

# Target Market Strategies

*“How Your Target Market Finds You”*



## The Eight Conversion Tele-Clinic Categories

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*You must  
take the  
time to  
implement  
the  
strategies  
you learn*

**Alex:** This is the Conversion Tele-Clinic series. It is an eight-month course, and will be held on the third Monday of each month.

Attending this tele-clinic, we have faculty members, graduate assistants, vendors, and first-time students.

This used to be an eight-week tele-clinic series. The reason I went to eight months was because of my family.

That was the only reason.

It was easier on me. But, I found that people felt there was so much value when I just uttered eight months. Eight weeks is like you're sipping from a fire hose. Eight months is like you're sipping from a drinking fountain.

I don't expect any more than twenty minutes a day, maybe five hours a week for you to look at what I'm asking you to do for your assignment. If you work about fifteen to twenty hours a month, you're doing great.

I want you just to carve out half an hour a day for me.

That's it.

If you can't do half an hour each day, I want you to carve out three hours a week.

I don't care when you do it. Just don't do it in one day.

Do it maybe in three days, one hour each day. Or, maybe you do it in six days, a half an hour per day.

But, I want you to carve out that time because without sacrificing that time, that space, that you're going to put this implementation and these assignments into, then it's going to be like everything else you've probably started and not finished.

I've done it myself. I don't know how many books I've purchased where I haven't finished them.

*Satisfaction  
comes when  
you finish  
something  
you start —  
stay focused*

I found that I get much more satisfaction from finishing something than from starting a bunch of things and not finishing them.

So, I'm going to ask you to do a few things.

You're going to get a bunch of bonuses from me for taking this class. You mark those bonuses.

I am not going to send you those bonuses for two months, and the reason is, I don't want to lose momentum, and I don't want to lose focus. Those bonuses are not appropriate right now.

They are award-winning bonuses. They've gotten 10's across the board when I've given those presentations. I'm very proud of them.

One is on traffic conversion, a full hour and a half course, both audio and written transcript. And, the other one is on conversion — how to convert first time prospects or existing customers to buy more, more often. We will talk about this.

There's one thing I want to mention, and I want to mention it over and over and over again. You can do this.

You can do everything that we're going to talk about.

There is not one thing you can't do because it's out of your scope of knowledge.

I'm going to give you my vendors. I'm going to give you my web master. I'm going to give you my copywriter. I'm going to give you my eBook designer.

I'm going to give you my transcription people. I'm going to give you my product producers, and my strategic traffic creators, people who create traffic for me and are partners of mine in the traffic conversion industry.

They are going to be yours.

There is a condition. What I need you to promise me, for everyone's sake,

*Internet  
Marketing  
is all about  
relationship  
building*

is that you do not divulge my vendors (many of whom I've built businesses for, admittedly, they will tell you), do not divulge them to anyone else. That is not to take business away from them.

That is to keep them from wasting their time spinning their wheels because many people don't know how to approach them.

I am going to teach you how to approach them and other vendors so that you communicate with them properly and there are no disconnects.

I want to teach you how to double, triple, quadruple your income, and at the same time, double and triple your time off.

I work nine hours a day typically.

Sometimes, I work five hours a day. Sometimes, I have to power-down and go sixteen hours. But, I don't work sixteen, twenty hours a day. I have friends who do.

They are in the internet marketing business, and they work sixteen to twenty hours a day. Some have sixty employees.

That is not what I'm about. My office is in my home.

Sometimes, my kids will be knocking on the door, and I don't have a muted telephone. I'm giving the presentation. So, that's something you will just have to deal with.

I had to give a seminar one time in the recovery room right after my wife had our son Gabriel, at Mt. Sinai Hospital in New York. And, because of the authenticity of that presentation, I had the most sales during that call. I guess because they looked at the dedication and it was endearing to them.

So, no matter what situation you are in, professionalism isn't the name of game on the internet.

It's relationship building.

So, I want you to know who I am, what I stand for.

*Provide  
your  
customers  
with an  
executive  
summary  
within 24  
hours after  
your  
seminar*

I stand for special learning. That means, I teach not every week, but every month.

I stand for content. That means, I teach you things you can take to the bank, things that the moment you get off the phone you can use instantly.

I stand for quick and easy. That means, you can call up Frank Deardurff. That means, you call up Reva Notkin. That means, you can call up Tracy Childers. That means, you can call up Heather Kirk.

You can call up all these folks, both faculty and vendors, and you can ask them to help you and assist you, and help you walk through those landmines. And, many of you know the landmine story that John Childers talks about. You are going to sidestep the landmines.

That's my evangelical speech, and it's the only evangelical speech I'm going to give. I just want you to know what I stand for and what you're in for.

You are going to get an executive summary tomorrow morning on one page.

It's going to have the topic. It's going to have the quote of the month, your action plan, the case studies we covered, the tools, the resources, which are the ones I just mentioned. Frank Deardurff is one of those, the web designer.

This executive summary is something I have never seen anyone else do the morning after a call. I want you to do it as well because it will hold over your listeners in any teleconference setting until they get their audio transcripts, if that's what you do. I recommend that you do it.

In a week from now, you will receive the transcript.

I am now going to give you all my vendors, who I use and why I do it.

Reva Notkin is my transcriptionist, she will be transcribing the audio to this call. You can email her at RevaTrans@comcast.net. Tracy Childers one of our faculty members, is recording the call. You can email him at Tracy@TracyChilders.com.

*Aesthetics  
count, so  
make sure  
your  
transcripts  
look good —  
it's your  
reputation*

I also have a back-up recording with VoiceTek. The reason I have a back up is, what a shame, for \$30 not to back up what Tracy is doing. Although, VoiceTek won't be chunking this by subject matter like Tracy will.

As soon as Tracy gets it to Reva, Reva transcribes it. Reva will then send it to Heather Kirk, who you can email at [DesignsByHeather@adelphia.net](mailto:DesignsByHeather@adelphia.net),

Now, listen to what Heather has to do. Reva gets the transcript in raw form to Heather, somewhat edited, but not perfect. That's not her job.

Heather has to edit them, and for \$50 an hour, she then makes it look pretty, really pretty. Deborah Compton is on the phone and she has a product of mine that I did with Stephen Pierce.

Stephen Pierce is a traffic creator in the internet marketing space and Deborah knows what that looks like.

Well, Heather did the layout and the design. She puts in call-outs and quotes. It looks nice to read, so it's easy to consume.

If it's not friendly, people will not read it.

I am not of the school of many information marketers who just say, "Send the transcript. That's all that they came here for." It has to look pretty, in my mind.

Otherwise, ugly and handsome people would be considered the same.

Aesthetics do count.

The bottom line is, if you're going to acquire some of the philosophies that I stand for, making it look good is extremely important to me. For the extra money that it costs me, I sell much, much more, plus I get a great reputation for it.

So, Heather, by Monday, a week from today, will have that ready, and Tracy will have the audio done.

Whoever missed this call, and whoever made this call, will get to listen to

*Have your  
customers  
create a  
swipe file  
for you  
using  
exclamation  
points*

it for three weeks, or forever — for free with the tuition they paid for the eight months. Then, next month, the same thing will happen.

You will get an executive summary on the following morning. Each month, I want you to take that, print it, and tape it to your wall — look at it at all times.

It is for you, so that I am always in your mind, and these tactics are always in your mind.

Then, a week later, you're going to get the audio transcript.

If you don't do this in your tele-conferences, you are robbing the listener.

If you don't do this in your physical conferences, you are robbing your audience.

This is how you stand out. This is what makes you unique.

The first topic we are going to cover today is your topic of expertise, and this is the sizzle that makes the steak taste so good. So, look at the context of what I do, as well as the content you are about to learn.

One final thing, I want you to go into your email at some time. If you have your browser open now, great, because I'm going to give you some case studies. Open up your email.

I don't care if you have Hotmail. I don't care if you have Outlook Express or Outlook. I don't care if you have Pegasus. I don't care if you have Yahoo or AOL. It doesn't matter to me.

I want you to go into your email and create a new folder.

If you don't know how to create a folder, email me and I will show you. What you are going to do is, you are going to take a folder it and name it the following.

Name it: "!Alex Mandossian!"

*It is  
important  
for you to  
brand  
yourself in  
the minds  
of your  
customers*

The reason I put the exclamation point at the end of my name is simply for aesthetic reasons, because it looks good.

Why am I having you do this? Because, during the eight-month period, you are on my list. You are going to get all my solicitations.

You are going to get all my emails that I send to people for conferences, for tele-conferences, for free tele-conferences, for ad campaigns.

I want you to put those in a swipe file, and I want you to call it the “!Alex Mandossian!” swipe file.

Why begin with the exclamation point? Because an exclamation point in front of anything puts it to the very top.

It goes farther up than an asterisk. It goes farther up than the pound sign, the “at” sign, the “dollar” sign or the “percentage” sign. It goes farther up than the one, two, three or any number.

Alex is an “A.” That makes it go up, but I want to make sure that I am at the very top.

What is that doing?

By the way, I want you to do this when you teach. I want you to tell them to create a swipe file if you are taking them through a mentorship program like I’m taking you through because, am I not branding myself in your process of every single day, whether or not you launch the browser, whether or not you decide to read my email?

And, will you ever throw away my emails or would you put them in the “!Alex Mandossian!” email folder that you’ve created?

I have never heard anyone teach this. I do this all the time.

