

2008

\$17.00

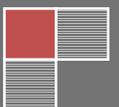
# Marketing Your Small Business on the Web

By Kevin Hogan

*A practical guide to prosperous business marketing on the web with powerful strategies and successful techniques.*



For My Valued Customer  
Kevin Hogan – Network Publishing 3000  
7/30/2008





Copyright © 2008 Network Publishing 3000.  
All rights reserved. No part of this book is to be reproduced,  
or transmitted by any means, electronic, mechanical,  
photocopying,  
recording or otherwise, without written permission from the  
publisher.  
Although every precaution has been taken in the preparation of  
this book, the  
publisher and authors assume no responsibility for errors or  
omissions. Neither is  
any liability assumed for damages resulting from the use of the  
information  
contained herein.  
Design by Anne Rasschaert.



## Who is Kevin Hogan?

**Kevin Hogan** holds a doctorate in Psychology and is the author of fifteen books (and counting...). He is Body Language Expert and Unconscious Influence Expert to the BBC, the *New York Post* and dozens of popular magazines like *InTouch*, *First for Women*, *Success!*, and *Cosmopolitan*. He has become the go-to resource for analyzing key White House figures. Hogan has taught Persuasion and Influence at the University of St. Thomas Management Center and is a frequent media guest. Articles by and about him have appeared in *Success!*, *Redbook*, *Office Pro.*, *Selling Power*, *Cosmopolitan*, *Maxim*, *Playboy* and numerous other publications. He was recently featured in a half dozen magazines (including *wProst*) in Poland after teaching persuasion and influence skills to that country's 350 leading sales managers.

Kevin Hogan is generally agreed to be the nation's leading body language expert. Kevin is a dynamic, well-known international public speaker, consultant and corporate trainer. He has trained persuasion, sales and marketing skills to leaders in the government of Poland, employees from Boeing, Microsoft, Starbucks, Cargill, Pillsbury, Carlson Companies, Fortis Insurance, Great Clips, the State of Minnesota, 3M, The United States Postal Service and numerous other Fortune 500 companies. He recently spoke to The Inner Circle and at the Million Dollar Roundtable (MDRT) convention in Las Vegas.

His keynotes, seminars and workshops help companies sell, market and communicate more effectively. His cutting edge research into the mind and keen understanding of consumer behavior create a unique distillation of information never before released to the public. Each customized program he leads is fit specifically to the needs of the group or organization. Kevin will give your people new and easy to implement ideas to achieve excellence.

To make Kevin Hogan the dynamic speaker (read that as very dynamic, funny, informative and knock 'em dead!) for your next event, [e-mail kevin@kevinhogan.com](mailto:kevin@kevinhogan.com) with your event details and get a personal response.

Books by Kevin Hogan:

- ✓ 12 Factors of Business Success (Wiley Coming Fall 2008)
- ✓ The Secret Language of Business (Wiley 2008)
- ✓ Selling: Powerful New Strategies for Sales Success (Network 3000 Publishing 2007)
- ✓ Covert Persuasion (Wiley)
- ✓ The Science of Influence (Wiley)
- ✓ The Psychology of Persuasion: How to Persuade Others to Your Way of Thinking (Pelican Publishing)
- ✓ Talk Your Way to the Top: Communication Secrets that Will Change Your Life (Pelican Publishing)
- ✓ Selling Yourself to Others (Pelican Publishing)
- ✓ Can't Get Through: 8 Barriers to Communication (Pelican Publishing)
- ✓ The Gift: A Discovery of Love Happiness and Fulfillment (Network 3000 Publishing)
- ✓ Irresistible Attraction: Secrets of Personal Magnetism (Network 3000 Publishing)
- ✓ Covert Hypnosis: An Operator's Manual (Network 3000 Publishing)
- ✓ Tinnitus: Turning the Volume Down (Network 3000 Publishing)
- ✓ Through The Open Door: Secrets of Self Hypnosis (Pelican Publishing)
- ✓ The New Hypnotherapy Handbook: Hypnosis and Mindbody Healing (Network 3000 Publishing)

See Media Citations, Links, etc.

[Click Here to See Media Citations - Newspapers, Magazines, Interviews, etc.](#)

## TABLE OF CONTENTS

**Marketing Your Small Business On The Web: A practical guide to prosperous business marketing on the web with powerful strategies and successful techniques.**

**BIOGRAPHY: Who is Kevin Hogan?.....3-4**

■ **CHAPTER 1: The 4 Pillars of Online Wealth.....7-17**

Success On the Web Doesn't Happen by Accident.....	8
Wrong Perceptions about Internet Marketing Success.....	9
Successful businesses aren't accidents.....	12
Choosing Success Over Failure in Online Internet Marketing.....	14
The Four Pillars of The Millionaire Mind on the Web.....	15
Recognizing and Using Leverage.....	16
It Is Not What You Know, But Who You Know.....	16
Find a Capable Mentor.....	17

■ **CHAPTER 2:  
The World's Best Marketers Reveal Their Marketing  
Strategies and Techniques.....17-22**

Marketing Techniques #1-21.....	17-22
---------------------------------	-------

■ <b>CHAPTER 3:</b>	
<b>16 Quick Tips in Marketing Your Work.....</b>	<b>22-28</b>
Marketing Tips #1-16.....	24-28
■ <b>CHAPTER 4:</b>	
<b>Getting You Attention in Every Crowded Marketplace –</b>	
<b>5 Proven Factors to Make YOU # 1.....</b>	<b>28-35</b>
Group Dilemmas.....	31-32
FIVE Factors to Get YOU More Attention.....	33
TWO \$10,000 Marketing Key.....	33



## ■ Chapter 1: The 4 Pillars of Online Wealth

What a shocker...

