



Three Top Internet Businesses Secrets

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The truth is that these secrets are just plain good business. They apply to all business.

1.) The first step is to attract quality leads. Email marketing is essential to making money online. You need to find people who might be interested in your products or services and collect the lead so you can follow up with them.

2.) The second step is to turn your leads into buyers. To do this you need to turn the people on your mailing list into buyers.

3.) The third step is to turn buyers into repeat buyers. Make sure that your buyers have a good buying experience. This generates good will and will help them make the choice to buy from you again. Give them more value than what they paid for and over deliver.

Sell To People Who Have Money

Top internet businesses make money because they sell to people who have money. Don't get caught up in the price slashing war.

Find people who are looking for premium solutions to their problems. The truth is there is always someone who is looking for top of the line quality. All you need to do is provide a premium solution.

When you sell to people with money you can make money in any economy.

To sell to people with money you need to do a few things.

For starters you need to know the answer to this question...

What can you sell to people with money at a premium price that will be of a greater value to them than what they pay?

You need to know exactly what you will sell. You do this by finding out what people want to buy! After you find out what people want to buy, usually solutions to problems, then you just need to focus on giving a greater amount of value than what you take.

Find out where people with money go and get your items in front of them.

It is funny that the secrets of top internet businesses are so simple. Just look at buying habits and then you know where to advertise. Even better than that you have an estimate as to how much your customers will spend!

You can take a look at the [SRDS](#) to find out more information about your prospects. If you don't want to buy the latest version you can usually get last year's version for free from your local library.

The standard rate and data service, SRDS, gives you get a complete customer profile and it tells you exactly where your market's hot leads are.

How Top Internet Businesses Charge Premium Prices

Here are some of the top tips for selling your products for more money.

They want to know what to do and how to do it as quickly as possible. Your customer want speed and want quick results. Focus on instant gratification.

Give a greater level of attention. Premium customers want a more refined experience. This includes more attention to their needs.

Give them results with less study. They do not want a full blown home study course with a bunch of fluff and filler. Instead they want quick results with the least amount of effort on their part.

More personalized service and faster answer to their questions. This includes direct access to you and simply having system set up to solve any problems they might run into as quickly as possible.

Overall these top internet business secrets will increase your income.

4 Steps To Six Figures Monthly

I will come right out and say it! It is nearly impossible to build a six figure a month business selling \$27 ebooks. Instead, build a front end and a back end.

Here's the plan.

Make money creating an information product that gives value then build a backend that goes deep.

Step 1: Finding A Passionate Market

Start by finding a passionate market who are desperate for a solution (find people who are looking for a solution to a problem).

Good Niches Include:

Money Based – Stocks, bonds, trading and make money online are all great niches to get involved in. They all relate to making money.

Health Based – Weight loss and fitness are both great niches to get involved in for legitimate internet businesses.

But a quick tip about niche selection.

... don't go too broad (niche down and be specific)

If you try to market to everyone you market to nobody. You need to target your message to a specific sub niche. For example in the health niche you could market to women over 35 who want to lose belly fat.

Clearly define your demographic. You want your buyers to feel like you created your product directly for them so tailor your product to specific people who need a specific solution.

Step 2: Create An Information Product That Solves Your Target Niche's Problem

After you find a group of people who have a problem then create an information product that solves that problem.

This can be done fast! Just record an audio, video or write an ebook that solves your market's biggest problems. Video is a higher perceived value than audio and an ebook and audio is a higher perceived value than an ebook.

So consider creating videos (can be done easily in powerpoint) and turning them into physical products through a fulfillment company. This allows you to package it so it is presented in a valuable way.

The front end (AKA your first product) is to generate goodwill by over delivering at the point of sale.

You need to understand the front end is for lead generation and back end is for profit. It's difficult to make six figures a month with a front end profit strategy.

The key is to give more value than you take. You want to build life long fans who buy your products over and over. You do this by over delivering.

Stock the front end with low price high value products to generate goodwill then cash in on \$2,000 products on the back end.

Step 3: Tell The People Who Have The Problem That You Have The Solution

Go out to forums, newsgroups, use paid advertisements or use any method possible to get your message out to the market. You can sell without selling simply by telling people who have the problem that you have the solution.

Think about it for a second. If you had a problem with belly fat and someone offered you a solution wouldn't you be happy to pay them for it? Most people would.

So get the message out.

Don't worry about creating killer copy (even though it helps) because you don't need to be a master copywriter to sell a \$10 or \$20 entry point front end product.

Step 4: Create Higher Priced, Higher Value Products To Sell To Your Customers

A front end is the initial contact point and the back end is where you sell other products over and over (more expensive and more valuable).

If your already selling a product here are some ideas for back end products.

-Webinar course (get paid before you make the product)

-Repackage books into audio/video

-Package deals (multiple products bundled)

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