



Internet Marketing Money-Generator

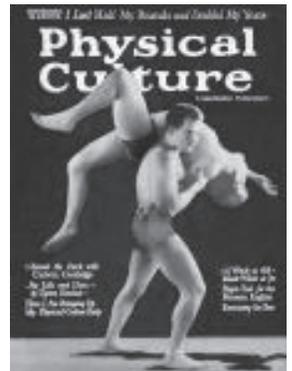


The Newsletter for Online Entrepreneurs

Back to the 1920's in Advertising

Several years ago, at my Info-Publishing and Internet marketing seminars, I handed out a booklet with about 30 pages of ads taken from **Physical Culture**, a health and fitness magazine published by Bernarr MacFadden that lasted from 1899 until about 1946. This book of ads was very instructive in a number of ways, namely:

1. Almost all the ads in the magazine were direct response ads. It was hard to find an "image" style advertisement.
2. Almost all of the info products being offered addressed common problems or desires that are evergreen. This means they were popular products yesterday, they still are today and will be tomorrow as well. For example, off the top of my noggin, the products being advertised covered weight loss, getting muscular and fit, making more money than your boss, having good heart health, eliminating poor posture and bad breath, putting an end to hair loss, getting instructions in wrestling, boxing, weight training; learning to be a pilot, a cartoonist, a writer, speaker; learning how to sell; even learning how to write ad copy.
3. Every full page, $\frac{3}{4}$ page or $\frac{1}{2}$ page ad I saw did not ask for money. Instead the ad offered something for free to get the reader to respond. In most cases it was a free book, in others it was a booklet or free report. Being I own a two of these free booklets, one of them being Charles Atlas, another being Farmer Burns, I can tell you they were very well crafted direct response salesletters, packaged to look like booklets.



Why am I telling you all of the above? For one reason, the Internet continues to grow by leaps and bounds and if you want to break into a niche in a big way, or remain in control of a niche - you've got to be a BIGGER GIVER than those around you. Now, this does not mean you give everything you know away. Not at all. You give strategically. And if you're not willing to give at all - you're most likely doomed.

If you look at my success on the Internet, you'll find that I have been virtually unmatched as a giver in my niche. Yes, there are people who put up videos or podcasts - something I've done sparingly and look forward to doing more of in the future. There are people with free discussion boards. But when you look at the fact that between 2004 and 2006, I put out over 1,000 emails to my various lists per year - you just have to say, that's A LOT of giving. So, is it any wonder I've received so much?

In 2007 I fell short of 1,000 emails for a number of reasons - one of which was taking on more than I was able to chew - but I still don't think there was anyone who surpassed me.

From 1997 through 2004, on average, I put out, on average, close to 500 emails per year. This year I haven't sent as many as I'd like to - in part because I'm juggling a number of goals, all of which involve putting words on paper.

And this leads to my next major point: On a daily basis I have to prioritize what my writing is for: an email, a book, a newsletter, a special report - or a combination thereof.

The last four words in the foregoing sentence are important. Think of how much faster you can put together a book if you use a "combination" of your writings instead of thinking everything must be original. Why not pull from existing email content? It's much, much faster to be productive. And there is no reason on earth to think you must write something totally original for your book, special report or newsletter.

Repurposing

There's a term for this I'm hearing used more and more these days. **Repurposing** - or taking something you previously wrote for a different purpose, i.e. email, newsletter, book, and so on, and coming up with

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a new purpose for which it can be used. And it doesn't matter if the original purpose was a FREE email or not.

Each month, in addition to my three newsletters and CDs/DVDs, I have two columns to write. One is for ***Inside Kung Fu***; another for ***Gladiator***. Each column calls for 600-800 words with a photo. The writing of these is easy. All I have to do is pull an email I've already written, give it a new title, change the opening paragraph, leave much of the body alone, adjust some of the verbiage to fit the martial arts and combat sports crowd, then add one or two original paragraphs to the piece, and it's done.