The "hottest concept" on the web now is what is called an authority site.

You know...the kind where you aren't just selling one product or ebook, but where you actually have something tangible to offer to people who are out surfin' for information or something to entertain themselves.

**KEYPOINT:** Long term, people want value. They want an experience. They want something that resonates with who they are.

That was what we did in 1995 and since then have mentored dozens of people over the years to million dollar sites.

Don't get me wrong, niche sites are very important. So is search engine optimization and all the cool new Web 2.0 stuff.

### **BUT**

That's why *Coffee with Kevin Hogan* is so widely read and appreciated. (And I thank you for having *Coffee* with me!)

Visiting a website... customers want more in return for their money than a well written sales letter.

**KEYPOINT:** Almost all websites and Internet businesses *could* succeed if the person running the show **WANTED** to succeed more than he wanted to be lazy.

In this article, I will show you what the true Genesis to success on the web really is...

Raw fact- Almost all websites and Internet businesses fail.

**Success on the web doesn't happen by accident.** And success isn't just a roll of the dice. Success happens because of some very important factors.

Of every place in the universe, unlike the real world, very little is random on the web.

**KEYPOINT:** Everything has a measurable amount of purpose, "value," and intention on the Internet. That's what I love about it. If I want to succeed at something on the Web, it will succeed. There isn't really any question about it.

Business on the web is HIGHLY PREDICTABLE.

For a decade I've had people come and tell me that they could make my website look "less cluttered" and more "professional."

No thanks. That's what you learn in graphics design school which is run by people who aren't successful on the web.

My website looked like a blog when blogs weren't cool.

Now it looks like a blog, it's not a blog, not really, technically, but people tell me how much they like the blog....

We'll keep moving along with what works and leave the fancy stuff to people who prefer *cute failure over effective success*.

**KEYPOINT:** Success happens because people provide other people with meaning, identity, experience or value.

Success happens because people have the right ideas about internet marketing and how it works. They do not expect to get rich quick over night and retire to a tropical isle.

I can show you how to get rich fast, but do you REALLY want to take people's money and offer nothing in return while promising the universe?

That's called 'The Secret'... I guess...

...but I suggest you optimize your integrity over the B.S. of 'The Secret'.

On the web, trying to get rich quick is a sign of total short-term stupidity.

**PROBLEM:** People will go into an Internet business with the idea that they no longer have to get up and go to work. (And I guess in one way...leaving the house...that's true...you do get to work in your gym shorts and a t-shirt...)

**Wrong Perceptions about Internet Marketing Success.** People want stories and not numbers because people were too lazy in school to learn statistics. Instead they want to believe...

Believe this...

The 90% failure rate of new Internet businesses really isn't all that surprising when you stop to think about the people who are starting Internet businesses.

Because of the fly by nighters... people think that running a successful Internet business is as easy as getting a website built and hanging out an 'open for business' sign.

Here's a cool picture to describe a huge statistic...

[www.kevinhogan.com](http://www.kevinhogan.com) is 1 website on this planet.

There are about 500 million websites not including all of the people on myspace, facebook, you tube, etc. Include those people and you have about 4 BILLION websites.

[www.kevinhogan.com](http://www.kevinhogan.com) is 1 website.

If each website was a page in a fat phone book, there would be about 1000 websites (pages) in that book. If you took your three car garage and stacked 30 phone books to the ceiling that would be 30,000 websites.

Now, stack them from the front of the garage to the back of the garage on the wall and you now have 500,000 websites.

Next stack more phone books across the entire garage so the entire space was filled to the top with phone books. 15,000,000 websites. The garage is now 100% full.

**STOP**

www.kevinhogan.com is one website. You have just stacked a three car garage with phone books of which ONE RANDOM page at the back of the garage is www.kevinhogan.com

**KEYPOINT:** How many people put up a website with the INTENTION OF GIVING tons of VALUABLE STUFF to the people who visit that website?

NO ONE WILL EVER FIND THAT PAGE. They would look for YEARS and die trying to find the page with your name scribbled on it.

But there are only 15,000,000 pages/websites in that garage. Nothing close to 4,000,000,000

We need help...we need to enlist THIRTY more garages packed to the brim to cover the official pages with websites and an additional 200 GARAGES to put phone books in for the rest of the

pages that are specific to an individual or business.

AND that assumes that each website is one PAGE.

Check this out.... www.kevinhogan.com has tens of THOUSANDS of pages for you to peruse and read.

So, the person who believes 'The Secret', believes that they can walk into your neighborhood of 5 cul de sacs. Randomly pick a house, start pulling out phone books out of that one garage, turning pages and find your page... your website.

Can't happen.

It would take THOUSANDS OF YEARS if they were REALLY LUCKY.

You have to get hit by lightning SEVEN TIMES before you can win the Powerball Lottery....

...you'd have to get hit by lightning 700 TIMES before you'd find www.kevinhogan.com at random...

But people believe funny stuff.

So this is supposed to make you feel good?

Yes!

Why?

The fact is that people are not just inherently lazy, they are completely lazy mentally, physically and in ambition. They do little more than the bare minimum in life and **THAT is YOUR great advantage!**

Anyone and everyone can put up a website.