I do it with my auto responders. I burn the brand in their minds every time they open their email — whether it’s Marketing with Postcards, Copywriting Coach or Ask Database.

*Information  
marketing is  
the single,  
most  
profitable  
business in  
the world*

Every single day that they open their email, my brand is burned into their minds. You can do the same thing, and I will teach you. That is what I want you to do.

This file is my measuring stick. This is how you are going to measure how much value you got out of the eight months. At the end of the eight months, you're going to look at all of the email solicitations and see how much value you have received.

I make a lot of money with very little time on the internet.

That's a lifestyle you want.

If you want to take one week off completely, you can have that opportunity. I don't know if you've ever heard my recording when I go on vacation, but I don't take my laptop. I don't take any business with me.

I tell people, "Don't leave a message." And they don't.

I typically have eighty people call me per day, and anywhere from seventy-five to eighty will leave a message if they don't get a hold of me. When I left for Twainhart to go to our cabin there for one week, I had four messages.

I don't want messages. I'm off. I want you to do the same thing.

It takes courage, but, man, is it fun.

I do it four times a year. So, if you want that lifestyle, if you want to make a lot of money, learn from this clinic because information marketing is the single most profitable business in the world.

Tracy Childers and J.J. Childers will tell you that. John Childers will tell you that. Robert Allen will tell you that. Mark Victor Hansen will tell you that. Jay Conrad Levinson will tell you that. Joe Sugarman will tell you that. Ted Nicholas will tell you that. Gary Halbert will tell you that.

Anyone you can think of involved in information publishing will say information marketing is the single, most profitable business in the world.

*The beauty of teaching is in sharing ideas — it is something that will always be with you*

This is the lifestyle I want you to lead.

To do that, I want you to see what has transpired over eight months. You are going to have a swipe file, arguably, second to none.

You're going to become pretty good at conversion, and you're going to have it right there so you don't need me anymore.

You'll learn once, and that's it. When I share an idea with you, I have the idea and I give it to you, then you have the idea. Unless you forget it, you still have it.

But, if I give you a dollar, I lose a dollar, but you gain a dollar.

That's the beauty of teaching. That's the beauty of sharing ideas. That's what we're doing.

I'm also going to set up a buddy system. I am going to buddy you up with somebody else. You and your buddy will meet for half an hour every single week. What is a half hour? It's nothing.

For fifteen minutes, they talk; fifteen minutes, you talk — about anything.

I don't care if the buddy is like you or is in your kind of business. I have found that buddies have become the closest and best friends in marketing. And, I have set up one in my own marketing vendorship program.

If you don't have a buddy system in your niche, set one up.

We are going to have a discussion forum that my partner and dear friend, Rick Radich has set up. He is one of my two partners with Audio Generator. Armand Morin is the other one.

Rick has set up a discussion forum where you can go 24/7. I will teach you how to use that step-by-step.

Everyone on this call has a half an hour with me twice during the eight-month period or beyond. There is no deadline.

*Identify  
your clients  
when you  
are at a  
conference,  
they are  
your best  
referrals*

Pick your half hours wisely because they are valuable.

I'm not the most expensive consultant, but \$350 an hour is not chump change. So, use them wisely. Typically, people like to talk about their topic of expertise or their target market.

We have graduate assistants on this call. You will get a call from them every other week, just to touch base as your buddy.

"How's it going for you?"

"Are you finding it difficult?"

"What's the best part, what's the weakest part of this tele-conference?"

Graduate assistants are people who are clients of mine, who are taking this course again. They are taking it and working for me for free, not only to learn for free, but they're helping me hold my students accountable.

One day, you can do the same.

Now, if you don't have a G.A. program in your teleseminar series, or in your seminars, start thinking about creating those because graduate assistants become your best friends, your closest friends, and your biggest evangelists.

I have my clients stand up every time I'm at a conference. You know who you are. You're probably smiling right now.

I identify them. Do you know why?

Two reasons: for them and for me.

For them because I want the world to know who they are, and when someone from the stage is doing that, not only does feel good, sometimes they get ovations, like one of my students at a recent conference.

The second reason is the other people sitting down, the other people in your audience will know who my students are. They go up to them and say, "Hey, is Alex the real deal? Is Alex really worth it? Is what he's

*Decide on your topic of expertise, and take a stand on that one thing*

talking about on stage? Does he really follow through in his teachings?" and then, they answer that question.

Judging by the number of referrals I get, they usually give positive answers. You can do this, too.

This is the longest introduction I will ever give because it's the first call of eight two-hour sessions.

Our first topic today is, "What is your topic of expertise?"

This is your first assignment, you must decide on your topic of expertise. This may seem academic, but I know people who have been in the business for a long, long time and they don't know their topic of expertise.

They can't say it in one sentence. They can't say it as an "elevator speech" or as an audio logo, which I am going to teach you.

You need to decide this month, hopefully after this call, what your topic of expertise is.

I don't care if you know how to do five things, three things. Pick one thing and stand on that. Mark Twain said, "Put all your eggs in one basket and then watch that basket." I believe in that because it has a halo effect.

A quick story: [www.MarketingWithPostcards.com](http://www.MarketingWithPostcards.com)

That site which I started three years ago became famous because it was one of the first sites — no, it was absolute first site — that sold a physical product.

It started making five figures cash profits month after month after month with less than one hundred visitors a day.

That's miraculous.

I wrote a headline, "How to make five figure cash profits month after month, with only getting one hundred visitors a day."

Is that amazing?

*Choose a topic that is not covered by others already*

I became the "Postcard Guru."

Do you know why? Because every other topic was taken.

Internet marketing is taken by Jonathan Mizel, Cory Rudl, Declan Dunn. Many people. Coaching is taken by Dan Kennedy, Robert Allen, Mark Victor Hanson. Personal Development is taken by Wayne Dyer, Les Brown, Dennis Waitland.

Those aren't good topics for me.

What about direct mail? Well, that's taken by Ed Nicholas, Gary Halperin, Dan Kennedy, of course. Space advertising. That's taken by Joe Sugarman. And, Ted Nicholas created a \$200 million empire with space ads.

So, what was left? Well, postcards.

I knew how to do it. No one wanted it. So, I took it.

It was visual. Although there were three other people who had written about it, one retired, Brian Keith Boyles, and there were two others.

The second one has just recently moved over to the internet, and the third worked strategically and specifically with the MLS market, which I don't really focus on. So, I became the "Postcard Marketing Guru."

Do you think I want to be a Postcard Marketing Guru? Not really.

Sometimes, I feel it's like plagiarizing a comic book, but it was my topic of expertise, and I had a great story.

If you visit [www.MarketingWithPostcards.com](http://www.MarketingWithPostcards.com), there are meaty and content-rich case studies there. That is something you should put in your swipe files because that's a very successful site.

It's a very long site that has all the elements we are going to be talking about, and that we're going to put on your site.

It does not have multiple pages. It's not a portal.

*The best  
topic will  
find you, so  
ask yourself  
what you  
are best at*

Many sites have been portals in the past. www.MSN.com is a portal. www.CNN.com is a portal.

Instead, the site is specifically selling one product, and if you don't want that product, you can get another iteration — for instance, a CD-ROM version for \$100 less.

I picked that topic because it found me.

I didn't go and seek it, and that's what I am going to submit to you tonight.

A great topic finds you. You don't find it.

I don't know how many of you have seen "The Legend of Bagger Vance," but there is a very important theme there. Go rent it. Matt Damon plays a golf pro in a little southern town, who beats the greatest golfer of all time in a famous match. Will Smith plays Bagger Vance who is a caddy, of course.

Matt Damon has lost his swing. He doesn't have a topic.

He has lost his swing. He doesn't know what to do. The tournament is coming up, and he keeps shanking the ball every time.

Don't you feel this way when you shank your topic?

People look at you like you're a Martian? Like, huh? What topic did you say? What are you an expert in?

Or, it's so cluttered: "I'm a direct marketer" or "I'm an internet marketer" or "I'm an author." Well, that's worse than shanking it. That's like putting when you're supposed to be driving the ball.

Here's what Bagger said: "You can't find your swing. What you've got to do is, you have to practice so that your swing finds you."

That's exactly what we're going to do today. You are going to find your topic.

So, I want you to ask yourself, "What are you best at?" That's question number one.

*Make sure  
that you  
are creating  
a business  
and not a  
hobby*

These are criteria. Write these down.

Question number two: What do others say you're best at?

There is a difference. Be brutally honest with yourself. Because, My GA's are going to follow up with you, and so am I.

What are you best at, and what do others say you're best at?

Number three: Are you passionate about that thing that you think you are best at and others say you are best at? Are you passionate about it? Yes or no?

And, number four: Can you take what you are best at, what other people think you are best at and what you are passionate about that you and others think you are best at and make money at that?

Is it a business? Or, is it a hobby?

I am not here to show you how to create a hobby. I am here to show you how to create a business — the single most profitable business in the world — information marketing.

Everyone is an information marketer.

Someone who carves wooden bears is an information marketer when he sends out direct mail. A garbage company who collects trash is an information marketer.

I have a client in Lodi, California. They have a website.

Do you want to see it? [www.Cal-Waste.com](http://www.Cal-Waste.com). It's a pretty darn good website. I wrote it. Frank Deardurff put it up.

They're trash collectors, and they're taking market share away in a little town called Lodi. And, in Stockton, California, they are taking market share away from the largest company in the world of its kind, Waste Management.