I was recently featured on the cover of ***Inside Kung Fu*** - February 2008 edition. Along with the photos there was a lengthy article that I wrote in 1995 - 12 years ago. This article came from a chapter in my first book, ***The Martial Art of Wrestling***. No one knew the difference because it was retitled and a few new paragraphs were added while others were removed.

But - even if the article was verbatim from my book, readers who have the book probably wouldn't remember and if they did remember, they wouldn't care. They're glad to see the article again.

Each week I send out a few emails that are re-treads. Been using them for years. Minor changes, yes, but overall the same email. You'd be amazed to know how often my biggest fans, the very people who read every email I send, don't remember having read the same piece six months ago. And once again, if they do recall seeing it before, if they liked the email the first time, they may like it more the second time.

Smart Use of Time

For those of you wondering how I get so much writing done, well, what you've already read in this issue would be an answer. But the bigger answer is the fact that I have much, much more writing I want to get done - and will get done - and it gets done because I have a daily commitment to sit before a monitor and crank. Not a once a week commitment. Not once a month. Not whenever I feel like it. Daily.

Some of my daily writing involves editing an email I sent previously - then using it again for some other purpose. Believe me, I did not invent this idea.

Other examples of repurposing in the book industry alone are too numerous to list, but I'll tell you about a few of them. Almost once a year, Ann Coulter releases a new book that contains many of her weekly columns. Imagine if she did daily emails.

Roy Williams, aka, The Wizard of Ads®, has used his **Monday Morning Memos** for a couple of his books.

Michael Masterson of **EarlytoRise.com** has also used content from his articles for the ETR daily emails in his books. So why not you?

Why not get paid twice - or thrice - or more?

The email you send out may be free - but it does make you sales, doesn't it? So you got paid to write it. Alrighty then, put it into another format and you're off to the races.

Also, since we're on the topic of what you can give FREE to attract more customers, it's easy to put together a collection of a dozen or more great emails, along with affiliate links, and give it a great title to be used as a free e-book or report. You can then let people download it once they've given you ALL their contact information - not just a name and email address. You could also package it into a freebie sent by mail if you think that will pull in more sales.

The marketplace is getting more competitive!

In February of 2000 I came out with **Combat Conditioning**, a pioneering book and set of DVDs on the subject of bodyweight exercises. It took a few years before other info-entrepreneurs caught on and created their own version of bodyweight exercises. Today there are more so-called bodyweight exercise experts selling a book or course than I'd like to count. Most of them are not kicking ass. Some of them are. Those who are doing well are smart enough to be doing a modern-day version of what went on in **Physical Culture** magazine in the 1920's. They're offering something FREE before asking you to buy anything.

This means, at bare minimum, on your website, you need an offer for free email tips. This is such a "duh" to me - yet I am still amazed to see many, many websites in the fitness, martial arts, wrestling and "beat em up" categories not offering anything for free. Many websites still don't have a way to capture traffic to build an email list. Why not? Because they have nothing free to send them anyway. No free emails. No announcements. No ebook, No special report. No podcast or video alerts. NOTHING.

To me, collecting names and email addresses isn't even Internet Marketing 101. It Internet Marketing 001. It's one of the first things you do with your website. You capture the traffic. You don't just try to drive more traffic to your website. No. You drive it then capture as much of the traffic as you can when it comes.

That's what all the advertisers were doing in **Physical Culture**. And

that is what savvy marketers are doing today - both online and offline.

Here are a couple examples of other ways to bring more potential customers into your funnel.

