

MarketStorm

growing your **BUSINESS**

MORE INSIDE

The money Is In The list
Business Growth Essentials

How To Build A Successful
Brand

Achieve More Through
Teamwork

Motivation: The Heart Of Any
Business



The Money Is In The List



E

veryone will tell you...

the gold is in the list.

And the reason is simple. Once you have a mailing list, you automatically have your own personal cache of people you can pitch products to.

- Have you created a blockbuster ebook or developed some innovative software program? Blast an email to everyone on your mailing list.

- Have you found a hot membership website that pays a sizable affiliate commission? Blast an email to everyone on your mailing list.

- Have you launched another website and you're looking for immediate viewer traffic? Blast an email to everyone on your mailing list.

Of course, the bigger and more targeted the list, the better the results. And the result you're ultimately shooting for is more revenue.

Not that you're going to use your mailing list as a permanent and exclusive sales machine. That would be deadly.

What you have to do is keep a fair balance between sales pitches and quality information...

If you send out too many blatant "buy this now" messages, you'll lose the trust and support of your mailing list members.

If you send out too much free information over an extended period of time, you might just alienate your mailing list members when you do finally pitch any type of product to them.

That's where balance comes into play. You need to supply them with quality information and advice for free.

But you also need to incorporate promotion messages that are related to that information.

For example...

Let's say your business is based on SEO information and products. In one of your mailings, you're explaining how to get the most benefit out of Google Adwords.

And in the midst of all that free information and advice, you let them know about this great software program that can increase their advertising profit margin...

Adword Analyzer (
<http://www.adwordanalyzer.com>).

Or maybe the information you're providing is based on different methods of generating website traffic. That would be the perfect opportunity to mention a product like Traffic Equalizer (<http://www.trafficequalizer.com>).

Overall, it's much more effective to include your sales pitch either within or associated with any free advice or information. It's the soft-sell approach that most customers find much less offensive.

But since the whole point of having a private mailing list is to enjoy the benefit of sending messages to an eager and receptive audience (and do it whenever you

want), there will also be numerous occasions when you're simply promoting something. Without including any free information or advice.

And therein lies the gold.

Once you've established a solid and trustworthy relationship with your list members, you can pretty much call any shots you want or need.

As long as you maintain a comfortable balance between sales pitch and extended periods of no promotion whatsoever, you'll always have the ability to generate almost immediate volumes of revenue.

Of course, the first priority is to start building that mailing list. But not just any mailing list. You want - and need - only those individuals who fall into the following two categories...

1. They have a strong interest in your particular niche or market.
2. They are anxious and willing to receive promotional messages from you.

The first one is a no-brainer. If the people on your list have little or no interest in whatever niche or topic your business is

based on, there's little or no chance you'll ever get them to buy anything.

The second category comes down to two different aspects...

First, you want your entire list to be totally and completely opt-in. In other words, every member has joined your list simply and solely because they want to be on it.

Second, you want to make certain each person who signs up for your mailing list knows that they will be receiving promotional messages, and not just free advice and information.

And you want them to know this before they sign up. That alone will minimize the number of disgruntled list members, mainly because they know exactly what to expect right from the start.

No surprises down the road.

Anything and everything you can do to prevent someone from accusing you of sending them spam is worth the investment.

If you fully, completely, and honestly inform potential list members of the exact

nature of your messages, you'll satisfy half the requirement of gaining a good quality list.

The other half is the opt-in factor.

Rather than assume someone wanted to sign up for your mailing list, it's important that you make them confirm their decision.

That way, there's no chance someone else filled in their name and email address, without their knowledge or approval.

Always remember...

The gold might be in the list.

But without the benefit of quality list members, that gold will be extremely hard to come by. No matter how many killer sales pitches or how much free information you send them.

Do it right the first time and you'll have your very own virtual gold mine.

Business Growth Essentials:

Simple tweaks that bring significant
change to the future of your
organization



Business Growth Essential #1

Cultivate great leaders

A great business leader is a many-sided person who has a lot of strengths and capabilities. He may manage budgets, spearhead marketing campaigns, plan products, network with industry experts, and assess contract management software.

He's dedicated, industrious, bright, and creative. However even with all these admonitory qualities, a business leader is really only a leader if he likewise has one crucial trait: motivation skills.