*Find  
something  
that will  
make you  
unique in  
your market*

Why? They are marketing with information, not sending out contracts. Why else? They are good at collecting trash, and they are letting people know that.

Do you know what their brand is? Do you know what their audio logo is? Do you know what their unique selling proposition is?

No binding contracts, no fine print.

That makes them unique? Yes.

Do you know what Waste Management does? They have binding contracts for three years that are renewable in one year, and no matter if the price goes up, the client has to stay with them. It's a commercial contract. Do you see that?

I want you to ask yourself: What am I best at? What do others think I'm best at? Am I passionate about that? And, can I make money at it?

Those are the four criteria — the acid test.

I am best at teaching. I think I am best at it. Others tell me I'm best at it. I am passionate about it. Let me ask you. Am I not passionate about that?

It was 11:00 at night, and I was in a meeting after a John Childers' conference — we're faculty together — and I was like a little kid.

I'm not on stage anymore, and John Childers, my public speaking mentor, comes up with an idea I didn't think of about marketing, and I went ballistic.

Tracy Childers was there, and so was Deborah Thompson as my witnesses.

I love that. I am passionate about teaching and marketing.

Plus, I can make a lot of money from it.

They set the criteria. Do you see what I'm saying? What am I doing right now? I'm teaching.

*Figuring out  
what you  
are not  
good at will  
automatically  
narrow your  
area of  
expertise*

My target market, for me, in my area of expertise and in this context is, "I teach small business owners how to turn first-time, website visitors into paying customers."

That's what I do. I'm a traffic conversion strategist.

What I did is, I took internet marketing and sliced it in half — traffic creators and traffic converters.

Before me, those terms weren't branded in that way, arguably. I really branded myself as a converter. Do you know what else I did? I showed my warts, and I want you to show your warts as well.

When you are best at something, that means you're not good at something else.

I want you to write down what you are not good at.

You need to state it publicly.

By deciding what you are not good at, you can narrow your area of expertise. The word decision means you're cutting off a whole set of options and alternatives.

Be courageous. Be bold.

You are taking a path. That means you can't take another one.

Do you know what I'm pathetic at? Creating traffic.

That's not what I'm good at. So, what I tell people is, this is not about creating traffic. I have friends who can do that.

If you want to do that for free, you can talk to Marc Hardy. He's on this call. He's one of our faculty. You can call him. He will give you his email address once we go live.

But, I'm not good at that, and I make that a strength because I say, "I'll teach you how to make five figures month after month, getting less than

*Get feedback  
from your  
buddy and  
customers*

one hundred visitors a day." I'm publicly stating in my unique selling proposition — in that headline — that I'm pathetic at driving traffic.

Do you know who the first people who hire me as a consultant are?

People who have tons of traffic because they are wasting all these visitors. Do you understand what that did for me?

Right now, as I'm standing here, there is a topic waiting to find you.

Are you giving it the opportunity?

You don't have to decide today. When you buddy up with someone, I want you to start unfolding yourself. The first thing I want you to do is tell your buddy what you're not good at. When you do that, through a process of elimination, you will get to what you are good at.

You may not be a good teacher, but you may be a heck of a programmer. You may not be a good programmer, but you may be a heck of a teacher.

I'm a technophobe. I'm not a good programmer, nor do I wish to be. I am a good teacher, in my opinion. I focus on that, and that's what I make money on. That's what we're doing right now.

I want you to think about what you are best at, what others have told you, you are best at. That's called feedback. Right?

If you haven't gotten any feedback lately, go and ask people.

There is not a soul listening right now that doesn't know what an "Ask" campaign is. Go and ask people, "What do you think I'm best at? Be perfectly candid with me. What do you think I'm weak at? What are not my strengths?"

Maybe one of the weaknesses that you have is procrastination. Or, maybe you are an information addict, and you buy lots of information products but never complete them.

Do you follow me? What are you weak at? Ask your buddy and other people that. Then ask, can you make money from this?

*No matter what you choose as your topic of expertise, make sure you are passionate about it*

Each of you are going to ultimately decide, because, I have a surprise — we are going to put up your picture on a web photo album, and there is going to be an audio message from you.

I am going to tell you exactly what to say on that audio message, but first, you need to know what you're topic of expertise is. Okay?

The way to get your topic of expertise is exactly the way I stated. There is a criteria: what you think you are best at, what others think you are best at — not just good at, best at — and what you're passionate about.

You must be passionate, so you can keep doing it, even on the days you don't make money.

I was asked yesterday by someone in the audience at a conference where I spoke, "How did you do?" And I said, "Well, what's the buzz in the crowd? How did I do?"

What I think she meant was, "How did you do sales-wise?" But, to me, I don't care what I sell. I really don't care.

In fact, I've told conference coordinators, "As long as I break even," which is maybe selling one person, "I'm happy."

What I care about is that people walk away with something.

The sales will take care of themselves.

Consequently, I have become number one, number two, and number three in most of the conferences I'm at.

I want you to have the same attitude.

What do other people think of your presentation? If they don't like it, why? If it's not good or bad, it either works or it doesn't work. It's either persuasive or it's not persuasive.

Unless you are passionate about what you are doing, you are never going to have enough enthusiasm, power, perseverance and gumption to do that.

*Give people  
a chance to  
ask you  
their most  
important  
question*

You need to be passionate about it.

And finally, can you make money from it? Those are your criteria to find your topic of expertise.

You must have a topic of expertise in two weeks, because you are going to have an opportunity to show the world, at least the world on this call, what your topic of expertise is. So, decide on yours.

After you have determined your topic of expertise, the next thing I want you to do is narrowly define your target market.

Your target market finds you once you know your topic of expertise. Let me give you an example.

Here is a case study: [www.AskAlexMandossian.com](http://www.AskAlexMandossian.com)

If you go to that site, you are going to see a question. I'm claiming that my topic of expertise is what? It's traffic conversion. Right?

With this site, I'm trying to find my target market, and my target market is whoever asks me a question. My target market includes everyone who can fog up a mirror, who is on my list or has been at conferences I speak at, which includes the Chamber of Commerce conferences, big conferences of three hundred people, free tele-conferences.

It is a call to action.

I tell them, "I'm very, very interested in finding out what your most important question is about converting more website traffic into cash."

When you go there, you'll see a picture of me. If you click the picture, you'll see my background.

The page says, "My single, most important question is ..." and you type it in and submit your question.

I have a target market when I do that. You will, too.

*Once you  
have your  
topic of  
expertise,  
get your  
site up —  
no excuses*

Assignment number two, after you have determined your topic of expertise, is go to [www.GoDaddy.com](http://www.GoDaddy.com), [www.eNom.com](http://www.eNom.com) or any registrar and get your domain name: [www.Ask\\_\\_\\_\\_.com](http://www.Ask____.com).

That's [www.Ask\\_your first name\\_your last name.com](http://www.Ask_your first name_your last name.com)

Then, your target market will find you now that you know your expertise. You must know your expertise first because you need to ask people a specific question.

By the way, you can have this website up and can have an "Ask" database within one week or less because you will contact Frank Deardurff. That's [Frank@AccessCafe.net](mailto:Frank@AccessCafe.net).

You have no excuses. Once you have your topic, he can put up a page.

The only thing it is going to have at the bottom is "©Copyright 2003 Heritage House Publishing, Inc." and "Direct Response Website By ThatOneWebGuy.com." That's it.

If he charges you, then he doesn't put that at the bottom. If he doesn't charge you, then he does. That's his tag line.

You can have your picture and your landing page right away, and it can go into an "Ask" database. Everyone should know what an "Ask" database is. If you don't, email me at [Alex@AskMyList.com](mailto:Alex@AskMyList.com).

Then, you start collecting questions.

There is a target market, but you can't start until you know your area of expertise.

I am going to go live and, Tracy, I am going to ask you what your area of expertise is. Tracy, are you there?

Tracy: Yes.

*Your topic of expertise will determine what question you should ask your target market*

**Alex:** Okay, Tracy, what is your area of expertise?

**Tracy:** I focus on creating both audio and video products that can be delivered and online as well.

**Alex:** Okay. So, he delivers audio and video products that are created so that he can generate cash online or offline. If your topic of expertise is producing information products from scratch, is that a good topic?

**Tracy:** Exactly.

**Alex:** Okay. So, Tracy would have his picture at [www.AskTracyChilders.com](http://www.AskTracyChilders.com). Do you own that yet, Tracy?

**Tracy:** Yes.

**Alex:** And, it would say, "What is the single, most important question you have about...," and what would the rest of it say?

**Tracy:** "...creating products from scratch."

**Alex:** "Creating information products from scratch," because they are information products. Do you see how easy that is?

Whoever asks him a question, he knows they are his target market.

Marc Hardy, are you on the phone? He is one of our faculty members.

*The more  
unique your  
area of  
expertise,  
the better  
because it  
narrows the  
field of  
competition*

**Marc:** I'm on.

**Alex:** Okay, excellent. What is your email, by the way?

**Marc:** It is Marc@StrategicTraffic.com

**Alex:** Your topic of expertise is what?

**Marc:** Generating targeted traffic at no advertised cost.

**Alex:** Okay. That's a very unique area of expertise because most traffic costs money. So, what would be your ask campaign?

"What is the single, most important question you have about...?"

Fill in the blank.

**Marc:** ...about generating targeted traffic at no cost.

**Alex:** Okay. Thank you, Marc. Do you see how easy this is?

*It is  
irresponsible  
if you go  
online  
without  
knowing  
your area of  
expertise*

You take your area of expertise and plug it right there. That's it.

