



ONLINE SENTINEL

**Our Mission: Helping You Get More
Paying Customers Using the Internet**

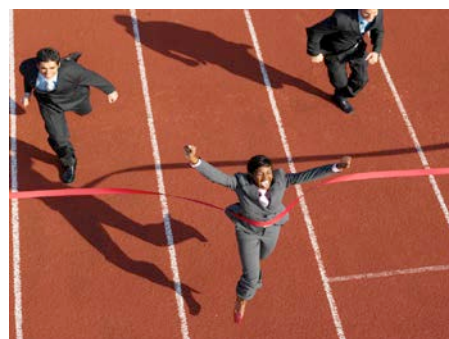
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5 Incredibly Simple Ways to Win Clients

If you're interested in some incredibly simple ways to win more customers, here are five unexpected strategies that may help.

- 1. NARROW YOUR TARGET:** When my mom had a stroke, we chose a stroke specialist hospital for her. Specialists often win clients easier. Which one group of people or businesses could you specialize in?
- 2. ASK COMPELLING QUESTIONS:** Our marketing company used to ask potential clients, What do you sell? To who? How is it used? What are you competing with? and Why should someone buy yours? Asking these established our credibility while helping uncover areas of need and interest. What five questions could you ask your prospects?
- 3. POSITION YOUR BUCKET TO CATCH THE RAINFALL:** A local dentist and his friend, an orthodontist, located their offices right across from a large middle school, putting a huge sign out front – and have more patients than they can even handle. Where are your clients, and could you locate right out front or on the same web page?
- 4. FIND COLLABORATION PARTNERS:** A Los Angeles school tutor has informally partnered with other tutors so she could share the cost (and benefit) of advertising on Google. Now, when someone searches Google for tutors, they have a continuing flow of new clients (shared mostly by region). Who could be an ideal partner for you?
- 5. REVERSE THE SPOTLIGHT:** You're trying to win clients. What if you reverse that? After all, some people are so desirable, people stand in line to buy from them. People who discovered a retiree had been a buyer for Costco and Target stores, begged him to consult with them (at a premium price) to help get their products into those stores. How could you make yourself so desirable that people will search for you?



These are the ideas top consultants use to turn struggling businesses into huge successes. Spend a few minutes and stretch your mind. Think of how you could apply these ideas to your business. It only takes one great idea to simplify everything!

The Risk of Ranking High in Google

The owner of a wedding apparel shop ranked on the first page of Google for years, winning a continuing flow of new clients. Then, suddenly, it stopped cold!

As a local business, he did everything right. He listed with the free Google Local service; got listed in directories like CitySearch; and had great reviews in Yelp.

But then, he moved to a larger location and CHANGED HIS ADDRESS!!!

The PROBLEM: Google links everything that's connected to the same address. Change that and Google breaks the links – and you lose your rankings. Yikes!

The LESSON: Don't depend on just one source (especially Google) for all your income.

“Lives can change for the better when entrepreneurs learn to collaborate”

Are You Afraid to Collaborate With Others?

Just think. What if you could have someone who shared costs with you, came up with ideas, worked hard to create product, and helped win and service customers?

Sound like a pipedream? It is when you consider the obstacles most people have to collaborating with others. Like, who owns which idea, is someone doing more work than the other, and inbred competitiveness that drives entrepreneurs in the first place.

However, lives can change for the better when entrepreneurs learn to collaborate.

The key is not picking the first person who comes along. Define the skills you'd like the person to have. Also, do an honest self-analysis. Could you work with someone who's strong-willed or very different from you? If you can, your income could skyrocket!

Also, set a few ground rules up front – understanding that no collaborator will ever be perfect, so get over it.

Most importantly, accept that there will be differences of opinion. Find a mediator you trust. Even if you have to give in a few times, the benefit may be life changing.

Six People Who Will Never Buy From You

Do you truly understand how your ideal customer is different from everyone else? Try this. First, identify who will NEVER buy from you. Then, list who desperately wants your product or service. The list below of NEVER-BUYERS may help get you started

- 1. Ego and Self-Image – unwilling to get help** [Regardless of how badly they need it, some people won't ask for help. 'Please mother, I'd rather do it myself!']
- 2. Don't recognize they have a problem**
- 3. Overwhelmed**
- 4. Prejudiced** [They won't buy from a woman, minority, fat person, someone beneath their perceived class or status]
- 5. Already committed to someone** [My brother-in-law handles all that]
- 6. Perpetual procrastinator** [They just can't seem to make a decision]

Defining who'll never buy will help you better understand your most important customer.

Why Should You Care About Google+

Google Plus is more important than most people realize, especially for boosting your search engine ranking in Google.

Google has made no secret of their intent to muscle in on Facebook's dominion over Social Media, and Google Plus is an important weapon in their arsenal.

As a result, when you have a Business Page and regularly post, Google rewards you with somewhat higher rankings. Also, whenever someone searches for your company on Google, your Google Plus profile will generally appear on the right of the page.

With all you do to make sure people find you, forgetting about Google plus could be a mistake that nudges you behind competitors in your quest to be found by customers.

Which Free Offers Generate the Best Results?