As a matter of fact, regardless your walk of life, if you seek to be a successful leader you have to be able to motivate those individuals who follow your guidance.

Motivated people are more productive and cohesive. They likewise are more likely to be pleased with their job and less likely to look for work elsewhere. However how may you motivate your people and accomplish

these results? How may you make them as passionate about your business as you are?

Here are a few hints:

There are 2 general ways of expressly motivating individuals:

Positive bonuses and negative tactics.

Utilizing positive motivation

produces goals and incentives to which your people may strive.

Negative motivation involves utilizing threats or fear of reprisal in order to accomplish productivity goals.



Far too many people utilize a combination of the 2 in their attempt to motivate; this approach causes threats and incentives to cancel one another out and bring about counterproductive ends.

For this reason, it's crucial to have a clear approach.

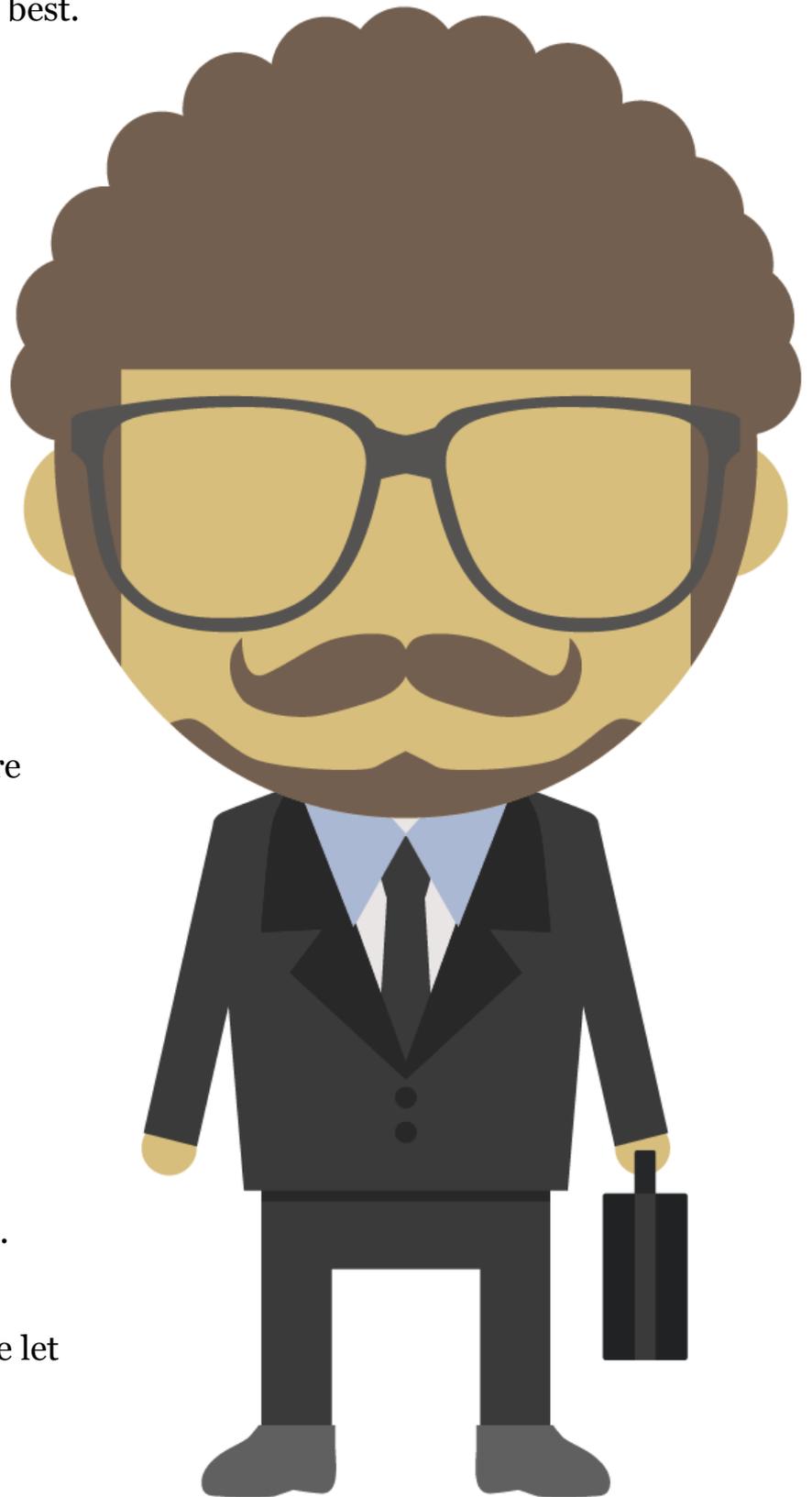
Naturally, when deciding between the 2, most experts would say that positive motivation nearly always works best. Along similar lines, motivation frequently rises when a collaborate work environment is furthered.