"What's your single, most important question you have about...," and then, plug in your area of expertise.

That's one type of question. That's called the "moving toward" question. "What's most important to you about..." is called eliciting someone's criteria.

You want to find out what their criteria is about the topic of neuro-linguistics. That is what that is called. It's a fancy name.

For me, it just tells me what's most important to them.

A child can do it. You don't have to study NLP to understand it. But, you do understand the concept of moving towards, right? In other words, it's a benefit or a carrot. Imagine a donkey, and you have a carrot in front of his face.

There is another type of question that you may not be aware of. It is called "the stick," which is at the back side of the donkey.

When you whack the donkey on the backside, it may motivate the donkey to chomp at the carrot. That becomes a question for you. You end up getting a question or a comment from people who visited that one website.

By the way, this website is a landing page, and this is creating your area of expertise and your target market.

There is no other way to figure out what you can do online unless you do this.

There are clues, but not for you personally. And, it's very irresponsible of anyone who goes into the internet without an area of expertise.

It's expensive.

If you don't know what your topic is, your prospects won't.

Your customers won't, and they won't be able to refer you.

*When asking your questions, use words that give pictorial images like "biggest"*

There should be no guesswork at what my topic of expertise is in this context, or Tracy's or Marc's.

So, if you need free traffic, you go to Marc at [www.StrategicTraffic.com](http://www.StrategicTraffic.com), and you can get that for free.

If you want to produce products from scratch, information-wise, audio and video or DVD, you go to Tracy at [www.ProductProducer.com](http://www.ProductProducer.com). Or, you can go to [www.TracyChilders.com](http://www.TracyChilders.com). Do you see what I'm saying?

It all starts with the topic of expertise.

Then, it goes straight into your target market, which is going to find you.

The other type of question is "What is the single, greatest problem you have with or about...?"

The formula: "What is the single..." You have to use that word, "single" so it isolates.

"What is the single, biggest...", not greatest. Greatest doesn't have any form.

You know big and small. Right?

What is great? Greatness doesn't have a pictorial image. Do you follow me?

These are very important words. I've tested them.

"What is the single, biggest problem...", or if you want to water it down in the coaching industry say, "challenge."

I like "problem." It just cuts to the chase. I lived in Manhattan for eight years. I loved it. They tell you how they feel on the subway or in the street. "What is your single, biggest problem you have with or about..."

Fill in the blank.

"...converting more website traffic into cash," "...creating information products from scratch," "...generating no-cost website traffic,"

*The more  
specific your  
question is,  
the more  
powerful it  
will be*

"...generating website traffic with no advertising costs" or "generating targeted website traffic with no advertising costs."

What did I just do?

Do you see how specific these are? The more specific it is, the more powerful the question.

Targeted traffic, anyone can get traffic. Believe me, anyone can. Targeted traffic with zero advertising costs. Ask, "What is your single, biggest problem?"

Well, guess what? If you know what their problems are —that's their pain, that's the stick — then, you are going to know what to do for them.

If you know what their carrots are, then you know what to do with them.

But, if you know what their problems are and what they want, then you can take them through where they are at, all the way to the product line — the light at the end of the tunnel — without having to walk on broken glass with bare feet, without having to wonder if they are going to step on any landmines and lose one million dollars of their own money.

This business can be very expensive.

I know people who have lost millions, and it's not their fault.

They got bad advice. They had bad vendors.

If you start this way, you spend very little money, but have perspiration capital. Not only do you have a topic of expertise you can stand on at a conference, but you can also use this on the back of your business card or CD.

You have people coming to your site and creating your own kingdom, your own fiefdom, your own target market.

Believe me. When you go offline to online, you are much more valuable. Do you know why?

*Use your  
topic of  
expertise  
on the back  
of your  
business  
card to  
make yours  
stand out*

When you go online to online, all it takes is one pinkie, a delete key, and boom, you're gone. Or, they opt-in.

What's the big deal? They were online anyway.

But, if they take your business card from a seminar and amongst all the clutter, when they go to get rid of all the other business cards, they find yours. They go to your website because it really made an impact on them.

It was memorable.

They visit the website. They ask the question, "What is most important to them about...?" or they tell you what the biggest problem is, "What is your single, biggest problem about..."

If they are doing that, you are creating a target market that www.Overture.com, www.Google.com or any other search engine could never, ever offer. That's what I do.

That's why I have people. Each person is worth a little over \$122 for twelve months in a database, and my database is about only 6,000 strong.

Does it happen overnight? Heck, no.

If you think it was, I'm sorry. I'm more than willing to refund you after this call. Email me, and I will refund you if you thought it was going to happen over night.

Will it happen over three months? Absolutely.

Eight months? No question.

I'm not into 20 percent of the students not doing 80 percent of the work.

I'm into 100 percent of the students working through this whole process, coming to the classes, studying and becoming successful so they can enjoy the lifestyle.

I am making money right now, not only on this call, but on the internet

*When using  
an "Ask"  
campaign,  
the less  
personal  
information  
you ask for,  
the higher  
your  
response  
rate will be*

because my area of expertise, my topic is very narrowly defined and my target market is very, very narrowly defined.

We are going to have a very special guest coming on and talking about why it is so important to create the target market before you sell a product.

We are going to talk about niches in the second half.

We've talked about why it is so important to find your topic of expertise. I spent half an hour on that. Do you that you probably spent your whole career trying to figure it out?

I'm asking you to do the impossible.

The difficult can be done immediately. The impossible takes a little longer.

So first, I want you to come up with your topic of expertise in one week. Remember the criteria I gave you.

Second, remember that your target market finds you.

There are many ways to find a target market. One of them is through an "Ask" campaign.

You can have your "Ask" campaign set up either through your own database, or you can just get your site out there and have people come into it and ask questions. You don't have to include an email address and name field.

Frank will set both of those up for you. You can ask for their email address and first name if you wish, but you will not get as many people to respond.

Here are the stats.

If you ask for their first name, last name and email address, you will get the least amount of people. If you ask for their first name and their email address, you will get more people because it's more anonymous.

If you just ask for their email address, you will get the most people.

*The "Ask" campaigns are great preparation for a seminar, as you can find out what your audience is looking for*

If you don't mind just saying, "Hi," and then responding back to them with something, then it's no problem. It is not a problem for me, and I don't think it should be a problem for you.

So, I recommend just an email address.

Those are the first two things in our action plan which you are going to see.

I'm going to give you a bunch of other case studies. Here are a few that you can check out on your own time.

[www.AskPaulHartunian.com](http://www.AskPaulHartunian.com). You may have seen this before. Paul is known for free publicity. So, his question is, "What's your single, most important question about how to get free publicity?"

John Childers has [www.AskJohnChilders.com](http://www.AskJohnChilders.com). He is known for teaching people how to sell from the stage. He is my mentor.

[www.AskBruceSafran.com](http://www.AskBruceSafran.com). If you go there, you'll see the world's first "Ask" web page with audio. Bruce asks, "What's the single most important legal question you have about protecting your internet marketing business?"

We did this campaign, and Bruce sold 50% of the people who were on the call through this Ask campaign. That's how powerful it was.

If you want the details on this campaign, you can go to [www.AskBruceSafran.com/Teleseminar](http://www.AskBruceSafran.com/Teleseminar). Remember, I'm going to have these case studies to you tonight in the executive summary.

Another one is [www.AskStephenPierce.com](http://www.AskStephenPierce.com). It's in the case studies.

One that's not in the case studies is [www.AskJayConradLevinson.com](http://www.AskJayConradLevinson.com). Now what's he known for? Guerrilla marketing.

See how this all makes sense?

I have another one: [www.AskTomAntion.com](http://www.AskTomAntion.com). He has a database of 140,000 public speakers who he teaches tactics on how, for them, to be on the internet. It's mostly beginners, people getting started, so go check it out.

*Find out  
what  
people are  
paying to  
search for  
online, and  
you will  
know if you  
have a  
product  
that people  
are going  
to want*

Soon, we are going to have [www.AskLesBrown.com](http://www.AskLesBrown.com). "What's your single most important question about how to make a more memorable and impactful face presentation?"

That's what Les is known for. That's going to be his question.

As soon as our special guest comes on we're going to ask one simple question. Why is it so important to find the target market before you have something to sell? That's going to be the question.

Hopefully, you know the answer to it right now because without knowing what they want, how do you know what to sell?

I'm going to give you a tool right now that we were going to cover later, but I might as well give it to you now. [www.GoodKeyWords.com](http://www.GoodKeyWords.com).

You go to [www.GoodKeyWords.com](http://www.GoodKeyWords.com), and what you do there is, you download that software.

It's free. It doesn't cost you a dime.

There are a bunch of tabs when you open it up. I just want you to stay on the first tab which is [www.Overture.com](http://www.Overture.com).

That is a search engine, but it's a pay per click search engine.

When people pay for clicks, you know that certain phrases are very valuable.

Type in a phrase like "traffic conversion," "chicken recipes," "paintball" or "Alex Mandossian," and you're going to find out how many searches came up for [www.Overture.com](http://www.Overture.com) last month.

Isn't this a target market?

If you see over a 100,000 searches for chicken recipes, and you know how to create chicken recipes that cost less than \$20 to prepare, can be prepared in less than 20 minutes and are scrumptily-icious and mouth-watering, plus you have a free eBook with 21 recipes, don't you think you create a list very fast?

