How to Use the Internet to Get Paying Customers

WEBSITE POWER — THE ULTIMATE GUIDE TO BUILDING A HIGH PERFORMING WEBSITE

WEBSITE MAGNETS — HOW TO BRING TRUCKLOADS OF CLIENTS TO YOUR WEBSITE

CONVERSION MASTERY — TURNING WEB VISITORS INTO REAL PAYING CUSTOMERS

– 1 –
Build Your
Website /Platform → →

– 2 –
Attract
Prospects → →

– 3 –
Get them to Do Something

Build Your **Website** Or Set-Up Your **Web Platform**
(Keyword-Based)

→
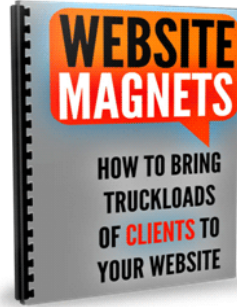
Bring People to Your Website Or Web Platform

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1. To BUY …

→ your Service – where they pay online
→ your Product(s) – where they pay online
→ **(or click on)** Ads on your Website

– OR –

2. To CONTACT you …

→ by inviting them to a free <u>discovery session</u>
→ by inviting them to a free <u>seminar/webinar</u>
→ by inviting them to <u>your location</u>(s)

– OR –

3. To give you their EMAIL address …

→ then you <u>send an email</u> asking them to buy

→ or you <u>send 6-10 emails</u> with tips or a training course so they get to know and trust you
   – asking them to buy at the bottom of each email

→ or you send an ongoing <u>email newsletter</u> so they get to know and trust you
   – then, every 6-10 emails you ask them to buy

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1. Search Engines – (Organic & Paid)

2. Social Media (Free & Paid)

3. Directories (Free & Paid)

4. Press Releases, PR & Articles

5. Blogs (Yours & Post on Others)

6. Posting Comments on Forums

7. Article / eZine Directories

8. Video and Blog Sharing Sites

9. Articles on Partner Sites and Newsletters

10. Affiliates / JV Partners / Alliances

11. Emails / Email Newsletters

12. Banner & Text Ads

13. Webinars / Teleseminars

14. Viral Marketing

15. Tell-A-Friend

16. Promotional Marketers (Groupon, Living Social)

17. Offline Marketing

Learn About Our Membership: www.OnlineSuccessEssentials.com/essential-tools