While producing individualized incentives might breed stress and competition among people, group projects and targets may transform into productivity, cohesion, and more propelled people, even on an individual level.

Bear in mind that a desire to construct a team culture ought to carry over into other areas. People who are good fit for the business ought to be sought out. People who detract from it, conversely, ought to probably be let go.

Hopefully these tips may help you plan a suitable motivational approach. While a good business leader might be highly motivated, a great one needs to

be just as capable of instilling that same spirit in his people.





The opening move to building a

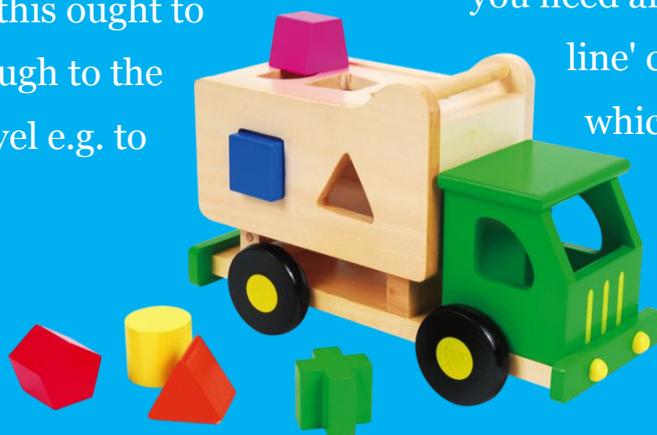
successful brand is to set a clear-cut brand vision and set of objectives, which ought to be aimed at the following criteria for a successful brand.

1. Distinction

Your brand has to be different, if you provide the same value at the same price why would a consumer select you over your established rival? Your brand has to clearly convey this.

2. Added worth

Your brand has to add extra value to the buyer. 'Me too' products are all right as part of an extended product portfolio, however if your buyers are to part with their money, they require added value and this ought to extend right through to the entire product level e.g. to include services.



3. Quality

If your brand and products are of inferior quality, you are able to forget brand allegiance. Regrettably there are a number of rivals waiting to take your market share, and brand allegiance is becoming less common as rivals utilize all sorts of tricks to win over your buyers; don't let pitiful quality be a reason for lost business.

4. Structured communications

With markets getting saturated, being memorable for the correct reasons is central to any brand's success. Your promotional technique has to be tight, sending one marketing e-mail a month isn't adequate; you need an intermingled, 'through the line' communications technique which keeps the momentum of your brand.

5. Direction and support

Individuals are the key to your business and internal marketing ought to be a top precedence for any marketing manager. You are able to spend 10's of thousands on your brand all to be forgotten when a buyer pops up and your people haven't heard of the deal or offer!

Invest time and cash in internal marketing and ensure you've a strong set of brand guidelines to support your people.

life cycle is a denotation that it won't sell forever, so keep your brand running.

I think there's one key point missing here and that's producing an emotional connection with your buyers.

6. Origination

Innovation is more than simply a thought; it's about innovating products, procedures, structure and your brand! Your buyer's needs are always shifting and your brand must respond to this; the product



Achieve More Through Teamwork



Team building

is a continuous process and isn't something that goes inactive over time. If the team has to act successfully together as a group, the team constructing ought to start from early on when it's being formed and worked at continuously for the team to work and finish projects assigned to it.

Let us now look at some tips on what forms an exceptional team and what takes them to the next level.