Ah...now you have narrowed those 200 garages down to one garage...down to the left side of that garage...down to the back 5 rows of phone books piled to the ceiling.

And that is where YOU will be.

That is square one.

It would still take a year or two to find YOUR website but it is now a task that can be humanly accomplished.

As you can see, the Internet is a very competitive place. Far more competitive than the real world, and that too is YOUR ADVANTAGE.

People FOLD under the choice of competition or being lazy.

You don't.

Running a successful Online business of any kind requires self-discipline. A lot of people will start an Internet business and think that they can party all night, sleep until noon and then make a living in 3 or 4 hours sitting in front of a computer. They somehow think that the world is just going to line up on their website and hand over money. It isn't going to happen.

Internet businesses do not run on auto-pilot. It is true that well-established Internet marketing gurus do not have to put in long, tedious hours on their businesses but it is a privilege that that has been earned by putting in a lot of hours.

I know a LOT of people who have made millions on the web. Most still work as much as they always have because it's fun, challenging, rewarding and exciting.

**KEYPOINT:** By creating a website with the intention to GIVE PEOPLE WHAT IS HELPFUL, USEFUL, VALUABLE, FUN, or GIVES PEOPLE MEANING... you have created what WILL BE an authority website....the ONLY thing you have to do is follow through.

But some have long retired and that's cool, too.

It didn't happen overnight for me, for the others who have succeeded and it won't happen overnight for anybody. Most people are totally unprepared for the time investment that must be made in order for an Internet marketing business (or any business for that matter) to become successful.

No Internet Marketing Business Background?

**Successful businesses aren't accidents.** The proof is in the numbers....only 1% of new Internet businesses are successful and only 10% are even still in existence after the first 120 days of operation.

And all of this is by choice of the person beginning the business.

It is not even reasonable to expect to make a profit from a new brick and mortar business for many, many months if not years.

It's MUCH easier on the Internet. Your business can be profitable from day one, but profit means you made more than you spent. \$10 profit is a profitable day. So is \$1 or \$5,000. And either of those numbers are indeed possible with the right...or wrong strategy.

You must have sufficient money OR CREATE TIME resources available to not only launch your business but provide for your own personal needs for an extended period of time. It's called 'capital' (time and/or money) and there is no way around the need for it.

What does it all come down to?

It all comes down to the CHOICES of the individual. There will be no luck involved. It's all about the things you do and who you hang out with...(on the Internet?!...yep...)

You have most likely heard the phrase, 'He has an attitude!' This is usually a derogatory remark made about a person with a disagreeable attitude.

A positive attitude in business is as useless as a negative attitude.

Businesses don't run on affirmations.

It's simple.

It's so simple that people overlook the kindergarten basics looking for something ...else....

**KEYPOINT:** Your Internet Marketing Business will make money because you have a solid plan, work the plan, create massive value and give more than you get.

Let's substitute "beliefs" for "attitudes," and see what that gives us...

Here are some income killing beliefs that will absolutely guarantee failure:

1. "I can work when I want to."

Pffft! You can't just work when you feel like it. You have to expect to put in x hours of work to succeed.

I can give you a list of people who will tell you otherwise. My guess is you've given them thousands of dollars already and ...here's 'The Secret'. It doesn't work....

2. "I can get rich quick! I will visualize it, be grateful, have a good feeling about it and watch it happen."

Uh huh... That is the same lottery mentality that will cause people to say.... buy houses with Adjustable Rate Mortgages and BE SURPRISED when their mortgage goes WAY UP....then they will need to move out, lose their house and their credit, and go bankrupt, destroy their family, oh you get the idea... "quick" is the key. Getting rich is not hard. Doing it QUICK is the problem. We want our drive-through food NOW, but that will just cause you to buy an A.R.M. and then lose the house.

## **Choosing Success Over Failure in Online Internet Marketing...**

Failure is always possible (it's really hard to fail when you have the tools at hand that you do on the web... but people can choose not to make money)...

### Success Happens On Purpose

1. Have a good teacher, mentor, coach...someone who has done it all so you don't have to reinvent the wheel. NOTHING will save you more hours and money...and make you more income and time for life, than a good coach.
2. Having a good solid business plan in place BEFORE you launch your online business. There is an old saying: "Those who fail to plan, plan to fail". A detailed set of plans for success needs to be made. You need to have the steps from getting from point A to point B listed in great detail that include realistic cost estimates for accomplishing each step.
3. Expecting to work to accomplish your goals. You must never expect anything to be easy. You will be right most of the time because things are rarely as easy as they look. Each step toward success requires work, time and patience.

Remember those statistics! Ninety percent of all new Internet businesses fail in the first 120 days. And they ALL CHOSE THAT OPTION.

You don't have to be part of that majority. You can become a part of that 10% minority of people who succeed in Internet Marketing Online.

## **The Four Pillars of The Millionaire Mind on the Web**

Running a successful Internet business can look so simple when you are on the outside looking in. You look at a successful Internet entrepreneur and he doesn't look like he is doing anything special but he is living the good life. It really doesn't look like he is working all that hard.

Really...all he is doing is sitting comfortably in front of his own computer in his own very comfortable home a few hours a day. He talks on the telephone and hey...

....My most common working position if I'm not giving a presentation somewhere in the world, is laying down with a laptop computer resting on my stomach.

And that beats sitting at a desk in an office any day.

But you still have to make it all happen.

