

Anatomy of a Wealth Producing Internet Strategy

By Remi Engels

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by Dr. Remi Engels

There really is a simple strategy to extract wealth from the Internet. And here it is:

- Find an attractive product.
- Design a killer mini website.
- Devise a devastating marketing campaign.

Successfully executing (i.e., producing sales) this waltz, however, is easier said than done.

Here are a few thoughts on the subject:

1. The Product

Ideally, the product should be your own, be original, and solve a common problem.

If the product is your own, you'll generate lots of credibility and better yet, you won't have to share the profits.

If your product is original you'll have very little competition and therefore a much easier sell.

And finally, if the product solves a common problem or satisfies a widely held desire, you'll be assured of a sizable potential customer base.

So, have those "little gray cells" do some overtime. Take stock of your special skills and knowledge. Do your homework, i.e., do some content and market research

to find out what people want or are interested in. Then, see if you can't transform some of your findings into a run-away bestseller.

You can write an e-book, program a piece of software, or maybe develop a useful service or private site. But, whatever you do, make sure it's a quality product presented in a professional manner and, also, that it over-delivers on its promises.

On the other hand, if you really do not want to develop your own product, consider selling someone else's product. That is, become an affiliate. You can find hundreds of great affiliate programs here:

<http://www.associateprograms.com/>

If you want to sell name brand products, you can find hundreds of offers by serious drop shippers here:

<http://www.electronicdartshop.com/dropshipsource.html>

These companies give you their products to sell and will ship them to your customers.

2. The Website

Once you have the product of the century, it's time to sell it. That means, first of all, designing a website specifically for your product.

The website has one and only one purpose: get the visitor to open his or her wallet and click the "order here" button.

On the Internet words sell. Pictures do not. So, don't bother with graphics. Also, make sure your site loads fast.

This leaves you with the writing of a dynamite sales letter. How to do this effectively is the topic of many an article and even entire books.

Suffice it to say that every sentence should be designed to advance your purpose, i.e., lead your visitor to the order page. Also,

- Give your visitor your full attention and respect.
- Be sympathetic with your visitor's problem.
- Clearly explain how your product can solve that problem.
- Emphasize the benefits of your product.
- Be as persuasive as you can be.
- Make your ordering procedure easy and automatic.
- Give your customer immediate access to the product.
- Search engine optimize your site as much as you can.
- Always place your attention grabbing copy above the fold of your web page, i.e., that part of your page your visitor sees without having to scroll.

3. The Marketing Strategy

The third step in the waltz is the implementation of temporary and near-permanent marketing strategies.

Temporary strategies result in one-time traffic bursts. Examples are: E-zine advertising, search engines submissions, e-mail campaigns, and press releases. Taken together, temporary strategies often consume a lot of resources. So keep them in check.

Near-permanent strategies are those that require a one-time implementation but very little maintenance. These viral marketing techniques yield traffic for a very long time. They include affiliate programs, signature files, free content, and newsletters.

A well-balanced targeted mix of these two strategies should attract a healthy number of visitors to your site. Then, armed with your desirable product and killer sales copy, you should be able to transform a substantial number of those visitors into actual customers.

This triple pronged approach when implemented in combination with a sensible test program and an accurate ad tracking procedure makes your success almost unavoidable.

What we're saying here is that this approach has been proven to work over and over again by many different people.

Therefore, if it does not work for you, you need to reexamine and retest your implementation. Check your website (sales copy, headlines, layout, etc.), the product (demand, size of market, etc.), and your marketing strategies (place you advertise, ad copy, targeting, etc.). As always, the devil is in the details.

Good luck!

Dr. Remi Engels is the editor of The_Newbie Guide! as well as The Promotional Soundbite. To subscribe send blank e-mail to: tng@learn-it-on-line.com and/or ps@learn-it-on-line.com

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