.

Work hard, have fun and make some money!

All the best,

Karl Augustine



### ***Karl Augustine***

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***About the person answering the question above:*** Karl is a regular guy and believes if he can make money on the Internet, anyone can. He started out about 2 years ago developing an interactive sports site and Karl's interest peaked from there. Since, Karl has bought, read, and assessed just about every book, course, and manual worth mentioning. Karl has taken his experiences and research and rolled them into his USP.

Karl is the author of ***"9 Deadly Mistakes To Avoid When Starting An Online Business"*** and publisher of ***"Starting Smart"***, a bi-weekly e-zine for the newbie and junior level Internet marketer. The 80 page eBook, "9 Deadly Mistakes To Avoid When Starting An Online Business" was written from Karl's own real-life experiences, research, and trials and errors on his way to profitability. The eBook ***"9 Deadly Mistakes To Avoid When Starting An Online Business"*** was written so the newcomer to Internet marketing would start and grow their business in a cost effective way rather than errantly or wastefully. The eBook includes money and time saving tips and expands on the worst mistakes a newcomer to Internet marketing can make. Karl gives insight as to what a marketers can do not only to avoid those mistakes, but what information to use to effectively get to profitability quickly. The eBook has gotten raves reviews from well known experts and newbies alike. Get your copy here --> <http://www.9mistakes-online.com>

Karl's e-zine, ***"Starting Smart"*** is an interactive bi-weekly e-zine that is designed to grow with the subscriber base. Each issue includes at minimum one article written by Karl and sometimes includes an article written by a well-known expert as well. Issues of "Starting Smart" do not include filler or many ads and Karl limits promotions to 2 per month...the focus is on delivering quality information the new or junior level Internet marketer can use towards becoming profitable quickly.

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