

# **Supplementary Report**

## **Online Business Fundamentals**

- Six Online Marketing Principles

By Roy Chan

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# Introduction

Roy Chan has provided consultancy services to corporations including some Fortune 500 corporations since 1997. He started his online venture in 2004, providing systematic solutions for fellow internet marketers by using nothing but the NET.

He regularly reviews the latest internet marketing tools which help small to medium sized home business owners to level the internet marketing battlefield.

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**Are you ready to be an Internet Marketing master?**

## **The Truth Is Not Always Sexy**

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Internet marketers love quick, easy, and instant solutions

Everyone wants to learn the advanced techniques, the secrets and become a guru overnight. No-one is willing to learn the basics because we all think we've learnt it all and the basics are for newbies. Many marketers are trying to learn the advanced techniques before they learn the "basics".

Does that sound familiar?

### **Kung Fu and Shaolin Monastery**

Did you know the kung-fu monks in Shaolin Monastery<sup>1</sup> had to do all the basic chores before they are taught the basic kung fu tactics?

The kung fu monks have to perform chores for the monastery for 1-2 years. During the time, the Master will observe whether they are physically capable to learn the basic "Kung Fu". Only when they've mastered the basics, they will then be taught the "advanced techniques". This could normally take up to 8 – 10 years.

But you know what?

The advanced techniques are only the basic tactics bundled together, which were built upon on the fundamentals that the monks learnt in those earlier years, and the physical training in the first years!

Have you noticed anything? If you have not mastered the basics, how can you learn how to create a thriving online business?

Having that said, let's begin, shall we?

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<sup>1</sup> [http://en.wikipedia.org/wiki/ShaoLin\\_Monastery](http://en.wikipedia.org/wiki/ShaoLin_Monastery)

# 1) Preselling

Truth be told, people hate to do what they are being told. It's just human nature. You can only lead them to their own conclusion, when it comes to selling/ buying.

What's preselling?

Pre-selling is setting a proper "frames" in your customers mind before they even see the offer - the sales page of the merchant's products.

Read that sentence again. Powerful stuff right there.

-- sidenote--

*In fact, it does not only apply to internet marketing. It applies to our daily lives as well. Think of the last conversation you had with your second half, friends or your parents. When ideas are conveyed, certain ingredient of negotiation is involved.*

-- sidenote--

It's becoming an expert in the eyes of your visitor by delivering trustable information to him/ her. If you can achieve that, monetizing will be easy.

In order for you to sell your products or services online, you need to establish your friendly advisor position. If someone tells you, you should buy "xyz", it's good and great, and blah blah blah... you probably get turned off immediately, because their BS detectors will automatically turn on.

If you present yourself as a knowledgeable expert in the field of certain products (or niche), plus the fact that you have previously used the products and services and found good result from using the product, whom would you trust?

The concept of preselling is at work here. Can you see it?

Preselling refers to creating an open-to-buy frame of reference in your buyers' mind, so when you offer them your offers, they will more inclined to purchase from you, instead of others.

If you recall, this relates directly to section 2 of my Scam-Proof Marketer report<sup>1</sup>.

What criteria do you need in order to make your preselling work?

That's where you need a "Value Preselling Proposition". You need to establish your criteria, where you coming from and what sort of experience do you have in order to advice your client to act the way you want them to. That's preselling.

Marketing is making your name out there, but preselling is making your visitors or potential buyers have a positive impression of your own or affiliated products/ services before they even see the offer.

The key take away is this: preselling creates an "**open-to-buy**" mindset. Whatever you do to make your visitors get comfortable with you and your representation on the products **is** presell.

If you need to build successful online (or even offline business), you need to create an open to buy mind set from your visitors, so that when they are ready to buy, they will not hesitate to listen to what you have to recommend or offer.

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<sup>1</sup> Scam-Proof Marketer report is a **free** download report of 22 pages. You can download it at [www.wealthyhub.com/news](http://www.wealthyhub.com/news)

## 2) Keyword Focused Page

What's a keyword focused page ("KWFP")?

A KWFP is a webpage focuses on a particular topic.

For example, if the keyword/ topic is "Preselling", then the KWFP may be something like "preselling techniques", "preselling strategies", "How to perform preselling to visitors" so and so forth.

Once you have your KWFP narrowed down and researched, you will be able to work wonders through your content to fulfill the objective #1 which is preselling.

The objective of KWFP is that, you deliver high value content to your visitors so that your potential customers are pulled to your site naturally through the Search Engine and people naturally come and like you and your content.

Once you get your mini-pages gathered and surrounded, you will obtain your very own topic, so focused that we call it a "Niche".

