

How To Use Email AND The Telephone To Make Money NOW!

By Steve Jones

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If you want to make money, you must STUDY how money is made -- then follow the directions for making money.

Making money is NOT difficult, nor does it take exceptional intelligence. What it DOES take is an understanding of how money is made and what you must do to make it.

Making money is the ultimate reality game. You need to be hard-headed and hard-nosed about the entire process. The more clear-headed you are about it, the more likely you are to profit.

In this connection, there are literally millions of people online who haven't got a clue about how to make money and who are, as a result, literally throwing their time and money away doing things that cannot possibly profit them.

These people overwhelmingly believe, for instance, that you can simply email your way to a fortune, that all you have to do is get your hands on a list of names and email them 'till the cows come home, inevitably making money hand over fist.

It's easy to see where this notion originated. Most people don't like to work much, if at all. Thus, they are susceptible to people who tell them that they can profit without lifting a finger. Before the Internet and email caught on, the hucksters were saying: "mail audio tapes. That's the way to your fortune. The more audio tapes you mail, the more money you'll make." In fact, the ONLY people who benefited from that misinformation were the people who manufactured the tapes and the ones who rented the names to mail them to. Everyone else was a loser.

Then email came along and knocked the stuffing out of the mail-order entrepreneur business. New "experts" arose touting the unassailable truth "to email is to get rich." Those of us in the online services business watched with astonishment as millions of smart people bought into this shady myth. At the beginning, when email was new and virginal, people did read and respond to their emails in sufficient numbers to give some plausibility to the myth. But as more and more people sent more and more email, the rate of email readership and response plummeted. Helping to quench the fire was the fact that many ISPs simply blocked the vast numbers of emails they were receiving. Sending emails didn't mean emails were received. However, the myth -- "email your way to millions" -- didn't die. Far too many people today, always looking for the lazy man's way to riches, STILL believe it -- to their continuing detriment.

You Can Make Money Online -- If You Know HOW To Do It

The truth is, you CAN make money online, but you've got to know HOW to do it. Personally, I've been profiting online since 1994, but I have a different, better way to do it. My paradigm goes like this:

- * use the Internet to generate prospect leads
- * pick up the phone, qualify the prospect, close the prospect.

If you use the Internet this way, you are going to make money -- day after day.

To make this paradigm work for you, you need three things (in addition to email):

- 1) a website that helps you generate leads
- 2) an additional prospect lead source, and
- 3) low cost/no cost long distance service.

-- A website that helps you generate leads

A website has 2 major purposes:

First, it's a place for you to post information about what you're selling and, if you're selling products, to make online sales. A website, you see, is a store and your home page is your store window.

Second, a website is a place to generate prospect leads. Towards this end, you must use your website as a means of getting your prospects to complete contact forms and tell you what they want. The more they tell you, including name, address, email, day phone, evening phone, budget and precisely what they want, the better quality of lead they are.

Think of your website as a giant Venus fly trap, as your means to capture the necessary information enabling you to contact your prospect and to do business. Even if you are selling direct on your site, your #1 site priority MUST be to capture visitor contact information -- so you can stay in touch with this person, build a relationship, and, in due course, MAKE THE SALE!

At Worldprofit, we have created three different kinds of websites which enable owners to play the Internet game profitably:

1) "as is" properties (coming in 2 varieties as Business Starter Packs and Ultimate Home Business Packages) contain everything entrepreneurs need to do business online. Properties are created by the talented designers of Worldprofit Design Services and are sold "as is." "What you see is what you get!" If owners want to make any changes to their properties, they can easily do so using Microsoft Front Page software.

2) E-Select properties allow purchasers to select the domain names they want (from a list created by Worldprofit), and also the design package and colors they desire. Thus, within limits, E-Select Property owners can get just the features they want for their sites.

3) custom websites. Here owners specify just what they want and direct designers accordingly. The results, which can include product shopping cart, are 100% customer-centered.

In each case, however, priority is given to capturing crucial visitor email, so that the site owner can

build a relationship and make the fastest possible sale.

Note: Each "as is" E-Property and E-Select Property comes with a number of traffic-generating devices build into the property. Thus site-owners start getting visitors immediately. Worldprofit never forgets that the purpose of a site is to make sales and that visitors are a necessary precondition of a profitable site!

-- An additional prospect lead resource

Smart website owners want just as many leads as possible. To cater to this constant need, Worldprofit created Lead Source at www.worldprofitleads.com

Lead Source is the business opportunity seller's dream come true.

1) You can get prospect leads 24 hours a day, 7 days a week. Lead Source is open ALL the time, ready whenever you are.