OK, the four corner stones upon which you will be successful:

1. Developing the right mind set.
2. Recognizing and using leverage.
3. Building a set of useful contacts.
4. Have a mentor.
5. Do IT until IT is done.

(Did I say four?)

DO those things and you will indeed become wealthy. I'd bet a TON of money on it.

A "success-do it now-get it done" mind set will not 100% guarantee success but it comes darned close...

The Millionaire Mindset IS the willingness to work UNTIL the project is DONE.

A right and healthy mindset ISN'T the belief that success will be easy, quick or painless. That's the mindset of losers.

Follow your mentor's advice....that will save you the suicide....

### **Recognizing and Using Leverage**

There are dozens...maybe hundreds....of Internet marketing business models out there. Some are, of course, more successful than others but they all come with their own set of pros and cons.

The idea is to get the most bang for the buck. You need to use all of the power of the Internet to make your e-business successful. You really cannot afford to leave any stone unturned.

If you are a real go-getter, the temptation is to do everything first and that isn't possible. You need to make a realistic plan and build one thing upon another until you have a good solid base from which to operate.

Once you get a website built, you will need to begin leveraging SEO (search engine optimization) and gaining page rank.

One thing does lead to another, of course, but one of the quickest ways to leverage SEO is to add a blog to your website. This is a way that you can get much more quickly indexed by the search engines.

### **It Is Not What You Know, But Who You Know**

That is an old saying. "It is not What you know, but Who you know that counts". Setting a corner stone of good solid relationships is an important aspect of building a successful e- enterprise.

Working hard at building good solid business relationships is worth every minute of time that you invest in it. Business relationship building should be one of your top priorities.

When you build social relationships, you insert yourself into social situations where you come in contact with people who have interests that are similar to or complimentary to your own interests don't you?

That is precisely the same way that business relationships are established. You insert yourself into business situations where you will meet others who have businesses that are similar to or complimentary to your own business. You develop relationships over a period of time.

There are several ways in which to accomplish this task. One way is to participate in teleseminars or webinars that are related to your business.

You will learn a lot, of course, but equally important, you will come in contact with those who are already succeeding in the niche market that you are working in.

Of course, attending real brick and mortar world seminars is an even better way to begin to build friendly business relationships with not only your peers but also with those who are in a position to help you....which brings me to the final corner stone that you need to lay.

### **Find a Capable Mentor**

It isn't likely that there is a more valuable asset that a new e-entrepreneur can have than a good and capable mentor. Someone who has already made

**KEYPOINT:** Leveraging also includes branding yourself, your website and your products. Learn from the best.

all of the mistakes can help you to avoid making all of the mistakes yourself.

They have the wisdom that comes from experience to point out pitfalls and to help direct you toward the better of choices.

Do anything you can to cut time from your learning curve. But if you pay someone who tells you that you can just believe it, feel good about it, be grateful and watch it happen...well...you know....

## ■ Chapter 2: The World's Best Marketers Reveal Their Marketing Strategies and Techniques

...and no they don't want to be named...

Preparing for the upcoming Internet Marketing Course has been fun.

Here's what happens when you ask a bunch of successful Professional Marketers what their favorite techniques, strategies and tactics are to convert more often and generate more sales.



Many of the techniques obviously apply to any kind of selling and marketing, while some are definitely going to carry over to the Internet.

Some of these I could never use in a million years. (They are too...not me...) On the other hand, some are pretty cool and useful to me as well.

Find five that make sense for what you sell on or off-line.

### 1. The "Comprehend This" Technique

The "discover the power of this little-understood..." technique tells your prospects that many people do not comprehend a certain beneficial feature of your product. People like to learn about things they don't know about if it will benefit them in some way.

### 2. The "They're Successful" Strategy

The "ever wonder why (a famous person's name) is so successful..." strategy tells your prospects that your product helped the experts or celebrities gain a targeted benefit. People will consider that if they purchase your product, they could be famous or successful at something, too.

### **3. The "One Time Instructions" Tactics**

The "you only need to go through the instructions once and it will become second nature to you..." tactic tells your prospects they will be competent after using your product for the first time. People don't like to read a set of instructions many times over in order to gain their desired benefit. (I like this notion!)

### **4. The "Rare Company" Tactic**

The "only (no.) in (large no.) people know this..." tactic tells your prospects a very small percentage know about a beneficial aspect or a piece of important information on your product. People will realize if they purchase it, they will be in rare company, taking advantage of The Law of Scarcity.

### **5. The "Don't Read" Technique**

The "if you're not interested in (your product's benefit) please don't read this..." technique tells your prospects that they will feel ignorant for not reading your information, if they are in the least bit intrigued by it. You could also feature benefits like deep discounts, free shipping, friendly customer service, etc., instead. (This is a technique I use often because it fits my personality. It's how I talk to family and friends when motivating them to buy Gold for example.)

### **6. The "Experts Don't Know" Strategy**

The "discover the myth about (something that will support your product), even most experts don't know about it..." strategy tells your prospects that there is a myth that could be stopping them from improving their life. You also won't make them feel bad about knowing it because even the most authoritative figures don't know about it either. (This is a VERY IMPORTANT strategy for people who do research like I do. It's another "whack on the head strategy" that I love and use in every day life.)

### **7. The "You Think You Do" Tactic**

The "learn the most important (piece of info) and it has nothing to do with (something they would assume)..." tactic tells your prospects they may think they know about your product's benefits, but they really don't. Of course you would need to list the most common thing your prospects would assume about your statement. (I've never used this tactic but it is successfully used by some of the world's most successful marketers and I like the concept.)