Over 100,000 people had searched for chicken recipes just on www.Overture.com.

See what I'm saying? It's amazing.

Is our special guest with us yet?

*If you don't know your target market, it's like shooting an arrow without having a target*

**Jay:** Your special guest is here with you now.

**Alex:** Jay Conrad Levinson, say hello to all the students from the Traffic Conversion Institute. Jay, of course, is the father of Guerrilla Marketing. He created Guerrilla Marketing.

Why don't you give a little history of where you started your advertising career as well as why a target market is so important to find out before creating the product?

Then, could you please wind up with the case study that we had talked about of why sticking to the target market and patience is so, so important?

The platform is yours, Jay. Go ahead.

**Jay:** Well, if you don't know your target market, it's like shooting an arrow without having a target.

Knowing your target means finding out people exactly like your current customers. The more closely they match your current customers, the better.

In fact, let me tell you, the best way to target markets these days is with something called Nanocasting. Here's an example of how it might work with something like Viagra.

If you just want to broadcast, you talk to men. If you talk to men who are

*Make sure that your target market includes the people who use your product the most*

interested in health, that is called narrow-casting. If you're talking to men who are interested in health and have impotency problems so they are interested in Viagra, then you're nanocasting.

If you know your target market with the internet at the stage it's at now, you can know your target market and practice nanocasting with them.

Let me give you the opposite of a target marketing story. This is a true story that happened with a cigarette called Marlboro that was owned by a company called Phillip Morris.

Phillip Morris wanted to position Marlboro as a female cigarette because more women smoked than men.

**Alex:** What time of the century was that?

**Jay:** It was in the very early sixties, maybe late fifties.

They positioned it for women. After doing that for a couple of years, they did a lot of sampling, and they found out the brand was the thirty-first largest selling cigarette in the country. That wasn't a good thing.

Even though they had accomplished their goal of positioning the product as a woman's cigarette, they realized that although more women smoked than men, men smoked more cigarettes.

So, they called in the advertising agency where I was working, Leo Burnett, to see if they could change the brand identity around and do something about that thirty-first place.

We sent a couple of photographers to a ranch in West Texas. We also sent an art director and a wealth of photographers for shooting pictures.

We invented a fictional place called Marlboro country, and a theme line, "Come to where the flavor is."

*You need  
to have  
patience  
in your  
marketing  
efforts,  
market  
dominance  
is not  
going to  
happen  
overnight*

We invested eighteen million dollars in it, and the Marlboro man went on the scene in the United States in the early sixties.

At the end of a year and after eighteen million dollars was spent on the brand, it was still the thirty-first largest selling cigarette in the country, and it was still perceived of as a feminine brand.

But over the years, we have changed that perception.

Now, in September of 2003, we see that Marlboro is the number one selling cigarette in America.

Number one to men, number one to women.

The number one selling cigarette in the world. In fact, one out of every five cigarettes sold in the world is a Marlboro.

But, here's the shocker. Nothing has changed about the marketing.

It's still cowboys. It's still Marlboro country. It's still, "come to where the flavor is." It's exactly the same.

This shows that the real hero of that story is not Marlboro country or the Marlboro man, but the patience exhibited on the part of the brand group that ran that brand.

Only people with patience could have hung in there to go from absolute apathy, where the brand didn't budge in a year, to market domination.

**Alex:** That's an interesting example, because many people have mined, like mining a gold mine, and they are just three inches away from the mother load, but they don't have the patience to keep mining.

So, they never get to it.

*A lack of  
patience is  
the biggest  
cost of  
wasted  
marketing  
investments*

**Jay:** The biggest cost of wasted marketing investments in America today is the lack of having the patience to hang in there.

Just as you say, Alex, people are right on the fringe of hitting the mother load, but they think I should have done it by now, and their unrealistic expectations doom them.

Well, thank you for giving me a chance to share that story.

**Alex:** I also want to give you the chance to let people to know how they can contact you and what you're doing these days.

I know you have the association. Give a little ditty about that and how they can get involved.

**Jay:** Ok. My thirtieth book just came out last week. It's called "Guerrilla Marketing for Free."

That's not what I want to talk about, though, because when people say what's your next book, I tell them I don't have a next book. You see, when I write a book, it takes a year before I see it, and a year and half before I see it for sale by Amazon, Borders, Barnes and Noble, or anybody.

When I see the book, I see things I wish I had changed.

I think of things I wish I had put in the book because there's such a lag time from word processor to the shelves of a book store, so I created the Guerrilla Marketing Association.

This lets me publish the cream of what I'm going to write every month, and update it every month. Plus, I have five videos every month.

We created a Guerrilla Marketing Association where people not only get the monthly updates on everything, but they're on the phone with me once a month or once a week.

Take time  
to study  
marketing  
web site  
models

I have a one hour phone call every Wednesday evening, and we have a coaching forum where members can ask any question and get an answer.

No matter how personalized the question is to their business, they'll get an answer from one of forty people, usually within 20 hours.

We post a new marketing tip everyday. We send marketing tips once a week.

The Guerrilla Marketing Association, three words that are kind of long and hard to spell, but that's where to find us. Guerrilla with two Ra's and two l's because it's not the African highland ape, but the kind that wages unconventional battles to win conventional goals

Go to [www.gmktgb.com](http://www.gmktgb.com) to find out about this association. We pay a \$15 fee per person per month with our new affiliate program , which means if you can get 100 people to sign up, we'll pay you \$1,500 a month for as long as those people stay signed up.

Don't join it to make money by selling memberships, though, join it because of the quality of information you will receive with fresh interviews of people like Alex and other superstars in the industry.

Thank you, Alex, for letting me go on, and on about the Guerrilla Marketing Association.

**Alex:** I want you to because it's a great model, and I want them to study it.

Jay, thank you so much. All the best.

**Jay:** And, so long to the people who were smart enough to be here for your class.

**Alex:** Ok, I want you to pay special attention to what just happened, to the model he has. This can be your model as well.

*When you offer a product or service, find ways to add value to it and offer it in a fresh way*

It's an association. What does that mean?

Community.

Is it niche-ified? Is it narrowly defined? Yes.

It's the niche he's been building since 1982. Guerrilla Marketing.

What does he do? He adds value with coaching. He adds value with interviews. People go to his house. They fly to his house. They do five-minute interviews, and there are video interviews that are webcast.

This is a model. I don't know how he does it, but he has people asking him questions, and he answers every single one.

I don't recommend that particular way of doing it, but he seems to be able to do it. When you're small, I guess you can do it.

One thing I did recommend to him is to have Audio Generator, where people type in their questions. You pick one great question, and then you give an audio response for five minutes.

Then, the next week, you put the old one in the archive, and you have a new one. Each week you do another new one.

That is a great model for an association or membership site.

Many people can't make membership sites work because there's not value. It's rehashed content. The thing that Jay does really well, especially because he has a lot of content, is spinning it a different way so that it is fresh.

Most people who do go to that are people just starting out in marketing, or people in the corporate world who haven't learned the direct response techniques that Guerrilla Marketing espouses.

Check out the landing page and all the benefits and use it as a swipe file, ok?

Use it as a swipe file because what he utters in his promise is all the benefits that he's giving. Mark those benefits because one day, hopefully

*If you don't  
define who  
you are,  
others will  
do it for  
you*

one day soon, you're going to have a membership site of some kind because you do have an area of expertise.

If you have 100 members at \$100 a month, would you like to have that?

I know someone who has 540 members at \$11 per month in real estate. Take a look at his model.

Everything's a case study here. Everything.

You have paid good money to look at things as case studies. So, go and look at the case study for the Affiliate Match Recruit and the Guerrilla Marketing Association. Look at all the websites I'm going to give you in the case studies for the ask campaigns when you receive your executive summary.

These are swipe files of the millions of websites that are online. There are 50,000 websites that go online every week. There are thirty-seven million commercial websites that are on right now.

What I've done is I've narrowed and nano-confined them to a few that are very relevant to you as an information marketer.

Debbie Weil has a website which you'll learn about. It's called [www.WordBiz.com](http://www.WordBiz.com). She has a great newsletter. It's in HTML.

She's the world's first person ever to do a postcard through an HTML newsletter. Maybe Alexandria Brown is coming in a close second, but Debbie was the first. We used it in a case study recently.

Well, Debbie hasn't narrowly defined her topic of expertise — yet.

Here is the travesty of that. What happens is, if you don't define who you are, others will define you for you. Isn't that a shame?

If you don't define who you are, they will do it for you. They will pigeon hole you in thinking who you are unless you make a statement to the world.

So, Debbie, the way I would overcome that is you need to ask your database a direct question, "Who or what do you think I stand for?"

*A specialist always gets paid more than a general practitioner, that is why it is so important to have an area of expertise*

They won't just give you answers that you want to hear, especially if they're on your database.

Anytime you want to ask that question, ask it to your ex-customers. They'll tell you where you stand. They'll be very candid about it. Then, those are the elements that you need to change.

Go for the truth.

What you need to do is ask your subscribers an indirect question, "What is the single most important element of my newsletter?"

It is a great newsletter. I get it. I subscribed to it before I even knew Debbie.

Right now, your newsletter says a lot of things, but different people get different things from it. What I recommend you to do is ask them at [www.AskDebbieWeil.com](http://www.AskDebbieWeil.com), "What is the single most important thing you get from my newsletter?" or "eZine?" Whichever terminology you want to use.

Let them tell you what's important to them about the newsletter. Maybe they had not thought about it before.