2) Lead Source is fairly priced. Whereas other online lead-generating sources charge up to \$5 a name (!!!), you can get Lead Source prospect leads for 50 cents a name, or less!

3) You can get Lead Source prospect leads for FREE! Once you place your first Lead Source order, you can become a Lead Source Affiliate and get some or all of your prospect leads FREE. As an Affiliate, you can post banners on your website. For every two people who click on that banner, you get 3 prospect leads -- the 2 who clicked on the banner in the first place AND a free prospect lead from the system. Experienced Lead Source Affiliates generate literally THOUSANDS OF FREE LEADS using this handy, easy system!

Moreover, you can put a second Lead Source banner on your website. When people click on this, they can purchase leads from Lead Source through your website. When they do, you get a commission. Thus, if you're running a network marketing opportunity, for instance, you can have all the people in your organization buy leads from you, benefiting accordingly!

Now, thanks to Worldprofit Lead Source, you can have prospect leads WHENEVER YOU WANT THEM, get FREE prospect leads, too -- an an additional income source!

-- No Cost/Low Cost Long Distance Service

As I said above, one of the cruelest misconceptions about the Internet, a misconception millions of people have lost by believing, is: "all you need to do is email your way to wealth." THIS IS COMPLETELY UNTRUE.

The Internet is a fantastic way to make information available to people. You can post vital information at your website, and you can email information directly to people who are interested in receiving it.

Thus, both the Internet and email are supreme tools for providing information.

But neither the Internet nor email are adequate for CLOSING SALES.

For that the telephone is unsurpassed.

Thus, to succeed with your online business, you must be equipped with low cost/no cost long distance service. In other words, because merely emailing prospects is inadequate to make sales

closes, you **MUST** have the means readily available to close them by telephone. CDI Telecom provides you with such a means.

CDI is a Texas-based company providing these vital advantages:

1) low-cost long distance rates which cannot be beat. The worst thing that'll happen to you when becoming affiliated with CDI is to get IMMEDIATE LOW RATES, rates as low as 1 CENT PER MINUTE.

2) FREE long distance rates. Thanks to the CDI Agent program, Agents, by making referrals to CDI, can quickly achieve FREE long distance.

3) long-term residual monthly income. Because CDI is organized as a network marketing company, by following the simple recruiting system you and the members of your organization can easily generate growing monthly residual income.

Putting It All Together

Let's be quite clear with each other:

You **CANNOT** make money online merely by getting a website. A website is a terrific tool for posting information and capturing prospect leads, but a website alone will not build your business.

You **CANNOT** make money merely by emailing people. Millions of people have been taken in by the notion that to email is to make money. Nothing could be further from the truth. Email is a superb way to generate prospect leads and to send information to people. But email alone can never build a business.

Having said this, when you have

- * your own lead-generating website
- * an additional prospect lead-generating resource, and
- * no cost/low cost long distance service

you have the tools you need to succeed -- every single day.

Now you can generate a lead and pick up the telephone -- without fear of a whopping bill -- to qualify that prospect. Your job is to ascertain whether the prospect is serious, what the prospect wants, when the prospect wants it, and what kind of budget the prospect is working with. Then use the telephone to **GO FOR THE IMMEDIATE CLOSE!**

If you will do this every day -- working to generate the maximum number of prospect leads and to pick up the telephone to call them -- you will succeed where literally millions of ill-advised people have failed. You will indeed turn the Internet into what it should be for all people: a means of generating steady profits and growing residual income.

Resources

1) See the complete line of Worldprofit E-Properties, E-Select Properties and Custom Websites at <http://www.trafficcenter.com/properties/default.cfm?id=6346>

2) Get the prospect leads you need whenever you need them at <https://secure.worldprofitleadsources.com/default.cfm?uid=1137> To see the form people fill out to

become a Lead Source lead, go to <http://www.worldprofitleadsources.com/information.cfm?id=6346>
Remember, when you place your first Lead Source order you become a Lead Source Affiliate and can get both free prospect leads and commissions from lead sales.

3) To get either 1 CENT per minute long distance or guaranteed FREE long distance AND to see how to profit by becoming a member of Dr. Jeffrey Lant's Worldprofit CDI team, go to <http://www.onlinesuccessmachine.com/cdi.htm>

About The Author

Harvard-educated Dr. Jeffrey Lant is known worldwide for his sensible, easy-to-follow advice on marketing and developing profitable businesses. For his many books on the subject, go to www.jeffreylant.com While there get a FREE copy of Dr. Lant's book E-MONEY: The complete guide to using the Internet to profit at home NOW! Also subscribe to his "Marketing Hot Tips" Newsletter. To contact Dr. Lant direct, email drjlant@worldprofit.com

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