### **8. The "Reverse Guarantee" Technique**

The "if you keep trying to (one your product's benefit) without knowing this, I'm pretty sure you'll have (a negative effect)..." technique tells your prospects this is something important they need to know in order to gain their desired benefit. You are also noting they won't gain it without purchasing your product. It's like a reverse guarantee. (I don't think I've ever been this blatant in promotions but the general theme is one I like.)

### **9. The "Magic Wand" Strategy**

The "just (take a specific action) and hey presto...you'll (your product's benefit)..." strategy tells your prospects your product will literally work instantly, like magic. Most people wish they could just wave a magic wand to improve their life. (This strategy drives me nuts but it is historically successful for many others and thus I include it for your perusal.)

### **10. The "Pennies" Strategy**

The "what if (no.) cents a day was all that was holding you back from (your product's benefit)..." strategy tells your prospects that only pennies are keeping them from reaching their goals. You would just have to divide up your product's cost over a week, month or year. You could also compare the amount to how much they would spend on ordinary things each day, like soda pop, coffee, newspaper, etc.

(This is one of the scientifically-tested strategies that works cross-culturally and across a wide variety of products and services. If people give up stupid expenses and invest where it will be leveraged for their future, this is a perfect way to wake your client up.)

### **11. The "It's Not Easy" Tactic**

The "it's not as easy as it seems, but the payoff is huge..." tactic tells your prospects that gaining their desired benefit isn't easy, but your product will not make it quite so hard on them. It shows you are being up front and honest with them (ex. most people know that losing weight is hard). You just need to keep stressing the positive outcome they will get from using your product or they will spend their money with the magic pill guy in number nine above.

## **12. The "Don't Copy Them" Technique**

The "most (type of people) fail at (your product's benefit), please don't make the same mistake..." technique tells your prospects that doing the same things as other people keeps them from reaching their goals. They will realize what they are doing wrong and want to do something about it so they are not like the others.

I haven't utilized this, but I will. It is compelling.

## **13. The "This Step's Important" Strategy**

The "(no.) easy steps to (your product's benefits), leave step (no.) out and you could (a negative effect)..." strategy tells your prospects that they will get step-by-step instructions with your product to gain their desired benefit. But they are warned that if they leave out a critical step, it could make their life worse. It warns them not to try to gain the desired benefit without purchasing your product or by going with someone else.

Again, as with #12, I think this is a compelling strategy for directing thinking for many products where the product has been made simple to use by the company.

## **14. The "1,2,3" Technique**

The "it's as easy as 1, 2, 3 (or A, B, C)..." technique tells your prospects that you are comparing gaining their desired benefit with your product to something really easy like counting. You could even list some easy little steps beside each number or letter. (ex. 1. (do this), 2. (do this,) 3. (do this), etc.)

This is almost metaphorical in nature and it is an excellent marketing tool.

## **15. The "Don't Overuse It" Strategy**

The "yes, it works like crazy but just don't overuse it..." strategy tells your prospects that your product works so well that it's addictive and they could possibly abuse it. You could use a little reverse psychology and tell them to purchase it at their own risk.

### **16. The "Funny But True" Tactic**

The "(your product's unbelievable benefit), don't laugh, it really is true..." strategy tells your prospects you expect them not to believe your product claims. They will know that you know they may not believe your offer. They will assume what you're saying is true because you wouldn't want to reveal that you know your product results are far-fetched.

This is from the classic ad, "They all laughed when I said I wanted to play piano," (or however the exact words went.) I like this tactic because it fits a specific style of marketing. I probably wouldn't use it, but it's a good tactic to get people moving in the right direction and feel OK about it.

### **17. The "Family Testimonial" Strategy**

The "my husband finally has (your product's benefit), thank you (your business name)..." strategy tells your prospects that an actual family member or friend of one of your customers gave you a testimonial for your product. They will actually start to imagine the benefits that their own family members or friends will receive from them purchasing your product.

I get this testimonial every couple of months. I don't use it in promotions but you can read some of these on the front page of [KevinHogan.com](http://KevinHogan.com).

### **18. The "Tiny But Huge" Technique**

The "learn why such a seemingly insignificant thing can make a huge difference..." technique tells your prospects that taking your product for granted or ignoring your promotional information could be a big mistake. They will be curious to know how your insignificant product or information could improve your life.

(I love this approach. Haven't used it, but it fits some of my friends' styles of marketing quite well and is effective.)

### **19. The "Empty-Handed" Strategy**

The "please don't leave empty-handed..." strategy tells your prospects that you have another offer for them in case they decide not to purchase your main product. You could place the ad at the end of your sales letter, on an exit pop up or on a full exit page. It could be a one time offer for another product(s), a freebie that has ads in it, an affiliate product you promote for commissions or a free subscription to your e-zine.

This is an excellent online marketing technique and although I don't use it, I know a LOT of people who do and it boosts their sales in unreasonably large amounts of annual volume.

## 20. The "Face Your Problems" Concept

The "are you currently facing any of the following problems (the list of problems your product can help to fix)?..." concept tells your prospects if they have any of those problems, they may need to purchase your product. You could also tell them after the list of problems that if they have one or more of the following problems, then this will be the most important letter they'll ever read.

Certainly more my style of conceptual marketing that fits with my overall message at KevinHogan.com. I like this.

