

7 keys to success

By Ralph Nunes

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For two long years I did my research, I tried to figure it out why some people made it big on-line and some didn't. During that research I came across seven keys that every successful web business has in common.

I did my research on some of the internet's most well-respected authorities on web sales, Mark Joyner of ROIbot, Terry Dean of Cashflow, Richard Bolduc of Front Page, Jim Daniels of BizWeb2000, John E. Booth of BizTax Loopholes, Ken Evoy of MYSS and Cory Rudl of the Internet Marketing Center.

These guys are the heavy hitters online. They make a lot of sales. How do they do it?

They all use the same 7 keys.

Surprisingly enough,

That's the real key, you know. Finding what they have in common and then duplicating it with your own business. Using these 7 keys you can now double, triple, or even quadruple the results you're getting!

Look at those big hitters online and see what they have in common. Actually, don't waste your time. I've already done that for you...

They all have:

1. A hot product line that originates with them. To be really successful online, you need a product that is yours. Something that you personally own the rights to market and keep 100% of the profits from. At the foundation of all of the heavy hitters is a product line that they control.

2. A website that convinces people to "buy." When I visited the websites of the guys I listed above, I found a wide variety of layouts and designs. Graphically, they were very different. Their choice of writing style varied, as did their offers themselves. One thing they had in common, however, were sales letters that convince people to "buy".

3. An affiliate sales force doing most of the selling. I don't know of any hugely successful web business that doesn't have an affiliate program. I believe that an affiliate program is THE absolute best way to earn money online. I'm not talking about promoting other people's affiliate program, I'm referring to having other people promote YOUR affiliate program.

4. A useful, selling machine ezine. Whether it is Ken Evoy's "Sales from the Edge" or Terry Dean's "Web Gold", all of the heavy hitters publish an ezine. For most, it is a weekly ezine. All of the successful web business owners publish ezines that provide high quality, useful content. They share information that is of great benefit and value to their readers.

5. A regular involvement in joint ventures. Don't kid yourself. None of these guys got to where they are by themselves. They had help on the way up with joint ventures. A joint venture is a project whereby you combine your assets (customers, advertising, products, services, knowledge, skills, traffic, endorsement) with those of one or more non-competing individuals with a similar customer base.

6. A marketing campaign that spreads like a virus. Every heavy hitter uses what is known as "viral marketing." Whether they offer free software demos or articles or ebooks, they all offer something that permission has been granted to give away. And it spreads like a virus.

7. An automated process. If you've established keys 1-6, then it's time to put it all on remote control. Now, don't get me wrong, these guys still work. Don't let anyone kid you, a hugely successful business sometimes brings more work than you had before. So, there is still work. But, there is also an automated system.

And let me just add a personal note to these 7 keys, look At this Curriculum, line by line and see if reminds you of Someone you know...

Failed in Business - Bankruptcy, 1831

Defeated for Legislature, 1832

Sweetheart/Fiancee Dies, 1835

Nervous Breakdown, 1836

Defeated in Election, 1836

Defeated for U.S. Congress, 1843

Defeated again for U.S. Congress, 1846

Defeated once again for U.S. Congress, 1848

Defeated for U.S. Senate, 1855

Defeated for U.S. Vice President, 1856

Defeated again for U.S. Senate, 1858

Yes, you guessed, ABRAHAM LINCOLN!

Elected President of the U.S.A., 1860

"You cannot fail... unless you quit!"

DON'T ever quit, or you'll fail. I have a good web site with a good roll of members because I never quit. It was not always easy, but what made me have some success was the fact that I NEVER quit!

That's the word I try to pass to all the webmasters that I have the pleasure of talking to. Never, ever, quit!

About the Author

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