The team members in the team ought to be aware of what is happening in reference to anything affecting the team. If anything of importance is materializing, everyone in the team ought to be made aware of the occurrence and how it's going to affect the team.

The members of the team and the team leaders should have beneficial communication and be open at all times. Such open communicating is essential to build rapport among team members and for the evolution of trust.

All the team members ought to be made aware of their duties towards the project. They ought to be apporioned truthful goals and be made to accomplish them with ease. Any help that's needed toward completion of their responsibilities ought to be supplied when demanded.

The team leader ought to work hand in hand with the team members with beneficial time management and participation. Such participations won't only assist in getting the job accomplished effectively, the team

leader will also know
the advancement of
the



project firsthand and this will likewise help build great rapport and trust.

However, at the same time, the team leader shouldn't butt into the functions being accomplished by the other team members as this will lead to friction and bitterness. As much independence in making decisions ought to be furnished with enough support from the periphery.

The project will be a job that's achieved by the climax of the efforts of all the members of the team. This is like matching all the pieces of a puzzle to produce a big picture. In order to accomplish this, the parts ought to be properly matched in the correct place. If one isn't correct the picture won't turn out right.

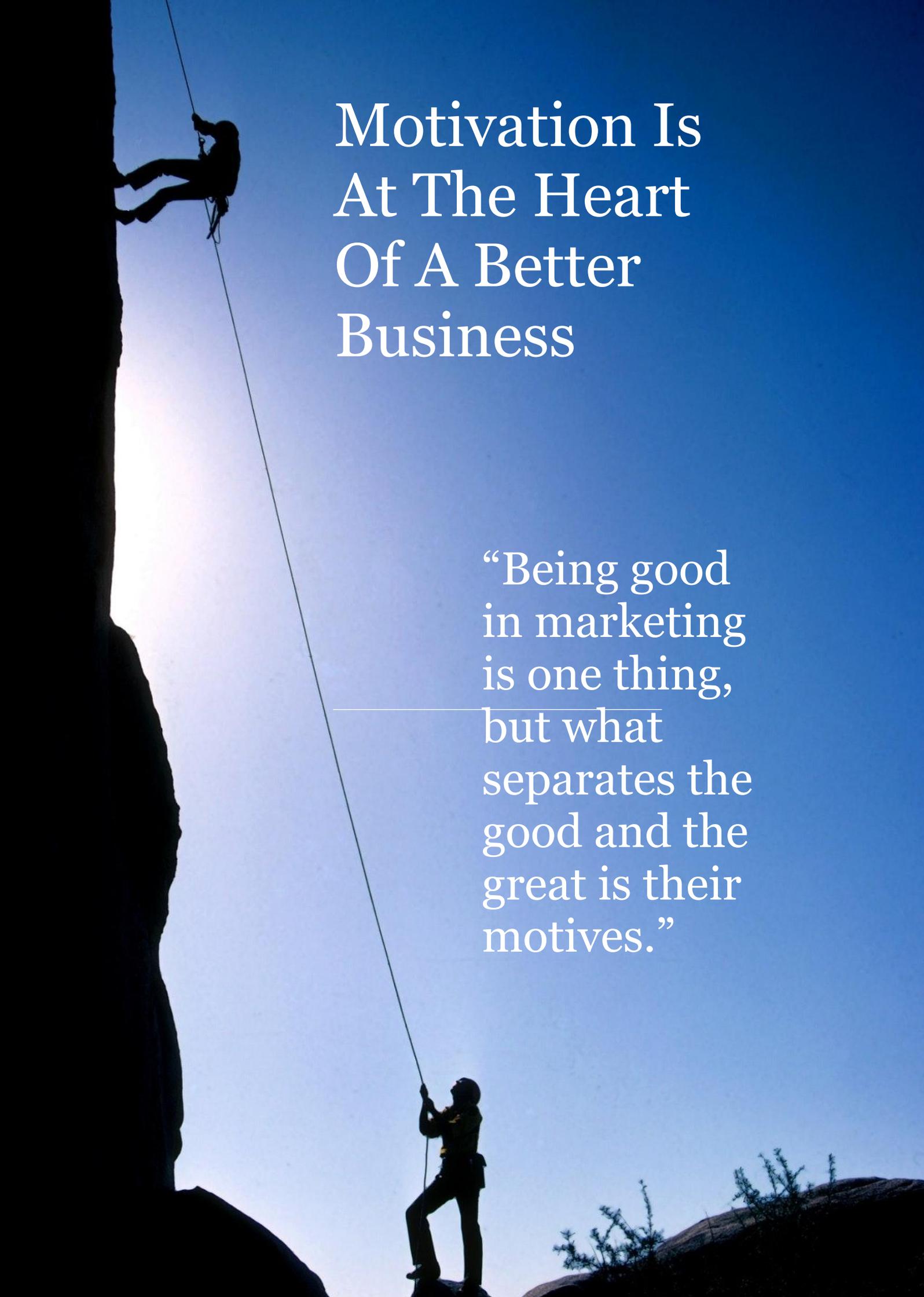
For this reason, there should be a beneficial action design in place for the team to work in tandem and achieve the project cleanly.