## 21. The "Inspect This" Strategy

The "I encourage you to inspect this letter very carefully before you decide to (your product's benefit)..." strategy tells your prospects that you want them to be absolutely sure they won't waste their money on your product. People will assume you're not just out to get their money and you are looking out for their best interests.

This is especially helpful for people new to a potential customer. I don't use this strategy but I think it is smart for people new in business to do so. Take the risk out of the equation for your future customer.

It's as simple as that....



## ■ Chapter 3: 16 Quick Tips in Marketing Your Work

You don't have to use the Internet to get your message to your customer; but it's compelling to remember that if you do, **it costs you zip.**

The Internet makes building a business about as easy as it can possibly be.

Of course, like any business, you are competing with literally thousands of similar messages on TV, radio, newspaper, the Web, etc.

*"Customers buy for their reasons, not yours."  
- Orvel Ray Wilson*

When you're early in business or in the promotion of your work, you need to provide an absolutely great experience for your customer. You have to make a special connection and have a product or service that gives the buyer a lot of value.

In this next series of articles I am going to encourage you to perhaps put up your own website. (Takes minutes nowadays.) As you'll see, the article sometimes presumes you already have a web page up, but it really doesn't matter as just triggering ideas and thoughts is what's important here.

...And then determine what you have to offer or will offer the world.

You might think "nothing," but that is not correct.

Finally, I do want to persuade you that you personally have something that others want, and do remember, every other product on the planet can and is being sold on the web.

Most people are surprised when they find out that for the entrepreneur, it's not, not, not all about having a lower price than the competition.

Successful entrepreneurs find ways of having something special or unique for their customers, even when they are selling a "commodity" (something like real

estate where all sales people are selling the same thing at pretty much the same price).

This week, I want to put attention onto some ideas of which you will likely choose one or two or three that will make sense for you when you are making the world aware of what makes you unique, special.

### **16. The "One Opportunity" Idea**

- The "if you had just one opportunity to (your product's benefit), would you?..." strategy reminds your prospective customer they will have just one shot to gain their desired benefit. It questions whether they are going to pass up their only chance to improve an aspect of their life or reach their goals.

### **15. The "Physical Downfalls" Hypnotic Technique**

- The "does not (your product's benefit) make your (a negative physical reaction)..." strategy asks your prospects if their knees shake, voices crack, throats lump up, hearts pound, palms sweat, bodies shake or heads ache without owning your product. If they have had those physical "reactions" in the past, they will want to get rid of them in the future.

### **14. The "Double Mystery" Strategy**

- The "there are mystery chapters written by mystery authors and experts..." strategy tells your prospects that your information product has undisclosed information given by undercover experts they will only learn about if they purchase your product. It could be mystery authors, speakers, experts, celebrities, etc., for e-books, speeches, audio recordings, videos, etc.

### **13. The "Foreign Friendliness" Strategy**

- The "I've created a different version for all the major countries..." strategy tells your prospects that your product can be used by all people, all over the world. There are many differences between countries on what can and can't be done with products, like laws, beliefs, languages, religions, etc.

## 12. The "It Took Forever" Strategy

- I hate the 10 minute e-book. I hate the 10-day e-book.

The "this isn't one of those e-books that was created in (no.) hours..." strategy tells your prospects that your new information product or whatever, wasn't thrown together in a hurry just to make a quick buck on some new, in demand subject. Assuming you did...LET THEM KNOW that you thoroughly researched the subject.

## 11. The "Want To Advertise?" Concept

- The "bonus: a discount on advertising..." concept let's your customer know that if they pick up your product, you will give them a discount on buying advertising from you or someone else you have done a promotion with. It could be for pop-up advertising, banner advertising, forum advertising, or just about anything etc.

It's important to know that when you exchange your services with person X, it doesn't mean that person X has to give the return favor to you. Instead of promoting YOUR product, they could promote someone else's product who you're doing business with as well, that is a better fit for them.

Then both will reciprocate later.

## 10. The "J.V. First With Me" Strategy

- The "bonus: you will get my J.V. (co-venture/promote with you) announcement before everyone else..." strategy tells your prospects if they pick up your product, they will be one of the first to profit in the future from your new product launches. You can also mention they will get to see samples of your new product or at a discount before everyone else.

## 9. The "What's Mandatory?" Strategy

- The "here's what you need to (your product's benefit)..." strategy tells your prospects all the mandatory things most people need in order to gain their desired benefit from your service. You need to show them that your service offers all those things and your competition doesn't.

It's as simple as that.

## 8. The "Real Time Numbers" Idea

- The "(no.) people are currently visiting my web site and (no.) people have ordered (add a live counter)..." idea tells your prospects how many people are viewing your offer in real time and a real time running total of how many people that have ordered and are ordering. People will get excited to see all this detailed information and know that they aren't alone.

People need to know that they aren't "the only" ones buying the new automobile or book or whatever. We feel better when we know other people are making the same decision we are.

It's human nature.

## 7. The "Sound Complicated?" Strategy

- The "it might sound complicated but..." strategy tells your prospects that, even with your product, gaining their desired benefit might seem complicated but it's really simple when they think about it. It's just a matter of following the directions that you have painstakingly made simple and easy, and taking one step at a time. Make sure they know that you'll offer them 24/7 support in case they need you to take them by the hand and walk or talk them through it.

People deeply appreciate this.