Here's the sad news. You may think you have a topic of expertise, but if you get very few questions because people are scratching their heads, others who are subscribing to you don't think you have a topic of expertise.

Who gets paid more? A general practitioner or a brain surgeon?

A brain surgeon gets paid ten times more than a general practitioner. Why? Because they have an area of expertise.

Who gets paid more? A defense attorney who's defending, let's say, OJ Simpson or a public defender who defends just about everybody and on behalf of the state, city or county?

The public defender is starving, and the defense attorney, whether right, wrong or indifferent, is making tons of money because they are a specialist.

Debbie and I know each other, so as we work together, we'll do this.

*Once you figure out what you specialize in, you will be able to charge for it*

I want your buddy to do it, too. I want you to lean on me because your buddy will see things I don't see because I'm prejudiced. I know a little bit about your business.

Ask your subscribers what's the most important thing that you get, what are the most important lessons, or what are the most important things you learn from my newsletter?

Once you understand what that is, now you're a specialist, and you can charge for it, right?

You can charge for it in an ad free environment.

Did you hear what I just said? You can monetize the free newsletter. Or you can open up another newsletter or eZine that is specialized, and you charge for that.

Do you know where you pull from? You pull from the big list. The 13,000, and you may have 300 or 400 on the other one. You may do coaching calls.

These are just ideas. What Deb did, because she wants to monetize her traffic, is she went to the Big Seminar in San Francisco where I spoke, and she asked, "How am I going to monetize my traffic?"

I said, "Do your subscribers like you?" She said, yes.

"Do they trust you?" She said, yes. "Do they believe you?" She said, yes.

So, I said, "Why don't you report on this conference and what you learned?" So, she did.

She proceeded to tell them that I fell off stage twice, but I was her favorite speaker. And, I got a standing ovation — I think for falling off stage twice and maybe for content.

But, you know what? She provided value to her list.

And, now, she's charging for it.

*You have to  
get your act  
together so  
you can tell  
people  
exactly  
what you do*

Do you see what she did?

She took general knowledge and made it specialized.

Anyone here can do it. If you go to conferences, you have a constituency of free subscribers. Sell them the information, they learn.

Sell your commentary on the seminar for maybe \$40. Why not?

Sell it for \$20. If you paid \$2,000, \$4,000, or even \$5,000 to go to a conference, don't you want your money back? Do it.

Sell it to your constituents, or sell it to a constituency who will buy it. Nobody, and I mean nobody, under heaven will turn away from gossip or commentary.

I'm not talking gossip in the bad sense, but just good commentary, advice.

Assignment number three is, I want each of you to know your audio logo.

None of this presentation — "How your target market finds you" — has to do with the outside.

It's about the inside. It's about you.

You have to have your act together. As within, so without. Right?

As a person thinketh, which is a poetically correct sentence, so are you. It's not what happens to you, it's how you respond to what happens to you. I'm sure you've heard of all these.

We're trying to get your act together, that way, when someone calls you on the phone or walks up to you at a chamber of commerce networking event or when someone comes up to you at a seminar and says, "Hey, what do you do?"

What do you tell them?

Do you tell them different things? Is it simple?

*You need  
an audio  
logo that is  
simple,  
concise,  
repeatable,  
memorable,  
and unique*

Your audio logo will tell people what you do. When determining what your audio logo will be you need to ask yourself several important questions.

Is it simple? Is it repeatable? Is it memorable? Is it unique?

And, is it concise? Concise meaning short. Do you understand what I'm saying? Those are the criteria. That is your audio logo.

Let me give you a visual logo that's concise, unique, simple, memorable. The Nike swoosh, right?

That's memorable. You don't even have to see the word Nike, you know that that's the logo.

Is that Adidas? No. Adidas are three stripes. Right? Is that Asics? You may not even know what Asics are. They used to be called Tigers. That's a different logo.

Is it Converse, which is the Converse star with that little arrow? No. It's Nike, and all it is, is one symbol.

Simple, concise, memorable, duplicable. Easy to repeat.

You can draw it if you want, right? Anyone can draw it.

When you meet someone at a conference, or a teleconference, at any social business event, you need to utter something from your mouth about what you do that they can repeat to somebody else.

If you have customers, you need to do the same thing so your customers can refer to you.

I don't think there's one of my clients, customers, or students who is confused about what I do. They know I'm a mentor, they know I'm a coach. And the only thing left there is, "Is he the real deal?"

Those are private conversations, and they give the answers.

By the way, let me take a quick time out.

*Your vendors can be your number one source of referrals, so make them available to your customers*

I have vendors here who are staying on the phone call. Why?

Obviously, to build their business, right? There's a mutual loyalty there. But why else?

You know my vendors are my number one source of referral?

You know why? Because they refer business to me. Even though I tell everyone that you can't refer anyone else to them, there's plenty of people on this call. There's twenty new potential clients, and I bet you half of you will use the vendors because they're Alex-trained.

You don't have to retrain these people. Do you know how valuable that is?

And, they're inexpensive. That's part of the reason why they're a good value.

With Frank, Heather and Reva, don't get any ideas, I mean, if we waste their time with people we just refer them to and they don't know how to be approached, the fees go up because their time is being wasted.

There's opportunity cost. But, why are they on this call?

They are my greatest source of referral. I want them to know what I stand for, so they get to attend for free, right?

I want you to do the same thing on your calls when you're coaching.

Have your vendors. Tell your students that they can't refer them to anybody else. Watch what happens. It is amazing what happens. Ok?

Enough on that, I want to get back to your audio log, but before we do, we've got to talk about your industry, your niche, and your identity.

I want you to draw the following on a sheet of paper, and I want you to visualize it in your mind's eye. Picture a huge funnel. You're going to get down to your identity, which is at the very bottom of that funnel.

It's where one grain of sand is coming out of. It's where water is dripping out of. It's your identity.

*Your audio logo should differentiate you from everybody else*

It is what makes you unique. It's what differentiates you from everybody else.

It's what makes me a traffic conversion strategist who can teach any small business owner to convert more first time website visitors into paying customers quickly, easily, and with very little effort or cost.

It's my audio logo.

Pretty cool, right? When you know what industry you're in, what your niche is, and what your identity is, it's easy to make and create an audio logo. And, this is an assignment, so let's do this.

Now, remember the picture of a huge funnel. At the opening, the mouth of that funnel, is the word industry. Write down the word industry.

It's how the industry makes money. McDonald's makes money selling hamburgers. They're in the fast food industry. Federal express is in the delivery industry. They make money by delivering stuff. Right?

Nordstrom is in the retail industry. You've got to go to their store to buy. They have a catalog as well, but mostly you go to their store.

I'm in information marketing industry. As is Tracy Childers and Mark Hardy. Right? As you are.

If you're a dentist, you're still in information marketing, one way or another — with your brochures. The industry doesn't have to be information marketing, but what is your industry?

What do you make money from?

I make money from information. Am I not making money from everybody here? \$1,800 a pop for eight months, right? There are over 20 people here.

That's good money, isn't it, for two hours? You can do this.

Honest, you can do it.

*Determine  
what your  
industry is  
and be  
narrow  
as you  
choose it*

If you have an area of expertise that you're passionate about it, you know that it makes money and other people think that you're best at it, and you think that you're best at it — remember that criteria? — then you can determine your industry.

What industry are you in? Write it down.

For Nordstrom's, it's retail. For McDonald's, it's fast food. For Federal Express, it's delivery. For me, it's information marketing. What is yours?

You are going to have questions about this, I know. Your coach, your graduate assistants and your buddy will help you, and I will help you with this in our personal session.

You ought to know what your industry is, and pick one.

Don't worry about being narrow. I want you to drill a mile deep and an inch wide. I don't want you to drill a mile wide and an inch deep.

That's how you get the mother load.

You know where the gold is, right? You know because it has found you. You have the honing device because you know you've surveyed. Is this all making sense now?

Further down the funnel, midway, write down the word "niche."

What is your niche?

Federal Express, their niche is overnight delivery. They're known for overnight delivery.

How about Nordstrom department store, what is their niche? Well, they're in the department store niche. They don't compete with Wal-Mart or Kmart. They compete with Saks Fifth Avenue, Macy's, right?

My niche is internet marketing within the information publishing industry. There are a ton of information marketers.

*After you have narrowed down your industry, determine your specialty within that industry — that is your niche*

Dan Kennedy is an information marketer. He is not an internet marketer. The man doesn't even send email. I respect him for that.

My niche is internet marketing, which is further down the funnel.

There are far fewer internet marketing marketers in the information marketing industry than there are information marketers. It's a subset. Does that make sense?

Do you see how throughout this clinic I have asked you questions, and kept you involved? You want to do that in your own teleseminars as well.

Looking at the context of this presentation, you need to keep people awake.

They're not able to see me. It is tough to keep someone awake. It is tough because they're only listening.

I am honored that you're listening at this point, an hour and a half into the presentation, but I do have all these devices to try to keep you and your attention up as it is late.

I want to get to your identity, which we're slowly paring it down to. The niche for McDonald's is hamburgers.

Now, do they sell chicken? Yeah, they do. How about fries? Yes, they do. But what would happen to McDonald's if they stopped selling hamburgers? They would go out of business, I guarantee it.

McDonald's is in the fast food industry, but they're in the hamburger niche.

Nordstrom is in the retail industry, but they're in the department store niche.

You see that funnel? How it's getting narrowly defined?

