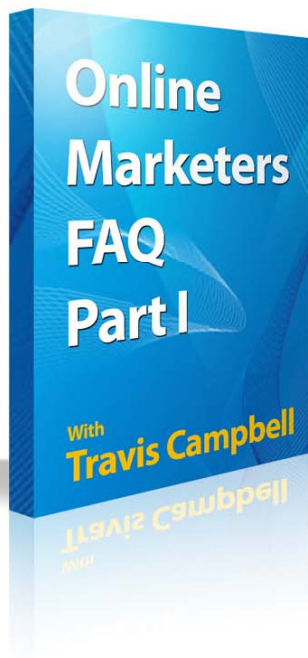


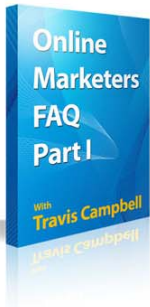
# MarketingProfessor

REAL. PROFITABLE. ADVICE.



*Top 10 FAQ for those Interested  
in Growing a Business Online*





With Travis Campbell

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## Welcome...to Part I

Hi. This special report (and the one that follows) is for you, and is about you. It is about you moving forward with your goals and ambitions. It is about marketing your business online and achieving the freedom you desire in your life. This is something I wish I had when I started. Regardless of where you are at in your business or career, my hope is that sharing from my experience will benefit you, if you are serious about making it online, I'm confident it will. This report may indeed be updated as new information becomes available, so stay tuned.

### Why you should read this...

Time. That is the main reason you should read this. The lessons I learned as described in these pages are a reflection of my experiences. My hope is that you would learn from them, saving you time in hitting your goals and avoiding mistakes I (and many others) have made.

Whether you are a solo-prenuer, small business owner, or a marketing executive with a Fortune 500 company consider this sage advice from Eleanor Roosevelt, *"Learn from the mistakes of others. You don't have enough time to make them all yourself."*

I also want to give back some of the secrets that I have discovered. Secrets that are rarely disclosed, but can significantly accelerate your goals. A value proposition that Aristotle Onassis appreciated as the key to business success, revealing *"the secret of business is to know something nobody else knows."*

To get the most from this advice, I want you to start with a little exercise. Pause for a moment and visualize your ideal business success or life situation. Now, that is where I want you to start--read this with your mind focused on that picture.

There is so much information available on online marketing. Some good, but most not worth the time. However, in all cases it is too much. I don't want this information to go in a stack of great ideas. I want you to put it into action with a simple pre-tip. Don't simply consume this information, rather, identify 3 things that you learn from this information, 3 things that can help your specific situation, and then put it into them into action.

With Travis Campbell

## Who is Travis...



Husband and a Father. Travis also happens to work online with entrepreneurs and small businesses who are endeavoring to grow their business using the power of the Internet. He specializes in installing marketing automation systems, and providing high-level consulting. A graduate of Arizona State University, Travis has been in business consulting much of his career.

## Top 10 Frequently Asked Questions for those Interested in Growing a Business Online

### ***#1: I have a few social networking profiles online, could those be used to promote my business?***

Indeed. And they should be heavily considered as you move forward in your marketing plans.

Early on I was so busy trying to focus on other areas of my online business, I was reluctant (even guarded) to spend time on one more project. But after learning that social networks are where people learn and educate themselves about products and services, and even make buying decisions based on friends' and groups' trusted recommendation, I realized it was worth prioritizing.

More and more people are connecting online with social networks. One of my early misconceptions (shared by many) was, "hey, isn't this just for high school kids, and maybe a few college people?" However, as I did a little research I found the answer to be a resounding NO! Some social network statistics might actually shock and compel you to consider them for sales opportunities and business exposure. A recent comScore analysis actually shows the age demographics of social networks to skew significantly higher than expected--over 40% of MySpace users are 35-54. Not as surprising if you consider what is really happening--grandparents are getting on social networks to connect with their grand-kids, and asking mom and dad to join in too.

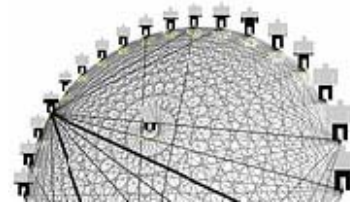


Image credits to [Bestiario](#)

There has been much in the news about this and even fortune 500

companies are actively executing social marketing strategies. And why wouldn't they considering the median income of the average social network user isn't exactly that of a teenager or college student. In fact, LinkedIn boast an average median income exceeding \$100,000 and over 80% of users are college graduates. They have money, and they are accustomed to making purchases ONLINE. How much faster do they make purchase decisions when they post questions to their network, or profile status, and those that trust network responds with authentic experiences and testimonials. Wouldn't you want to be in the midst of those discussions? You should and can be, you just need a little knowledge and a willingness to join the conversation.