## 6. The "Happy Birthday" Technique

- If this isn't the dumbest thing that works I don't know what is. I have never taken advantage of this but I've watched a lot of people use it in brick and mortar as well as online businesses. It is effective.

The "it's my birthday and I'm celebrating..." technique tells your prospects the reason for your incredible offer is because it's your birthday or because it's coming up very soon. It could be you're having a sale, launching a new product, holding a birthday type event, etc. People may want to give you a birthday gift by purchasing your product(s). Also works with anniversaries, weddings, Christmas or any other holiday or event when it's proper to give a gift.

I've never done this. It can look goofy without a bit more rationale. I have seen other major businesses and marketers use it to success.

## 5. The "Past Info Product" Projection

- The "(no.) (months/years) ago I read a (information type product, article, forum posting, etc.) that changed my life..." projection tells your prospects that you based your new product on or got the idea for it from what you read in the past. You can tell them all the positive benefits, feelings, accomplishments, etc., that you've experienced since reading that piece of information and created your own product from it.

People want to know YOUR experience. Make sure the advice is sound of course or save it for another day.

## 4. The "How Much Effort?" Strategy

- The "spending a little money and giving 33% effort is better than being cheap and giving 100% effort..." strategy tells your prospects they have a choice about how much effort they want to give to gain their desired benefit. Unfortunately, people usually don't want to give much effort these days (yes, even more than in the past) because they are used to getting everything instantly because of technological advances.

Create products and services that are more effortless to win and you both win.

## 3. The "Sorry, No Bonuses" Thought

- The "sorry, I'm not offering any bonuses..." strategy tells your prospects that you aren't offering any bonuses to your product. You can tell them that what they get from your product is more of a bonus than all those junk bonuses most businesses are offering online or off.

## 2. The "One Time Offer... Special Sale" Strategy

- The "my 3 hour O.T.O. (one time offer) special sale..." strategy is one where you make it clear, immediately to your client that your one time offer for a certain price is NOW only. If they are oscillating they will be significantly compelled to move now. It's important to never offer the product again at this price. (obvious yes?)

The power of this kind of special offer is magnified if you develop the reputation for following through on deadlines, price changes, pulling promotions, never making a -one time offer- again to the same person.

## 1. The "Out Bid Everyone" Concept

- The "I'm auctioning off XYZ to one person..." strategy tells your prospects they could perhaps have their own unique connection with you, or business opportunity, if they outbid everyone else. You could have a minimum starting bid and a date the auction will end to create urgency,....people will poke along forever if you allow it.... Tell the prospective client how much the business usually makes you per month so they have a clue.

You could have a real time system of the auction results on your web site so people can keep track of how much they need to keep bidding to win your auction. Cool huh?

## ■ Chapter 4: Getting You Attention in Every Crowded Marketplace - 5 Proven Factors to Make YOU # 1

*[Attention: This article contains two \$10,000 keys!]*

Come on....scientifically proven?

- ⇒ How would you like people to say, "yes" to YOU?
- ⇒ How would you like to be the one the girl (or guy) sees and considers FIRST?
- ⇒ How would you like your product or service to instantly stand out from all the others?
- ⇒ What would happen if they thought of you, immediately when a problem arose?



**Scientifically proven.** (That means it's going to **make you money** and increase your attractiveness.)

Better?

The research is new. No one has it. I didn't have it in complete form until YESTERDAY. (That means you will have more money and be more attractive than those with whom you compete.)

And that is why I'll be presenting it at [Influence: Boot Camp](#) in its entirety at the end of the month. (Everything we do at *Influence: Boot Camp* is cutting edge...everything.)

Now, let's just stop before we get going...

Before we begin, think about YOU and your friends and your colleagues.

Let's see...

You know someone who is a real estate agent.

There's a MILLION agents in the USA. A MILLION. And there's not enough buyers to even pay the bills of 1/3 of those people. HOW can your friends be in the top third? How will those few buyers and sellers be able to find YOUR friend?

...and oh...

You know someone who is a financial planner/insurance salesman.

There are a MILLION of these professionals in the USA. a MILLION. But only 1/2 will be able to succeed in the profession. How can your friends assure that themselves that they will be found by future clients?

I guess you and I know a lot of people who are competing for customers and clients....so let's ask a good question and hope we find a better answer:

What the heck can you do to make sure that YOU are PICKED as the person that YOUR customer WANTS to do business with. WHAT can YOU do to STAND OUT as the OBVIOUS person that EVERY intelligent person prefers to be with, work with, and entrust their problems to?

**Now think:**

Starbucks, Microsoft, Wal Mart, McDonalds, iPod.... and NOW, YOU! Brands and people (and people \*can be\* brands as we found out in *Boot Camp* last year) that stand out from the crowd and blast competitors so far out of the water that the others are meaningless..... What is it that attracts attention to the winners and not the losers?

### **Pause...**

We're not going to talk about branding.

We're going to talk about how those that EVENTUALLY ascended were INITIALLY the choice.

Anyone can open a McDonalds and make money TODAY. (If you have the money to buy one...) 50 years ago, who would have known?

Now I can tell you....

Part of the answer I talk about today...and it's going to surprise you.

Unfortunately the solution comes with a dilemma...

**DILEMMA:** I have copies of 2 different issues of Maxim, FHM, and Playboy on my coffee table right now. (Remember that.) I haven't had a moment to crack them because I've been catching up on scientific research about how people and products can become as successful as Maxim, Stuff, FHM and Playboy. In a moment I'm going to choose one and toss the rest aside. Which will I choose?