Nordstrom is not part of the Walgreens, the Rite Aids or all that stuff. Ok? I want you to see this, I want you to draw it, either in your mind's eye, or I want you to write it down.

Finally, at the bottom of the funnel, is your identity.

*Your  
identity is  
what makes  
you unique  
within your  
industry  
niche*

What makes you unique?

Walter Reeves was one of my idols. He wrote "Reality in Advertising." You may not be familiar with his name, but you're familiar with his identity. He created the unique selling proposition.

Everyone should know what that is. It's what makes something unique.

You know what made Avis unique? We're number two, we try harder. That's what made Avis unique, right?

What made Home Depot unique? It was a one stop shop for plumbers. No more did you have to go to distribution store, like for plumbing. You went straight to the hardware store under one roof. They created that.

How about Sam Walton, Wal-Mart? He went into small towns. Became the number one employer and became the number one retailer. Put a lot of people out of business, but he's done a lot of good and made a lot of money through his stock. Right?

Identity is what makes you unique within your industry and within your niche.

I want you to write down your industry and your niche. You don't have to know it now, but if you just take a guess, it's ok. Go ahead, take a guess, take a stab at it.

Now, what is your identity?

Let's look at some identities. Federal Express. They are in the delivery industry. They are in the overnight delivery niche. What is their identity?

Their identity is to deliver small packages, overnight, reliably. Isn't that true? Remember their slogan?

Absolutely, positively delivered by the next business day.

In fact, you got your money back if it wasn't. Isn't that a great identity to have?

*Be careful  
not to  
water down  
your  
identity —  
above all be  
consistent*

Do other people do what Federal Express does? Of course, but most people don't.

Flying Tigers delivers big packages. DHL delivers big packages, over seventy pounds.

Federal Express delivers small packages. They are not known to deliver containers like the ones that you see boarding on the ships overnight.

FedEx does deliver three day as well, now, but I believe that's diluted their brand. They are known to deliver small packages overnight reliably. That is their identity.

McDonald's is in the fast food industry. They're in the hamburger niche, and I believe that this is their identity. Listen carefully.

Consistency and cleanliness. Why?

Isn't every McDonald's supposed to be clean? Yeah, it's supposed to be. I've seen a few that haven't been, but typically they are. And isn't every McDonald's hamburger supposed to taste consistent, whether it gives you indigestion or not?

It should taste the same in Moscow as does in Manhattan, Missouri or Montana. That's what McDonald's is known for. Consistency, right?

Maybe Burger King is supposed to be known for consistency, but they went the other direction. What was their slogan?

Have it your way. That's not consistent.

McDonald's was probably cheering. Yeah, our number one competitor just gave us an unfair advantage. They went the other route. They're people pleasers.

Please, do not do have it your way. Good idea, bad execution.

Consistency is critical, meaning the same way every time.

*When  
people look  
at you,  
what are  
you known  
for — what  
is your  
identity*

Nordstrom is in the retail industry, they're in the department store niche. What is their identity?

An identity is the first thing that comes to your mind when you think of someone.

Well, what is the first thing that comes to your mind when you think of Nordstrom? What do they stand for?

To me, not only do they stand for customer service, but they stand for outrageous customer service.

There have been stories, and I've read the books, and I've known people who have known people who have done this, where people have returned a tire to an automobile, and Nordstrom has accepted and given a refund for that tire.

They don't sell tires.

That's why they're known for outrageous customer service, and it has gained them more market share. You know why?

They know it's more profitable to allow 95% of the people to return anything at will, and they will keep coming back over and over again, then worry about the 5% that take advantage of them.

That's my philosophy, too.

You can ask for a refund the moment we're done tonight or when we finish the final tele-clinic in eight months. In fact, you can ask for a refund a year from the final session. I don't care.

Unconditional.

I won't refund you something that you bought from somebody else, like Nordstrom. I'm not that good, but I will refund you for this course if you don't think you're getting the value you deserve.

You see, if you want a 30-day customer, you give a 30-day refund.

*Guarantees  
are relevant  
to your  
audio logo  
because  
they show  
what you  
stand for*

If you want a 90-day customer, you give a 90-day refund.

If you offer a one year refund policy, you can have a one year customer, but if you want a customer for life, then have an unlimited refund policy — within reason, of course.

What I mean by that is, if you go to a seminar, then I would give the refund at the end of the seminar, not after the first day. John Childers does this and it's brilliant. This way, you're going to have to sit through the seminar, and there's going to be something that you see of value.

Maybe your expectations weren't met by 12:00 noon on the first day. People ask me all the time, guarantees, guarantees, guarantees. What's the best guarantee length?

This is very relevant to your audio logo because it's what you stand for.

You know that at least one to three percent of the people are going to return your product no matter what. That's a fact.

If they're not, you're not marketing hard enough.

For some reason or another, they are going to return it. Could be a good reason, could be a stupid reason, but for whatever reason, they are going to return it.

You have to have a 30-day return policy according to the FTC, so let me ask you a question.

Since you know beyond a shadow of a doubt that there are going to be a percentage of people who are going to return your product, then if you have a 30-day guarantee versus a 90-day guarantee, which one is to your benefit as the marketer? The 30 day or the 90 day?

If you knew that that person was going to return it anyway, what puts more pressure on them to return the product? Thirty or ninety.

Let's take a vote.

What puts more pressure on them?

Thirty days or ninety days to return the product.

*The longer your guarantee is, the less pressure it puts on your customers to request a refund*

**All:** Thirty.

**Alex:** Thirty. Does everyone agree?

**All:** Yes.

**Alex:** You're right. I'm proud of you all. It's pretty basic, but I still have clients come up to me and say, "I should maybe have a 30-day guarantee."

Really? For the people who will return the product anyway, you are only putting more pressure on them with a 30 day guarantee. Don't you want to hold person's money for 60 days if they're going to return it anyway?

Well, I've got one better than that.

I can guarantee you no one has ever taught you this before.

If you knew they were going to return the product no matter what. Between 90 days and one year, 365 days, what puts more pressure on those people who are just chronic product returners?

What puts more pressure? Ninety days or one year? Take a vote.

**All:** Ninety days.

*Having a marketing identity is about getting there first*

**Alex:** Ninety. You're right again. Ok, so what guarantee would you favor, 365 days, as we have on www.MindMotivators.com, 30 days, 60 days or 90 days?

Sometimes, it's not appropriate to give long guarantees based on your business. Some business to business categories. But, in my opinion, if you're in a business like Nordstrom, you're going to have a pretty decent identity. You can return it at any time.

Some women I know, I'm ashamed to admit that they're relatives of mine, will return the shoes after they've worn them to, like, an event; or they might return the dress. That's what they do.

But you know what, those women probably make up for it by buying more at Nordstrom more often. They know that that's the place to go.

You know who invented that identity? Marshall Fields in Chicago.

They invented it. Nordstrom copied them.

Marshall Field was the first — there actually was a man named Marshall Field — and people would ask him, "What are you doing? You're letting them return the dress?" He'd say, "Go and get the receipt with the year's activity of that woman, and you will see how much money that woman has bought in our store because she had that ability."

They had an identity. Now, does Saks Fifth Avenue have an unconditional money back guarantee? Perhaps.

Does it have outrageous customer service? Perhaps.

But, you know what? That is not their marketing identity. Why? Because Nordstrom got into the mind of the customers first.

So, having a marketing identity is about getting in first.

There are many, many good traffic converters. Many are better than me, in my opinion, but I branded myself first. I got the brand.

You want to burn your brand into the minds of your constituency?

*Your audio logo should be less than seven seconds, and people should be able to repeat it*

Get there first.

Hertz is twice as big as Avis. The Proctor and Gamble products have twice as much market share as the second in line. Right?

Crest is twice as big as Colgate. Crest is a Proctor and Gamble product. First one in has a huge advantage.

Read the book "Positioning" by Al Ries and Jack Trout, and you will see that that's true. They have plenty of case studies. It's a great book. I don't want to give you any more stuff to read, but certainly, you can read a chapter a day, or a few pages a day, and you'll see what I mean.

What is your industry? What is your niche? And, going down that funnel within that industry, what is your marketing identity?

Here is mine.

"I mentor small business people how to attract and convert more first-time, website visitors into paying customers quickly, easily, and with very little money."

If I don't have that much time, I just say "I teach small business owners how to convert first-time visitors into paying customers."

That is my identity. But, you know what else?

That is my audio logo, and that's how we get to the audio logo — your identity, your elevator speech, if that's what you want to call it. I like to call it an audio logo. Just like the Nike Swoosh, I want people to recognize you.

I want them to recognize you, and I want them to parrot it. An example, take the conversion strategist's audio logo. What he does is he converts more first-time visitors into paying customers.

Your audio logo should be less than seven seconds.

I want you to first write a bunch of bullets of what makes up your industry, so you know what your industry is.

*Make sure  
you test  
your audio  
logo to be  
sure that  
you get  
a good  
response  
to it*

Next, write up a bunch of bullets of what your niche is. Then, I want you to write a bunch of bullets of what your identity is.

Finally, structure your identity to be your audio logo. As soon as you have the chance, I want you to test it on someone.

I want you to test your audio logo because, if you test it, you're going to see the response.

If their eyes light up, then you know it's good. If they don't, then change it.

Can I put someone on the spot? Let me see if I can get another audio logo out of there. Marc, are you on?

