



ONLINE SENTINEL

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

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How to Get 5 Million Customers for Free

Whether you are just looking for a few steady customers, or you're interested in generating thousands, maybe millions of paying customers for your product or business, this list could be valuable to you.

Here's how real businesses generated millions of new customers with zero advertising budget. Don't just read this article. Get a pen and paper out, and consider how you could apply one or many of these ideas for your specific business.



- 1. FREEMIUM:** This is where you offer the basic or initial service free, and charge for the enhanced version. Many online companies like LinkedIn and DropBox have used this to generate massive incomes, but even Gillette sent out millions of its Trac-2 razors with a single blade and generated millions of customers who tried and liked their product. Could you offer something free as an introduction to your product or service?
 - 2. FIND A HIGH-PROFILE ADVOCATE:** Debbie Sterling launched her GoldieBlox toys for girls by contacting the recently launched UpWorthy.com Online newsmagazine, which featured uplifting stories. She got them excited enough about her product that they distributed her video and told her story to millions of people online, helping turn her startup into a mega-hit while providing them something they needed – stories for their fans. Who could you get excited enough that they'd tell your story to their audience?
 - 3. PARTNER:** ABC Bakery saw his local Girl Scouts were doing bake sales to raise money for activities. He introduced the idea of his company baking unique cookies specifically for them, and the Girl Scout Cookie was born. Today more than 175 million boxes are sold every year in North America. Who could you partner with and help?
- I'm surprised at how many people say, "These could not apply to me," yet, with a little creative brainstorming, their eyes open wide to the possibilities. Spend a few minutes and stretch your mind. Think of how you could apply these ideas for your business.

Beware – Thieves Want Your Twitter Account

In an alarming twist, stolen Twitter accounts now fetch more than credit cards on the cybercrime black market, according to a new report released by the RAND Corporation. The reason: Twitter account credentials potentially have a greater yield.

Since the recent high-profile credit card breach at Target stores, the value of stolen cards has plummeted due to increased scrutiny by authorities.

Twitter is valuable to cyber-criminals because people tend to use the same passwords for most accounts. Plus, they sell access to spammers.

To protect yourself, use 2-factor authentication, now available on many services.

“Would you be comfortable asking friends and family for money?”

Are You Afraid to Ask for Money?

Thousands of Social Media marketers brag about the number of fans they have on Facebook and Twitter. But when you dig deeper and ask how much they actually earn from those fans, the response is generally not so upbeat.

Social scientists recognize that most people have a basic fear... of asking for money, and it's not exclusive to online marketers.

Loral Langemeier offers a program to get people making money. One of the first and most frightening tasks she has people do after they create a business plan, is contact friends and family, and ask them for money. **Would you be comfortable asking friends and family to give you money** for a business you have? For many of us, it triggers an instinctive fear that they will no longer like us, so we avoid asking.

To overcome this instinctive fear, web expert Ryan Deiss charges \$7 for his ebooks, rather than giving them away free. This separates REAL buyers from everyone else. After all, if someone won't pay \$7, will they ever pay more for your main product?

So... are you giving away too much for free?

Six Reasons People Will Not Buy From You

Here are the six most common reasons people won't buy from you. The better you can address all six in your face-to-face and Internet presentations, the more people will buy:

1. They don't understand what it is

[Is it possible people don't *REALLY* understand your product or service?]

2. They don't understand the value to them

[Do people understand the benefits *THEY* will receive from your product?]

3. They don't believe you [Are you credible? Why? Do they like you?]

4. They don't believe THEY can do it [Does it seem difficult to them?]

5. They don't want it NOW [Is there a sense of urgency? Why do it now?]

6. They don't believe they have the time [What commitment is needed?]

From the first one – making it easier for people to understand what your product really is – to the last, take the time to explore these issues and your income could soar.

Why Should You Care About Google's PR Score?

On certain supposedly “hot” websites, you may notice their PR score listed. So... what the heck is a PR score?

