

Internet Cash Flow Workshop

By StoresOnline

Sarasota, Florida

October 21, 2004

John & Shirley Alquist attended the above-mentioned Workshop, along with their AMSOIL Dealer, Lawrence “Bucky” Klepetko, a tax lawyer desiring to build his AMSOIL business online. In fact, he made us aware of this Workshop and invited us to attend. We are grateful that he did.

Attendance at this seminar is part of our effort to update our education in the areas of Network Marketing as well as Internet Marketing.

We also attended Internet Marketing guru Corey Rudl’s “Wealth Building Wedding Reception & Customer Appreciation Extravagana” in Garden Grove, California, September 24-25, 2004--as well as Mastermind III in Orlando, featuring the brightest and best practitioners of Network Marketing (aka MLM) October 15 –17 2004. Both of these events drew More than 1,000 national and international attendees combined.

This report details the Internet Cash Flow Workshop in Sarasota. Separate reports are available from us for Mastermind III and Corey Rudl’s event.

Some of the key points of the introductory session were:

- 1. Internet success is within reach if you have patience, persistence, and dedication to specific goals. A website with a storefront can be lauched with StoresOnline for up to \$5,000.**
- 2. Many websites fail because there are too many products offered on a single website and/or a site is trying to sell to different markets.**
- 3. 65% of websites do not let you buy anything online, although some of these websites give 800 numbers or local places to buy—anathema to Internet users.**

4. **77% of website owners don't believe their product or service can be sold online, wrongly considering themselves somehow special or different than everyone else.**
5. **Half of existing traditional retailers will be out of business by 2010 as online buying continues to soar.**

Jason Porter, a successful “merchant” user of StoresOnline services, stated that it is imperative to know your statistics and to use quantitative goals for your selling website, including:

1. **A conversion rate (that is, the percentage of visitors who buy). 2.0% is minimum and 6.0% is about the maximum attainable.**
2. **The average website attracts only 10 visitors a day, totally insufficient to generate lots of sales. At least 500 visitors per day are needed.**
3. **A VPV statistic (Value Per Visitor) needs to be established. That's calculated by dividing your aggregate profit by the number of visitors. A VPV range of 34 cents to \$1.15 is OK.**
4. **Your website should be simple in appearance and make buyers see you, like you, and make them buy—as well as identifying with the buyers empathetically.**
5. **There are 1.0 billion users online, yet you must target either the eye of the bullseye or contiguous fringes of your market. Example: horse trailers. Horse owners are the “bullseye,” yet veterinarians are an example of a fringe market. There are thousands and thousands of such target groups available.**
6. **One of the better markets to sell to online is Baby Boomers. They like new and unusual products, and they are not price conscious.**
7. **Information is a great seller online, even things such as about how to grow tomatoes.**
8. **People shop online differently. With store retailing, shoppers act like primal hunters and gatherers searching for things. But online, customers shop for specifics—one reason that a website with too many different products is a turn-off.**

9. **Power Publishing (including e-books) is huge online. You can offer one chapter or section of your book for free—then have them pay for and download the rest. You can publish your own writings as well as publishing the works of others as a joint venture.**

10. **If you are not sure what to sell online, go and look at www.thomasregister.com and do some research .**

Another speaker talked about how an e-commerce website is set up. You must make it as easy as possible to buy from you. The preferred method of payment online is major credit cards (95%).

There are four parts to an e-commerce transaction—a buyer, the Internet, your storefront, and your merchant account(providing the authorization of your bank to accept credit cards). A processor is attached to your software to interface between your storefront and your merchant account. Startup and recurring costs vary.

Next, the subject of marketing tools was discussed to increase traffic to your website. These include:

1. **Link trading. Relevancy-ranked search engines count the number of relevant reciprocal links. In times past, only a few such links were OK. Now, however, a few hundred links are needed to impress search engines, and there are resources to help with this such as www.links4trade.com**

2. **Yahoo and Google command a huge percentage of searches. In addition, these firms are wholesale information providers to smaller search engines. Example, Yahoo provides data for MSN and Goggle supplies AOL. Yahoo & Google are relevancy-based search engines. Google, as of October 30, 2004, has 4,285,199,724 webpages indexed.**

3. **Use at least a “title” and “keywords” in your invisible meta-tag field on your website. The title should be six to 12 words, half of them keywords, half emotional buying terms. You can also use a “description” in your meta-tag field including 20 to 30 keywords.**

4. **Use “vertical portals,” if you can find them for your business. Example: www.dog.com If you sell poodles, you need to use this vertical portal.**

5. **Usenet Groups.** These are posting places (for “information,” not blatant advertising and promotion). Usenet groups have been around for a long time and are called “the chatrooms of the old days.” They are focused on specific interests—example, Corvette lovers. If you want to participate, you have to join a group and restrain yourself from overt advertising.
6. **Geo-marketing**—particular services for a particular city or state. Some marketers have several such websites for different areas to create a local sense of exclusivity, even if they are located far across the country.
7. **Affiliate Marketing.** Add two to four links to affiliate programs on your website. This can produce extra income and make you appear more credible, if you select relevant and excellent affiliates.

Pay-per-click search engines were discussed. Overture is a major pay-per-click search engine. It is owned by Yahoo. Google now has Google AdWords and Google AdSense. The following points were made:

1. **Know your Value Per Visitor (VPV).**
2. **Never bid more than your VPV.**
3. **Bid on the 1, 2 or 3 positions if you can afford it.**
4. **If not, bid to appear at the bottom of the first page. Astonishingly, some people view webpages from the bottom to the top. The bottom of the page also is very visible, since it is at the decision point as to whether to proceed with the next page.**
5. **Bid “on the fringe.” Example, in the case of AMSOIL, check out lesser-searched terms such a “heavy duty synthetic greases” instead of “synthetic lubricants” and bid on these lesser-searched and, therefore, less expensive search terms.**
6. **Check out common misspellings and possibly bid on them. For example, the word “scholarships” is often misspelled in web searches as “scholarships.” Name of chemicals are often not spelled correctly, either. “Wedding” is often misspelled as “weeding.” Bid on applicable misspellings.**

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