The team leader shouldn't be dominating over the other members of the team. Everyone ought to be an equal participant in the project and have their say in the preparation of plans.

However, it ought to be the leader's last say in deciding the course of action after carefully hashing it out with all the team members. Team building ought to be a cautiously figured process and these self-improvement tips ought to help.

If attempts are taken to arrange the correct team and the team is worked at an individual level and collective level, it might run well as a group and the joint attempts may be utilized to execute the required jobs without a great deal of issues.





Motivation Is At The Heart Of A Better Business

“Being good
in marketing
is one thing,
but what
separates the
good and the
great is their
motives.”

Failure might sometimes be the reason why individuals change.

Receiving failed grades make us recognize that we need to study.

Debts remind us of our inability to look for a source of money.

Getting humiliated gives us the 'push' to speak up and fight for ourselves to save our face from the next embarrassments.

It might be a bitter experience, a friend's tragic story, a good movie, or an inspiring book that will help us get up and acquire just the right amount of motivation we need in order to better ourselves and our business.

With the infinite negativities the world brings about, how do we keep motivated?

• **Accomplish your aspirations.**

Avoid negative individual's things and places. Roosevelt once said, "the future belongs to those who trust in the beauty of their aspirations."



- **Trust in yourself, and in what you can accomplish.**

- **Think about things on every angle and aspect.** Motivation derives from determination. To be able to understand life, you ought to feel the sun from both sides.

- **Don't quit and don't give in.**

- **Enjoy.** Work as though you don't need cash. Dance as if nobody's looking on. Love as though you never cried. Learn like you'll live forever. Motivation takes place if individuals are happy.

- **Loved ones and Friends** – are life's greatest treasures. Don't lose sight of them

- **Give more.** Where does motivation and self-reformation take place at work? At home? At school? If you exert additional effort in doing things.

- **Hold on to your aspirations.** They might dangle in there for a bit, but these little stars will be your drive.

• **Dismiss those who attempt to destroy you.** Don't let other individuals to get the best of you. Stay away from toxic individuals – the sort of friends who hate to hear about your success.

• **Simply be yourself.** The key to success is to be yourself. And the key to failure is to attempt to please everybody.

• **Continue trying no matter how difficult life might seem.** If a person is motivated, sooner or later he sees a harsh life finally clearing out, paving the way to self-improvement.

• **Never lie, cheat or steal.** Always play a fair game.

• **Practice makes perfect.** Practice is about motivation. It lets us learn repertoire and ways on how can we recover from our errors.

• **Ready yourself.** Motivation is likewise about preparation. Stop procrastinating.

- **Understand other people.**



If you know very well how to talk, you ought

to also learn how to listen. Understand first, and to be understood the second.

- **Visualize it.** Motivation without vision is like a boat on land.

- **Want it more than anything.** Dreaming means believing.

- **Zero in on your aspirations and go for it!!!**



SUPER

CHARGE

YOUR

MARKETING

NOW



Top sales pros affirm that it a great deal of the time takes seven or more communications or sales messages before prospective buyers make a purchase.

They in addition to that confirm that it's normally easier to sell to a referral, because somebody they know gave favorable testimonial about their products or services.

What would come about if you combined both of these potent ideas?