PR stands for “Page Rank” referring to Larry Page, one of the founders of Google. PR score is a Google measurement of how popular a website is, based on the number of daily visitors, links from popular websites, etc. The score is from 1-10, with 10 being the best. For example, Google ranks 10, while many successful sites are 3 or above.

If you're trying to understand if a website or blog is truly popular, enter it into Google's Page Rank Checker and they'll tell you: www.prchecker.info/

Which Free PR Sites Generate the Best Results?

How would you like hundreds of major websites and blogs to talk about your product or service, sending droves of new customers to your website – all for free?

Many people are not aware that free PR services are available, that will distribute your Press Release to hundreds of key online and offline media, and can get you valuable backlinks that boost your website's search engine rankings. Although not as widely scanned by formal journalists as the paid PR services, the top ones will get you listed in Google News and Yahoo News, which are reviewed by key journalists and blog owners.

BEWARE: Don't submit poorly written junky Press Releases with false or inflated information or you will get banned by these services. (See our [PR/PUBLICITY](#) section).

Some of the top ones are: www.onlinePRnews.com, www.PRfire.com, www.openPR.com, www.PRurgent.com, www.PRlog.com and www.NewsVine.com

How to Make Money Through YouTube Videos

Yes, it's absolutely true. If you have a YouTube account with videos that people watch, you could start earning money by enabling MONETIZATION (in YouTube's settings).

Despite what people say, this is only valuable if you have videos that generate high views (10,000-100,000+), and if you are okay with ads being shown on your videos.

Many people create videos specifically to generate a high number of views in order to make money on YouTube, and this can be a viable income source. (See our [WEBSITE MAGNETS](#) guide for ways to promote your video).

My brother-in-law is a Canadian musician with a few videos that generate 10,000 to 100,000 views. Because he enabled YouTube's monetization, he's able to generate pretty good "extra" income, by allowing ads to be shown before and on his videos.

NOTE: Google can be finicky. If they feel you are using copyrighted material without permission, they will turn off monetization for that video, and it can be difficult to get them to change, even if you are clearly right. Still, the extra income can be great!

Create Your Own Teleseminars – Absolutely Free

How would you like to do teleseminars (telephone-based seminars) with as few as one or as many as 1,000 people on the call, recordable, and absolutely free?

Would you also like to record audio presentations to use on your website, promotions, etc.

www.FreeConferenceCallHD.com lets you do all this and more, with their incredible free service. Try it. You won't believe how great and easy this service is.

The recordings are high-definition audio, with web controls to mute or enable listeners to raise their hands, allowing free Skype dial-in, with international call-in numbers.



"Many people are not aware that a few PR services ... will distribute your product or service info... to thousands or even millions of people... for free!"

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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)**

We're on the Web!
www.OnlineSuccess
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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



Follow Your Heart – Don't Believe the Experts

Lori Volk launched Lori's Original Lemonade and it's thriving beyond belief. But early on, a supposed "expert" wrote an article about how mediocre he felt her product was. He's an idiot, but because he's an "expert," she was depressed.

After she read the list (below), she perked right up. Today she is one of Southern California's Entrepreneurs of the Year! I hope you enjoy this as much as she did!

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Walt Disney – early in his career he was fired from the Kansas City Star Newspaper. According to the editor, Walt Disney "lacked creativity and had no good ideas."

Oprah Winfrey – early in her career she was fired as a junior reporter. The producer told her she was "not fit for a television show."

The Beatles – in 1962 they were rejected by Decca Records, who said, "We don't like their sound, and their guitar music is on the way out."

JK Rowling (author of Harry Potter) – after 12 publishers rejected her, her eventual publisher told her to "Get a day job... There's no money in children's books." She has since become one of the wealthiest women on the planet.

The point is simple. You must follow your heart, not what non-supportive experts say. If you believe in your product or service, you are well on your way to amazing success!