Offer a Free DVD - online and offline



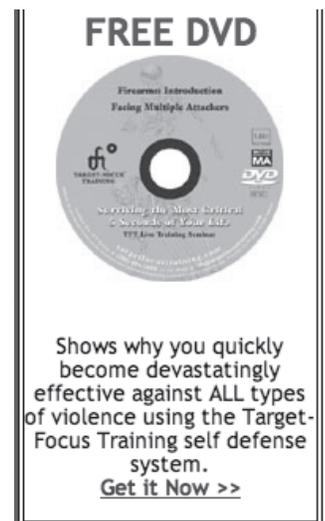
Homepage of Target Focus Training.

Ralph Charlton and Tim Larkin of **Target Focus Training** - the industry leader in the self-protection field - are a perfect example of the principle of giving in action. In their ads in magazines like **Black Belt**, as well as on the Internet - **www.targetfocustraining.com** - they offer a FREE 45-minute DVD that is jam packed with the best "street" techniques you'll ever find in a course. And they'll send you this DVD, too, if you go to their website.

Ralph, who runs the marketing division of **Target Focus Training** can tell you that the FREE offer pulls in far more sales than asking for money up front. He and Tim are giving you an experience of what they have before you buy.

Incidentally, they also have a short video clip streaming on their website, replete with testimonials.

This is solid marketing with a solid tough guy. No pretending. No made up stories. The REAL DEAL.



Free DVD offered on Target Focus Training website.

The Trump Card

In late January I tested an offer to get more subscribers to my **Psycho-Cybernetics Success Group**. I put together a special report, called **THE TRUMP CARD** - that is jam packed with important self-development information, especially on the subject of wealth. The report is almost 8,000 words, with no fluff, filler or mumbo-jumbo.

The report is mailed along with their first month subscription to the **Psycho-Cybernetics Success Group**, including the newsletter, visualization CD and a few other valuable premiums. The only thing the customer pays for is the S&H. This gets rid of the people who won't cough up one red cent for anything. For domestic packages the S&H is \$4.95; for foreign it is \$9.95.

Once the offer went live I quickly moved 500 units - so I extended it one more time and in short order did another 500 units. I don't know the stick rate at this time, but if half of the people stay on board, that's **another** 20K per month. Nothing to scoff at - especially when this same offer, or a reasonable facsimile thereof - can and will be made to others via joint ventures. If you'd like to JV with me on this product, let me know. Drop an email to **matt@mattfurey.com** with the **subject line P-C JV**.

How to Use Online Video to Get Free Publicity

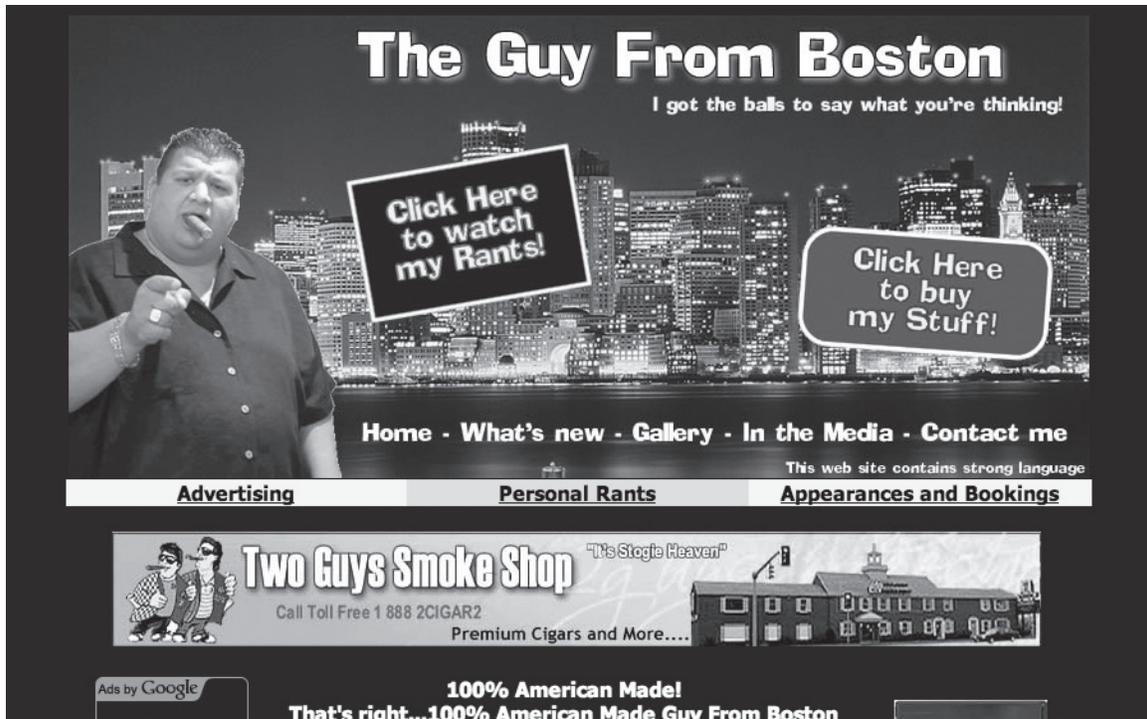
When it comes to online video, it can also lead to a bump in sales, if it's done right. It can also attract national attention, including the media.