A nifty and thrifty two-step. Check out this two-step tip:

1. Accumulate leads with your auto responder.

Ask for mailing addresses and phone numbers, too, for additional ways to follow up with each individual.

When you download the e-mail digest of everyone's e-mail addresses and additional information from those who asked for additional information from your auto responder, follow up multiple ways. Send out postcards. Call. Mail or e-mail sales letters

and additional promotional pieces.



2. Release a price list of all the products and services that you provide in an insert, direct marketing package and / or .pdf to be made available thru your auto responder.

You might likewise include order forms, product descriptions, and additional sales material. Then send to the individuals in #1 above with monthly updates, announcements of recent sales and products / services, and a request for referrals.

So why not improve your closing ratio and reach out even farther at the same time?

Do the two-step!



Top Provide

Customer Service





Ideally, when you perform buyer service, it's done on a one-on-one basis with each of your customers. That works quite well in the offline world – but on the Net, that simply won't do. Your customers are literally all over the Earth, and there's no way that you can truly deal with each one of them in person.

That's where an autoresponder comes in.

Buyer service with autoresponders is quite easy. When an order is placed, an autoresponder may send out the receipt for the sale, the info for

accessing the product, and a 'thank you' e-mail.

This occurs whether you're logged in to your computer or on vacation in an exotic location!

However, customer service doesn't always end right there, and if you're away from your PC, you might be letting your buyers down!

For example, an elderly gentleman sees your product advertised and places an order. Everything runs through just fine, and he receives



the receipt, the download info, and your 'thank you' e-mail.

Your product is an ebook, compiled into a PDF file. This certain gentleman doesn't understand what a PDF file is, and he has no clue what you mean by 'right click to download.'

He needs additional buyer service for the product that he has bought, and there's nobody available to help him – nobody but an autoresponder.

Arrange an additional autoresponder that will send a list of frequently asked questions or issues that deal with buyer service or how to access the

product. Likewise arrange a support autoresponder.

If he sends off a message to support, he ought to get an instant message back letting him know that his message has been received, and how shortly it will be addressed.

This will supply him some measure of solace, and in most cases, he will wait that assigned time period for assistance.

All the same, if he doesn't know how to download the product, and he sends off a message to support, and nothing occurs, he will most likely get very dissatisfied in a very short time period.

The difference between a patient buyer and an irate buyer is one simple autoresponder message that can and should be set up in under 5 minutes.

Truly think your ordering process through, and consider the potential

issues that might occur for your buyers.

Get an autoresponder set up to address those issues, and you'll find that your purchasers are more satisfied with your products, and exceedingly satisfied with your



buyer service – all because your
autoresponders handle their Issues
immediately!

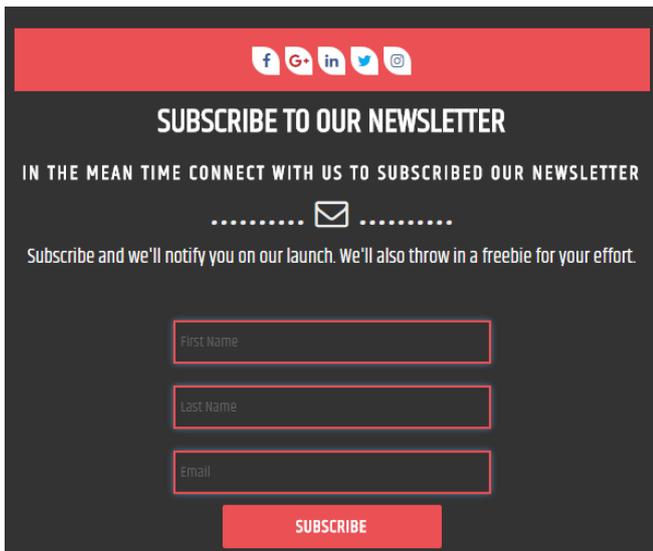


Team-GHP.com

SUPERCHARGE

POWERFUL LIST- BUILDING METHODS

Method # 1



The most obvious method for building your mailing list is **to incorporate a subscription form on your website**. The overall criteria is as follows:

- In addition to an email address, require at least their first name so you can personalize the messages that you send.
- The email address and name fields should be “required” (the form can’t be submitted until both fields are filled in).
- Place the subscription form at or near the top of the web page, where it’s clearly visible.
- Place the subscription form on all available pages of the website, not just the home page.