## **#2: Do I need a website to make money online?**

What is your end game? If you are an established business, already making money, and supporting customers--it is probably appropriate to have your own site. Skipping this key component of your business will cost you business. Current and future customers need to see you as serious and a worthy business partnership. However, if you are just starting out, a website may be the least of your concerns.

Can you make money without your site? You might be a little surprised by my answer, the Web is really changing in this regard. There are so many online services, offering free content sharing and placement that you can truly make money without a website...well, your own website anyway.

Once you identify your target/niche market, you can simply setup a site at one of these free "online presence" services. Here are a few of the most popular:

- Weebly.com
- Wetpaint.com
- Wordpress.com
- Blogger.com
- Typepad.com

If you like to write, and aren't really interested in fussing with technically managing a full blown site, you might consider one of these content sharing sites:

- Hubpages.com

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- Squidoo.com

Both of these sites give you a place to share your message, product, or service. Even better, you get to share the ad revenue your content generates. The only work you need to do is set-up an account with one or more of the popular ad publishing networks. These include:

- Google Adsense
- Kontera
- Amazon Associate Central

Want to take it a step further? Do you know how to use PowerPoint? Or, how to simply talk into a microphone about what you know? If that is something you are open to learning (not that hard), then you can make a video using screen capture software, narrate it with a simple microphone that comes with your computer, and upload it to YouTube, or one of the many video sharing sites.



Image credits to [Ryan Gratzer](#)

The avenues and opportunities to spread your message, drive more visitors to your site, and get more sales/clicks is limited only by your creativity. To sum it up, depending on your goals, you may or may not need a website, but you most certainly need web presence.

### ***#3: What ways are there for me to make money online?***

There are seemingly infinite ways to make money online. It seems everyday I hear about a new approach or idea, I call them business models, and I like to break them up into a few primary categories:

**Selling stuff:** This is classic product marketing. You have a widget, a gizmo, software, or other tangible product.

**Selling information:** This is a newer paradigm. You can sell eBooks, videos, audio, membership sites, database access, and a whole bunch of other information products. Even a blog or information site.

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**Hybrid of stuff and information:** Hybrid is just that, a combination of things and information. You may send out CDs, tools, or even consulting services.

As for how you make money on those categories, the first two are fairly obvious, and the last two not as much:

**Product:** In this case you may actually own, have developed, or licensed and market on your own.

**Information:** Like the product category you may also own, develop, or license information and data that you market as well.

**Affiliate:** This simply means that you are promoting, marketing, and/or selling someone else's product or information for a fee or portion of the sale amount.

**Ads:** Make an attractive destination, and you get an audience. The audience can be presented with offers (Ads), and you are compensated for making room for those ads on your site in the midst of that juicy content.

However you chose to make money online it likely falls into one of those type of business models.

#### ***#4: If I spend money on just one thing for my online business, what should it be?***

An autoresponder service. Bar none.

If you want to make money sooner than later, you need to throw out things that you are completely unfamiliar with and stack the odds in your favor. Certain things you've learned to date can be applied immediately to your business.

If you are breathing, you have social skills. These are the things you learned growing up in your family or school. The ability to connect and identify with people. Some do it better than others, but we **all** share this in common--the need for relationships.



Image credits to [Scott Maxwell](#)

Guess what, good news, your potential customers are also bound by this

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need....and an autoresponder service allows you to connect by putting the early stages your relationship building process on auto pilot. Some might argue, "you cannot automate relationship building" I get that, and I agree to some extent. I would say you cannot automate *intimate* business relationships. You **can** automate the giving of relevant, targeted information. During this process people get to know you, and feel a connection if it is done properly.

You probably know how to write an email, right? Sure, you may not be a world-class copywriter (those are hard to come by, by the way), but you can convey a message via email, you've probably been doing so for years. The only difference now, is you are composing the messages to go out at certain times, after an action was taken (like an opt-in).



Image credits to [Berge Gazen](#)

I liken it to courtship. A marriage proposal on the first date is a bit much to say the least for most of the world. You need to introduce yourself, and perhaps even doing so with a gift. Let your new friend know a bit about you, ask a bit about them, what challenges them, etc., and share something that can help you identify with or solve their problem.

You may not have a product to offer anyone yet. That is fine, start the relationship building process early, so that when you have something to offer you have someone to tell. There are too many things that can go wrong if you try doing this yourself, you can spend around \$20/month and get a great service.

**Note:** *I started with a shopping cart that happened to do autoresponders, I later realized this was a mistake because of the poor deliverability of the provider. Emails were not arriving to my subscribers, and this resulted in lost revenue. Go with a [reputable service](#)<sup>1</sup>, and take some time to learn the features (not too much time). Many of them also offer online or daily training webinars for customers.*

## **#5: I have an idea for a product, how can I take payment for it online?**

Start with how your target market expects or prefers to pay? There are lots of merchant service (that is what these services are called) options. Most are complex and require extensive programming to get started.