KWFP is a tree while a niche is the forest.

Get the concept? Let move on and discuss the forest – i.e. Niche.

## 3) Niche

If I were to define what a niche is all about, I would say that a niche is a general area of interest, a hobby, a passion, stuff people love and do, or it could be anything. A huge niche can be health, self improvement and earning money online.

A narrow niche could be "scuba diving". A market is a group of people who share similar traits and have common needs. Now a lot of people get confused right at this point. A niche and a market are NOT the same thing.

Niche can be defined a particular market or people that have relatively similar kind of habits, likes or dislikes, he or she actions in similar manner and they have similar purchasing habit. They will buy your niche/ specially tailored products on your online with similar mindset.

This is a big concept. Going niche is important for small business persons like you and me, because we as small business owners are limited by resources constraint (time, energy and money!)

We can't simply apply Amazon business model as our business model, as not many marketers can afford the financial outlay. However, we can compete with Amazon in a sub-niche – how to create a profitable scuba diving business.

We need to focus a particular market in order to market ourselves our "niche" products. The internet makes it possible for the small individual to focus a small narrow market in the local context, but rather a sustainable/ highly profitable market on a global basis.

For example, eBay was originated with the concept of flee market. It turned out to be a conglomerate. People selling 99 cents items are earning big bucks right now! I just know a person in China, who sells only laptop pointers and has become a billionaire!

eBay has a lot of different niches. You have to narrow down to each particular niche in order to see how you can monetarize the crowd.

## 4) The Proven Monetarization Path

Offline is about location. Online is about information.

If you want to earn money online, the easiest path is to provide trustable information that solves people's problems. Period.

But before that could happen, you need to provide quality content. Hence creating valuable and trustable content that people love and will come back to you and buy from you is the key here. Your visitors will not buy from you, if trust is not established.

Do not just SELL. People will get annoyed and click the "BACK" button, before you can say "SPAM".

### **Deliver Valuable Content**

Do not give away your farm, your monetarization model - your bread and butter.

What are your bread and butter?

If you have some really valuable information that has caused you money, much experience and you would like cost for that information.

Do not release the information, but rather, provide testimonials of people who have paid you and get others to get that information from you ONLY when you are paid for.

A friend of mine was suffering some kind of skin problem and she was searching for the method to heal it. Finally, she bought an ebook to find out what one natural remedy could heal her from the rash. It cost her \$19.99 for just recipe!

**You've pre-sold your visitors and you start to get some buyers.**

**What's next?**

That brings us to another important learning point – conversion rate.

## 5) Conversion Rate

Say for example 100 people read a page of your and 1 end up buying your product. We would say you have a conversion of 1%.

Imagine you have 100 visitors coming to your site. 1% people buy your product, meaning you have 1 sale.

When you increase your site visitors to 1000, you will have 10 sales, right? But going from 100 visitors to 1000 visitors, that's 10 times effort.

Which is easier to do? To triple your traffic or triple your conversion rate? Tripling traffic may be a viable mean, but cost you a fortune.

Tripling conversion, in a way, is under your control.

<u>Traffic x Conversion = Sales</u>	
100 visitors x 1%	= 1 sales
100 visitors x <b>3%</b>	= <b>3</b> sales
300 visitors x <b>1%</b>	= <b>3</b> sales

If you can increase your conversion rate by 3% increase in conversion rate. BAM! you have 3 sales.

The aim here is to increase your conversion, before we even want to increase traffic.

How do you do it?

The answer is by testing and experimenting using split testing. Testing is a big topic to be covered here. We will go over that later in our newsletter.

## 6) Your Brand of One

Last supplementary lesson, is an important one (if not the most important).

It's about your own brand of one.

### **What's your brand?**

What people remember you as an individual or as a business?

Your goal is to make your potential buyers to recognize you being an authoritative figure in the subject matter. Generality does not sell. Expertise is all that matters. You can't be ALL things to ALL people.

You need to have your own voice, your own products and your authority. No one purchase from an unknown authority and character.

Try to think and outline what your expertise, what's so special about you that no one can replace you with?

For example, I am a Chinese as well as a business professional and also a site build it coach. That's something not everyone can emulate or duplicate. You may take away my computer, but you can't take away my Chinese knowledge.

# Parting Words

Are you an internet marketing master now? One of the good things about internet marketing is that you don't have to spend ten years before you become an advanced marketer.

Practice them until you master the basics, then you will be called a master before you know it. 😊

To your success,  
Roy Chan

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P.S. If you have not subscribed my newsletter<sup>1</sup> yet, please do. You will be glad you did.

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<sup>1</sup> <http://www.wealthyhub.com/news>

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