· If possible, place the subscription form in the same place on all pages. If not, place the form in as close proximity as you can.

· Include a brief description of your mailing list or newsletter along with a “more information” link.

· The more information link should lead to a separate page that explains in detail what the viewer can expect by signing up for your mailing list or newsletter.

· Make it clear - in both the brief and detail descriptions - that you will not rent,

Method # 2



The most popular method of gaining signups is **to implement a pop-up window**. The only problem is, more and more pop-up blockers are being implemented as well. So these days, the

number of viewers who will even see your pop-up window is severely diminished.

A viable alternative is to use “fly-in” ads, mainly because they can’t be blocked the way that popup windows can. Plus, they’re not nearly as annoying to the viewer.

Just like pop-ups, fly-in ads can be customized. You can even set it so the ad appears at a designated time. For example, you could arrange to have it display approximately 30 seconds after the page is fully loaded.

One of the best and most advanced fly-in ad systems is called Impact Popup. You can read all about it at <http://www.impactpopup.net>.

Method # 3



The most enduring method of gaining subscribers is by **writing articles**

and then including a link to your subscription sign-up in the author’s resource box.

This link might be the only one in the resource box or there might be another important URL address (your affiliate link to a product you’re promoting, your website home page, etc.). That’s up to you depending on what type of publicity you want or need to achieve as a result of publishing any given article.

Don’t rely on simply sending them to a regular page on your website. You need to send them directly to the “more information” page, where you explain in detail what your mailing list or newsletter is all about. And of course, where a subscription form is also located.

As soon as you’ve published an article on your website, make sure you submit it to article directory sites where other web and ezine owners will have easy and immediate access to it. That way, you’ll begin receiving link backs and additional website traffic right away.

Naturally, the more articles you can distribute and the more places they're located and published, the more benefit you'll receive. First, in gaining traffic, which in turn will increase the number of subscribers and paying customers you ultimately receive.

Keep in mind, however, that in order to get maximum benefit from articles, they need to contain valuable content.

Otherwise, web and ezine owners won't be interested in publishing them. The other thing you're shooting for is to gain respect and recognition from viewers. By including articles in your own newsletter or on your own web pages, you're limited. If you can spread those articles throughout the entire internet world, you'll gain a much larger following of dedicated readers.

Anyone who thoroughly enjoys your articles - and recognizes the valuable information they provide - is going to be more than willing to sign up as one of your regular subscribers.

Quite simply, they'll be hungry for whatever else you have to offer.

This is an extremely effective method of gaining mailing list members.

Therefore...

If you can't write the articles yourself, it's well worth hiring someone to do it for you. There are many good writers available at places like Elance (<http://www.elance.com>). Just make certain that the person you hire has good English language skills.

Method # 4



The most common method of increasing **your** mailing list sign-ups is **to bribe viewers with something free.**

For example, a report, an ebook, an ecourse, a software script or program. As long as the report, ebook, ecourse, or program carries considerable value, you won't have any problem whatsoever getting people to relinquish

their name and email address in return for that “gift“.

That’s the good news. The bad news is...

- People who trade their name and email address for a freebie can be much more resistant to buying something.
- Many people unsubscribe the moment they’ve received their freebie.
- There are countless other mailing list owners who are also using freebies as a means of increasing signups.

Even so, this method remains one of the best ways to build a large list (or increase an existing list) and in a relatively short period of time.

Method # 5

Here’s a great idea that few people take advantage of. If you want to get the word out about your own publication, **get your writing published in someone else’s**. The more subscribers they have, the better your results will be.

For example, most newsletters have some sort of editor’s corner, space the

owner reserves for their own input and comments. What most of them don’t have, however, is an advice column.

If you can create one, geared toward a particular niche or topic, you can then syndicate that content. Just contact other publications and give them a sample of the type of column you’ll supply weekly, bi-weekly, or monthly.

Whatever terms you and the other publisher agree upon.

Another idea is to conduct surveys and then convert those results into one or more paragraphs of text information.

Or, you can write reviews. It could be products, software programs, books, or even restaurants in and around the area where you live. Anything that fits into your particular niche.