Many Online marketers offer something free in exchange for a visitor's email address. However, the wrong freebie could REDUCE the likelihood that a visitor will buy later.

First, if you're offering an ebook, keep it short. Even a 1-page infographic can work fine. However, studies have shown that fewer people who download long ebooks tend to buy. So keep your ebook short – 10-20 pages tops, maybe 14 point or larger.

Next, the best free ebook or item should somehow get the receiver interested and even excited about ultimately buying from you. Infinity Press, a print-on-demand publisher, offers a book on how to buy and use print-on-demand services. An interior designer offers a book on ways to reduce costs when working with an interior designer. Each of these gets the receiver prepared to ultimately do business.

For the ultimate freebie, ask yourself what someone who's ready to buy would want, that would get them started. This will prep the purchase you ultimately want them to make.



How to Make Money Through Affiliates

Are you willing to pay a finder's fee to someone who brings you a paying customer?

Online, this process is called an "affiliate" marketing program, and it's an important source of new customers for many businesses. Biggies like Amazon.com, LegalZoom and even Wal-Mart offer affiliate commissions when you bring them online customers.

If you'd like to set up your own affiliate program, where you pay people who bring you customers, you can do it manually, one person at a time (this can be complicated but is doable), or you can use automated affiliate software that sets up each affiliate with a special link, records everyone who comes from their link and buys, and calculates the commission due to them.

You can promote your affiliate program with a link on the bottom of your website, in affiliate marketplaces, and reaching out to people you think might be ideal. Typical affiliate commissions range from 10% for physical products, 10-30% for services and 50% or more for digital products. Learn more in our [Affiliates section](#).

Create Your Own Graphics – Absolutely Free

Have you ever noticed some of the great images on Facebook, usually with some profound quote? They're similar to our own page-4 images in this newsletter.

Would you be surprised to learn that most are done with a free online program that enables amateurs to create graphics that look quite professional?

The program is called PicMonkey (www.picmonkey.com) and it's free for the basic service – which for most people is all you'll ever need.

Plenty of video tutorials are available on YouTube. It takes a little getting used to, but once you get the hang of it, you could typically create a graphic with text in under five minutes, that looks as great as the ones done by professional graphic artist. Try it!

*"Are you willing to pay
a finder's fee if someone
brings you a customer?"*

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Online Success
Essentials for Entrepreneurs

**The #1 Resource for
How to Use the Internet
to Get Paying Clients
(Plenty of Them... Even If
You're Uncomfortable
and Have No Experience)**

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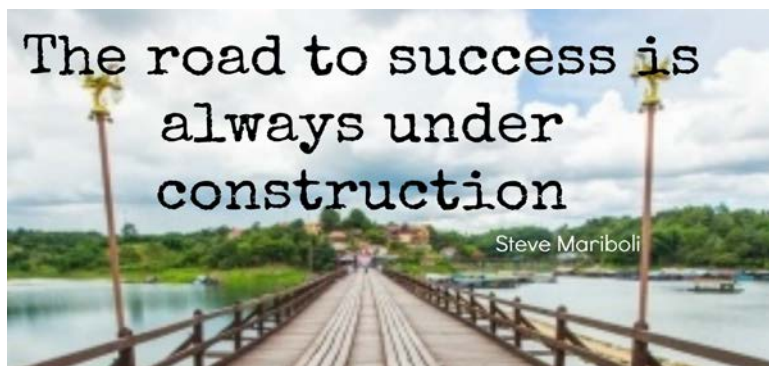
ABOUT US – Our Mission at Online Success Essentials

Online Success Essentials was created to help overcome the confusion and often bad information about using the Internet to generate clients and income.

Our mission is to be the best training and resources blog providing a vast array of knowledge, tactics, and skills – for coaches, consultants, entrepreneurs and small business owners who wish to use the Internet to generate more clients and a greater income.

If you have a suggestion about information you'd like to see on our site, drop us a line. We are glad to hear from you, and we read every email.

Send it to: suggestions@OnlineSuccessEssentials.com



Build a Brand that Stands for Something

Apple has grown in a large part, not just because of the creativity and amazing products of Steve Jobs, but also because of what he stood for. Jobs represented the rebel in all of us... “the crazy ones,” as he declared so famously in one of his epic commercials.

Anita Roddick built The Body Shop chain of earth-friendly perfume and cosmetics stores – with great products and her commitment to saving the rainforests. In fact, her company's trucks devoted more space promoting her cause than her company.

Tom's Shoes gained international fame because of his revolutionary “One-For-One shoe concept, where you buy a pair of their shoes and they donate a pair to a poor child.

Nike represents authentic athletes, and has become iconic in their encouragement and support of the authentic athlete in each of us.

Lori Volk, founder of Lori's Original Lemonade, is building her reputation as an unemployed mom who took a chance, offering encouragement that women can do it!

So... what do you stand for? If you could define your “brand” and what it (and you) stand for – beyond making money – and if you promote it on your website, in your ads, emails, and every time you do a talk, it will go a long way to helping you build an enduring brand.

Why should you care? Because a “brand” that means something, sells more and is more difficult for competitors to unseat. So, what do you really stand for?