However, you may have an easy, well accepted, no programming option already. Do you have a Paypal account? Paypal is one of the most recognized and trusted ways to take payment online, especially for small to medium sized purchases (less than \$1000). The best part is it allows customers to pay however they feel most comfortable--they can pay directly from their Paypal account, which is connected to their bank account or credit card. And if customers don't have a Paypal account, don't fear--Paypal seamlessly gives customers the option to pay with their preferred credit card when paying with Paypal.

Learn from my mistake... I signed up with a merchant services company my shopping cart provider (see note in #4) recommended. After I got everything setup, and started making sales, they held my funds for 90 days...for no reason, other than I didn't have a track record, and they didn't want to risk customer refunds. It was demoralizing (I worked hard for those sales...), and I felt like I was being held hostage. In speaking with others, I learned **many** had issues with payment processors. Eventually, I was introduced to Jud Smith who specializes on processing payments for online marketers. This barrier in my business was removed, as a result of partnering with the right vendor (I've never had payments held for any reason, since switching). *Note: If you'd like to learn more about Jud's company and his services [get the details here](#)<sup>2</sup>.*

If most of your customers are non-US you may consider WorldPay. Like Paypal it is very simple and versatile, but supports far more International payment options--particularly country specific credit cards. [Find them here](#)<sup>3</sup>.

## **#6: How much do I need to know about the search engines to make money online?**

Good news, not much. Save that for later, it is a bit more advanced. Focus on understanding what you want to provide, how you will get in front of those who need it most, and the logistics of getting paid. As you produce your content simply do so naturally, using the keywords or search terms

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you observe those in your market using to find information. Simple. Any perk you get from the search engines is a bonus (and if you are delivering value, the search engines will take notice).

Many get fascinated about this topic, and it is fascinating, but the learning is bottomless, and learning doesn't pay the bills. Get the essentials of your business in order and get your first bit of revenue coming in, build on it from there. Invest in tantalizing the search engines at a future time in your business.

### ***#7: I don't have a lot of extra time to work on this, is that a problem?***

That depends. What do you want to do?  
Hobby? Side Income? Career Change?  
Market an established offline business online?

For those interested in marketing a new venture online, while keeping your day job... it is the same for everyone. You want hobby income, put in hobby time. If you eventually want full-time income, well, then you may have to go after it hard for a while (or if you are able, hire others to do so), and be persistent so you can have your new income justify leaving your day job.



Image credits to [Brooks Elliott](#)

For established offline businesses who want to take things to the next level online, well, you may **have** to make this work to grow and remain ahead of your competition (who are likely seeing ways to grow their business as well). You will have to dedicate resources to making this happen, and trial and error may not be the best option (you might have to hire an expert). For some of you, it won't require much to get ahead. Others may have more of a steep climb to get there.

The amount of work required doesn't mean you can't be successful, but it does mean you need to be extra focused and efficient. It does take time. Many out there sell a 'get rich quick' program, for me, I'm on the more of a 'get rich slow' program. Good things can happen fast, great things take time. If you are doing what you love, time won't be much of a consideration, in fact, you'll have to guard against spending TOO MUCH time on it. It is like many things in life, you get out of it, what you put into it.

With limited time (and who doesn't have *limited* time?), focus on your priorities. Consider using a time to challenge yourself to finish a task in a given amount of time...you'll be surprised what you'll learn.

**#8: I have a list of subscribers that I haven't emailed in some time. What should I do?**

Be honest with them. Apologize. Let them know that you have had an awakening, and that you would like to make it up to them. You can start with an I'm sorry email. Then follow up a few days later with a special piece of information that you promised in your previous email.

I recommend a series of emails to warm the list, and then give an offer to purchase something from you. When you fall down and leave your subscribers you are going to have to rebuild trust and value. Sorry will only get you so far--you need to start adding value back to their business or life before they are going to trust your recommendation.

Do this in a methodical way, be sincere, and give first. They have been patient as a subscriber, you cannot expect them to jump at your first offer. But, at the same time with diligence you will be amazed at how resilient your email list can be to a little bruising.

**#9: Is it possible to automate some of the sales process, if so, how?**

Ah... you hit one of my hot buttons. This is one of the most important questions, and answered correctly can put you head and shoulders above the rest. First, ask yourself why you want to automate the sales process? Then ask yourself if there is any part that you absolutely do NOT want to automate. If you are an aspiring Internet marketer, automation should be your first thought for a given routine or transaction. Small businesses wake up, automation is the best investment to reduce costs and increase sales, it is leverage, and it is gold.