I believe there are two good approaches to online video.

First, there's the sincere, me-to-you, I'm just a normal guy or gal approach. You look right into the camera and talk like you're sitting in the viewer's living room - or across from each other at breakfast. No attempt is made to be "newsworthy."

Second, there's the "in your face" - controversial, opinionated, loud, obnoxious ... and humorous approach. This approach is doing MORE than selling a product or service - it is selling YOU - and not just to potential or current customers. It's selling you to big-time media.

Guard your ears if you don't like profanity, but one of the hottest newbies to the Internet world, Joe LaGardi, puts up a weekly rant, and to date it has landed him on Fox, Jay Leno, and many other tee-vee programs. The website - **www.theguyfromboston.com**.



Homepage of The Guy From Boston.

Again, you've been fore-warned. The Guy From Boston swears worse than any truck driver alive. He's over 400 pounds. He smokes cigars. He eats pasta. And he's "got the balls to say what you're thinking." So he claims.

He started doing his weekly rants in the summer of 2006 - and last summer, when I was introduced to his foulness, he had nothing but t-shirts and bumper stickers for sale on his site. Now he is selling "personalized rants" that you can buy and put on YOUR website. And due to his media appearances - he's now in demand as an "entertainer/speaker" or whatever else he might come up with - including running the stairs in Philadelphia, ala **Rocky**.

I doubt that the guy ever expected he'd become so well known - or liked - or hated. Or that he could make a living just being LOUD. But you most certainly can, if you do it right.

There's another loud mouth - The Kid from Brooklyn - **www.thekidfrombrooklyn.com** - who wears "wife beater" t-shirts, also weighs over 400 pounds, and from time to time engages in verbal wars with The Guy From Boston.

The Kid has also figured out that he can make a living being this way. That's why his rants are no longer free. You've got to be a "member" to hear the latest. That's right. He has a membership website for his weekly tirades.

As bad as it may look to you to have these guys making a living

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Homepage of The Kid From Brooklyn.

being loud, I look at it differently. I say it means there is still HOPE for the rest of humanity. If you're willing to be loud - and if you're also funny, and if you avail yourself of the latest video technology on the Internet - you can make a living without leaving your home.

Ain't life grand?

In case you missed the moral of this entire newsletter: Give something away for free. And do it often. This will help woo prospective customers to your site. It will help convert many of those prospects into great customers, too.

Think about it. Then do it.

Matthew Furey

Zen Master of the Internet®

P.S. I've seen some really bad videos on the Internet, too, that were given away for free on a website or posted on YouTube.com. What makes them so pitiful? No sincerity. No looking right into the camera. Nothing said that is controversial or outrageous. And nothing funny. Mostly a bunch of video graphics with idiotic music in the background. Yawn. Who cares?