Here I am talking to you when I could be reading about the recent evidence that reveals Marilyn Monroe was probably murdered. I could be "reading" about Fox TV Show Starlet Amanda Righetti (Reunion) in FHM. 5 magazines. Mostly quick "reads."

I'm going to show you how to predict which magazine I will pick and that will teach you how to become the next Microsoft or Starbucks.

I face the problem that all marketers, salespeople and professionals face. Too much noise and no signal...yet. Too many messages. Sex sells but ALL the magazines have almost entirely undressed beautiful women on the cover. So...Which will I pick up first?

I will show you how YOUR brain would come up with the answer and it depends on three factors...that you didn't know about...that I'm going to show you today...and a few I'll show you only at *Influence: Boot Camp* in February.

Before we get to my intellectual dilemma, let's look at an example of what happened when I asked two other people to pick up a magazine from a group of them on the floor. 4 sets. 4 different rooms.

I asked Katie to play and I asked Mark, my 10-year-old son.

**Group 1:**

Psychology Today, Time, Skeptical Inquirer, American Music Supply Catalog What happened? Mark picked up Skeptical Inquirer. It had a picture of a measuring tape around a large order of Mc Donald's french fries. He didn't know why he picked it. (Maybe because he loves McDonalds?) Katie earlier picked up the music catalog, "I like Avril Lavigne," (Avril appeared on the cover.)

In different rooms of the house I had these magazines laid out next to each other.

**Group 2:**

Selling Power, Skeptical Inquirer, Consumer Reports and Scientific American Consciousness. What happened? Mark picked Scientific American. It had an image of the brain. The other three had dull covers. Katie picked up Scientific American "because it was on the left and I chose the one on the right last time."

**Group 3:**

Wired (December Issue), Harvard Business Review, Wired (Nov. Issue), Sync (sexy blonde, in your face photo on cover wearing very little), Strategy and Business (scientist with double helix model) What happened? Mark picked up Harvard Business Review. "It had a guy playing pool on the cover." Katie picked up the hot pink cover of Nov. Wired. "It stood out."

**Group 4:**

Maxim (Dec. Issue), Maxim (Oct Issue), Playboy, FHM What happened? Katie picked up Playboy. "It was the least obtrusive." (Marilyn Monroe - no nudity on the cover) Mark didn't get to choose. (poor kid.)

NOW, what did I choose from group five?

What did I choose?

I ALMOST picked FHM with Amanda Righetti wearing a gold lame' bikini but... Maxim had Vanessa Millinno but she was wearing a school girl-ish outfit...which certainly was very sexy but a bit uncomfortable for me.... I have lots of books about Marilyn Monroe, one of my female heroes, but opted against it and the other Maxim with Cindy Crawford with only her hand covering her..yeah...on the cover. I didn't see the 48 point font words on any of the covers except for Playboy.

Now that we've looked at my voyeuristic tendencies let's move to science in marketing...

**KEYPOINT:** *FIVE Factors determine what gets attention.*

- Surprise Location
- Surprise Observation
- Surprise Event
- Saliency (Importance to YOU)
- Entropy (Message fading or randomness in moving experience)

*Scientific research culled from just released work by Lauren Itti, USC and Pierre Baldi, UCI*

The magazines were stationary and there were no fading messages, so enter the other four. Katie and Mark both picked magazines where they told me they made the choice because the item was "important to me." They also gave answers about things that were unusual (a brain, french fry box with a tape measure around it, hot pink magazine cover, and me...) All had this in common: Surprise in one fashion or another.

**\$10,000 KEY:** *There is a DIFFERENCE between what gets attention and what gets picked (bought), but if you DO NOT get attention, you CAN NOT get bought!*

The scientific research showed that **SURPRISE is the most important factor in attention** followed by saliency (importance to YOU) and entropy (unpredictability, randomness of events or experience).

**\$10,000 KEY:** *YOU MUST utilize all three factors and all three different elements of surprise. Surprise is NOW PREDICTABLE. The researchers have discovered that surprise is the affect of information or perception of information on the observer.*

Write that down. Tape it to your computer with the other with the other 31 - \$10,000 keys I gave you this last year in *Coffee with Kevin Hogan*!!!!

"Life is full of surprises, ranging from a great Christmas gift or a new magic trick, to wardrobe malfunctions, reckless drivers, terrorist attacks and tsunamis. Key to our survival is our ability to attend to, identify, and learn from surprising events," say Itti and Baldi.

Until now surprise was not able to be modeled. That has now changed!

I'm going to spare you the calculus they use in their model. It is quite advanced. But what it translates to you is that YOU can BE #1. Utilizing these scientific discoveries, you can get attention, stand out from the crowd and be picked up like the magazine!

Now: Some facts from the research that you and I can easily understand and apply. Through thousands of measurements in numerous experiments the scientists learned that:

- ⇒ a continually blinking light on a static background quickly gained attention...and shortly thereafter lost it.
- ⇒ a shower of low level random pixel showers excites at first but rapidly only becomes a low level interest

It's like I tell my son..."a joke MIGHT be funny the first time you tell it to someone...it's NEVER funny the second time."

Surprise can take many forms as the researchers have shown us. Coupled with salience and entropy you have the factors of **making YOU #1**.

## Links:

- ⇒ [Kevin Hogan](#)
- ⇒ [Kevin Hogan's Inner Circle](#)
- ⇒ [Internet Marketing](#)