Automation means different things to different people. What I mean, is that once it is setup, it runs, scales very well, only requiring maintenance when changes in business require it. Once in place, it can not only put you ahead of competitors, it can put you in a place to dominate your market. Some things to automate:

- requests for information
- delivery of the information
- email list management
- one time order payment
- subscription payment
- product delivery
- phone follow up on request for information
- phone follow up on purchase
- faxing
- product fulfillment
- marketing surveys for future sales
- Lead segmentation and routing
- etc...

The list of things that can be automated is extensive. If you are just getting started, pick the low hanging fruit, the things that would be easy to automate, and make the biggest impact in your business. Build from there. You can go as fast or as slow as you wish. CAUTION: Don't forget to ask for help (especially for established businesses), if you try to do it all yourself, you may never get there. Consider surrounding yourself with trusted advisers to help you get there faster and safer. Learning from the mistakes of others can be your greatest competitive advantage. If interested in the primary service I currently use, and support customers with, [it's here](#)<sup>4</sup>.

***#10: I see a ton of potential with online marketing, but at this point I'm overwhelmed. What do I do?***

I don't recommend rushing. I recommend slowing down. As stated earlier, with all the potential the internet provides, in most cases this is not a 'get rich program' (consider, 'get rich slow'). Give yourself some time (not too much time) to learn and make a good decision, think it through. If you make a decision, ***stick with it***. Go with it for 30 days (minimum) until you know enough to determine if it will turn a satisfactory profit at a rate you are satisfied with. Keep in mind, business moves faster than ever, so you need to learn, so that you can be effective in whatever direction you

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take, but don't take so long that the market passes you by.

I've seen it many times where people pay thousands in information and training products to make money online, only to be overwhelmed and discouraged that they have never taken action...to realize their dream.

Also, be honest with yourself. You need to operate in the place that is your gifting, something that plays to your strengths. Don't only be honest with yourself, ask others to be honest with you, and then ask a few more people. You'd rather know now than later. As a mentor friend of mine says, "the only thing worse that singing out of tune, is singing out of tune enthusiastically."

Sometimes it is the case that you just aren't sure. I have been there. In fact I was there way longer than I'd like to admit. But things didn't start to become clear until I did **SOMETHING**. So, do something, fail even...failures can provide direction for what it is you should be doing.

One more thing on failure. I would be lying if I said I enjoy it. I do not, and you probably don't either. However, it is a natural part of life, unavoidable. Take heart, what great thing has been done in the human race that was not first predicated on failure? Consider many inventions that were preceded by failure.

Thomas Edison captured this sentiment the best for me, "I have not failed. I have found 10,000 ways that won't work." The great ones all have a positive and productive way to look at failure. Michael Jordan confirmed that failure breeds greatness with his illustration, "I've missed more than 9000 shots in my career. I've lost almost 300 games. Twenty-six times I've been trusted to take the game winning shot and missed. I've failed over and over and over again in my life. And that is why I succeed." Want even more evidence that you should leverage failure to produce greatness? Did you know Sony started making electric rice cookers? Now they are one of the largest conglomerates in the World.

If you see it as a welcome guest, an instructor of sorts, you will go through the process faster and maintain a better attitude. The pain that comes with failure is designed to preserve you, embrace it, don't avoid it... learn from it, and move on. Oh, and avoid going to the other extreme I've seen--becoming identified with failure. Failure can be a guest--don't permit it to take up residence. :-)

## What's Coming in Part II?

In Part II I'll share things that many should ask but don't when starting to market online. Such as:

Is there a market for what you want to offer?

Does that market have money they are willing to part with?

How to work most effectively to get the fastest return?

What questions do I need to ask of an email service provider before making a decision?

and a few more...

I have already mailed you part II (Subject starts with "(Part 2)"...

## Bringing it Altogether

Hopefully, I have introduced you to a straighter path to success. My goal was to put you on the bullet train, but there is work to do along the way. Be wary of those that tell you any system works "by itself" or "makes money while you sleep." Hard work is ahead, but now you know what to focus on and what to ignore.

Wait...you were just about to close this book and go to bed or off to another task, weren't you? Hopefully, you were listening better than that. Remember at the beginning I mentioned I'd like you to identify 3 things that could help your specific situation? I want you to scan back through this guide and pick one thing (only one) and try it right now, or if not now, within the next 24 hours. Then, why don't you email me what you chose and how it worked out (marketprofessor@gmail.com). **BONUS:** Head out to the [blog post regarding FAQ Part I](#)<sup>5</sup> and see what others have done, then chime into the conversation, you'll be glad you did.

<sup>1</sup> <http://www.marketingprofessor.com/rec/aw>

<sup>2</sup> <http://www.marketingprofessor.com/rec/pp>

<sup>3</sup> <http://www.worldpay.com/>

<sup>4</sup> <http://www.marketingprofessor.com/rec/inf>

<sup>5</sup> <http://www.marketingprofessor.com/rec/faq1post>