**Marc:** I am.

**Alex:** Can I put you on the spot, buddy?

**Marc:** Absolutely.

**Alex:** What's your audio logo?

**Marc:** Generate targeted traffic at zero advertising cost.

**Alex:** Ok. Everyone together, what does Marc Hardy do?

*Find techniques that help you fly in under the radar of your competitors*

**All:** Generate targeted traffic at zero advertising costs.

**Alex:** Right. Is that easy to remember? It's real easy.

It's less than seven seconds, and when someone asks, "Hey, Marc, what do you do?" He can quickly answer, "I generate targeted traffic at zero advertising costs."

It's unique. Plus, he has a great website name. [www.StrategicTraffic.com](http://www.StrategicTraffic.com).

It's strategic. It's not like other web sites, such as [www.FreeTraffic.com](http://www.FreeTraffic.com) or [www.NoCostTraffic.com](http://www.NoCostTraffic.com). He has an agency. He deals with very high end customers, and he even has a spa.

Marc, very quickly, without naming names, give a quick case study of the spa with your techniques of no cost traffic, as well as without the techniques. What happened?

**Marc:** Real quickly, what happened was they were able to compete in an industry where there is a lot of traffic, mainly people searching for travel.

They were able to fly in under the radar using some of these techniques.

**Alex:** How did you do that specifically? Just a couple of strategies.

**Marc:** The number one strategy, which I think everybody overlooks, is we didn't submit their site to the search engines.

**Alex:** I want you to repeat that.

*Search engines are not the only means of drawing traffic to your site*

**Marc:** We did not submit their site to the search engine. The reason we didn't is because it's like a queue for a popular movie. The line is around the block.

Search engines are the front doorway. We went in the back door.

We did two things, and these are in my book. One thing is, we submitted a link that they had on another site.

What the search engine spiders do is, they follow that link on that other site back to you site. That is kind of a back door way into the search engines.

**Alex:** And one more?

**Marc:** The other one was, we set out some articles and published a white paper that was a PDF that also had some links in there.

So, we got some publicity for the white paper. We also got some viral traffic from the links that were in the white paper.

**Alex:** Okay, that was a PDF. So, you mean to tell me that information actually drove traffic to the spa.

**Marc:** Absolutely.

**Alex:** Thank you, Marc, very much.

You see? You don't have to go to the search engines to get traffic. They can be a great source of traffic, but you don't have to do it.

*Your audio logo will not come overnight, so practice it and see the response you get*

In fact, many of you will never do it. You know that I don't?

Even though I don't, [www.MarketingWithPostcards.com](http://www.MarketingWithPostcards.com) generated just under \$30,000 last month. That is not all of my income, but it's a pretty good amount of money, wouldn't you agree?

I'm not submitted in the search engines, at least I didn't make a concerted effort to submit to the search engines. So, you don't have to do that.

We will get to that in other sessions. You have all the sessions in front of you from the email I sent to you.

The topics are also listed on page two of this transcript. If you are not receiving my emails, email me at [Alex@AskMyList.com](mailto:Alex@AskMyList.com).

I want everyone to write down their audio logo, and then, I want you to practice it over and over again and see the response you get.

I didn't write mine overnight. Believe me, it took me half a year.

I was deciding how I was going to make an impact after becoming a postcard marketer in this crowded internet marketing space.

What am I not good at? I asked myself.

I am not good at creating traffic. I don't want to be. I don't want to keep up with the search engines. What am I good at?

What am I best at? The psychology of persuasion. I'm good at that. I'm good at teaching.

What do others tell me I'm best at? They tell me I'm good at that. I can sell from the stage without pitching. I'm good at delivering content. I'm good at teaching.

What am I passionate about? I'm passionate about teaching, and in this case, teaching the psychology of traffic conversion, which is what I do.

Can I make money from it? Absolutely.

*Whatever  
you stand  
for, your  
identity will  
be an  
offshoot of  
that*

I have not made a million dollars in a year from this, but I am halfway there — and that's a very good income.

I've been doing this for two years. That's how fast it works.

That's fourteen years in internet marketing time. I was at my first seminar two years ago talking about traffic conversion. I've been in business a lot longer, but for that identity, it's been two years.

I stand for content. I stand for sincerity, I hope.

I stand for family. I stand for taking care of my students and my clients.

Whatever you stand for, your identity will be an offshoot of that. It will have a halo effect. I need you, I want you, to create your audio logo.

Let's recap really quick. Your topic of expertise. What is that?

I gave you the methodology of how to get that.

What is your target market?

Well, first you've got to know what your topic of expertise is, then you'll find your target market. If you want some ideas, you can go to GoodKeyWords.com. and pick up that tool, and play with it.

We are going to have a discussion forum so you can ask each other or ask me, "What is a good key word? How do you use it?"

You'll get responses. That's thanks to Rick Radich at [www.InstantAudio.com](http://www.InstantAudio.com), which is the father, of [www.AudioGenerator.com](http://www.AudioGenerator.com). Soon to be the same company. Okay?

Another tool is the "Ask" database. Everyone gets to use the "Ask" database on this call. I'm not going to say for how long. At least for the next 30 days, because if your assignment is to create an "Ask" campaign in 21 days, everyone gets to use the "Ask" database for free for the next 30 days.

I want to extend that, but I'm not the only person involved. I have two

*Make sure you make use of the "Ask" database as soon as you have your topic of expertise*

other partners. If worse comes to worse, I'll get, and I'll pay for it. But, I want you to get a lot of usage, and I don't want money to get in the way.

Everybody, I want you to do this, and you can get your Ask database set up at Support@AskDatabase.com.

Whether you signed up at a recent teleseminar, teleconference or physical conference, it doesn't matter. Just go ahead and say, I want to get signed up now, and send it to Support@AskDatabase.com.

Guess who's going to create your web page? And, I think he's going to create it for just \$50. Let's see if he's still on the line. Mike, are you here?

**Mike:** Yeah, I'm still here.

**Alex:** Will you create these web pages for fifty bucks?

**Mike:** Sure.

**Alex:** Alright. Thanks.

He will create your website, set up the Ask database for you, and create your thank you page for \$50. There's a template for that.

The only thing that we're going to put on, if you pay for this, is Heritage House Publishing as a copyright. It's not a link. It's just there to protect it because it needs to be protected.

I don't care if it's only in a four-point font. It can be at the very bottom, but that's the only thing I ask if you use this format.

*Even if  
you have  
multiple  
topics, be  
bold and  
choose just  
one, then  
practice it*

You can contact Frank at Frank@AccessCafe.net, or you can just make a request at Support@AskDatabase.com.

After you know your topic of expertise, after you know your target market, and after you know your audio logo, you need to tell them what you stand for. What is your marketing identity?

Your audio logo is irrelevant for the "Ask" database, but it will be relevant after you have your first teleconference about your topic of expertise to your target market.

In fact, you can teach others what I just taught. If you want to hear this over again, you can get the audio version.

It is one way to get email addresses, to do free teleconferences and practice your audio logo, but make sure it's your target market. Make sure it's your topic of expertise.

You will not convert a soul who comes to your website. You will not create any relationships. You will not create virility, like a virus that spreads, unless you know who are and unless your target market can find you.

Agreed? You cannot do it.

That is why I'm spending two full hours on this. I'm not going to cover this again, so be sure to get this down. Please. It is the most important thing you can do in any information marketing that you're doing now.

If you have multiple topics, like I know many of you do, be courageous and just do one. Practice just that one.

Just play. It's no big deal. It's not going to define you.

Just do it as a practice and see what happens.

Choose one. Don't be a coward and take a general topic. I could have been an internet marketer. That's cowardice.

I became a traffic converter. I'm even going to go narrower out. I'm a

*After you have narrowed your topic of expertise, don't stop — continue to drill deeper and narrower*

traffic converter teaching people how to convert traffic offline to online. That throws off a whole set of possibilities, online to online.

Why am I going to do it?

No one else is doing it and no one does it as well, in my opinion.

Right now, I just did offline to online. I am going to get an opt-in. You've seen me do it at conferences. No one does it. I get \$4,000 leads. I get \$2,000 leads for the cost of a 73 cent CD. You can definitely do this.

I've done it over and over and over again. I am going to be focusing on that as my identity of the future.

I'm drilling deeper and narrower. I want you to do that.

What is your topic of expertise? Once you know that, who is in your target market? What is your audio logo?

You'd better know that because when I send you information by email, your face is going to be up with everybody else's, alphabetically by the way.

The faculty will be up top. The GA's will be beneath them. Then, beneath them everyone will be listed alphabetically. You are going to call into my 800 number on my nickel, and you are going to give your audio logo, which is telling what you do. You are also going to tell why you are taking this course.

Again, tell what you do by sharing your audio logo and tell why you are taking this course. I want other people to know why you're taking it.

If you have a strong enough why, it will help you figure out how to grow your business.

The final question I want you to answer is, who is in your target market?

Who is your ideal prospect? That is what I want you to tell people.

Here is my audio logo, my why I'm taking this course, and my ideal prospect. Here is an example: "My name is Alex Mandossian. I'm from

*Have a call  
to action  
that  
motivates  
people to  
do what  
you want  
them to do*

San Francisco, California. I teach small business owners how to attract first time visitors to websites and turn them into paying customers.

"I am taking this course because I want to learn the secrets to conversion. I want to learn how to convert website traffic from tele-clinics, how to get that all important shy yes, how to make emails and websites talk, and I want to learn how to pull more cash out of my dormant list, or out of someone else's list and get 50% of the profits.

"I want to learn how to crush my online competitors and how to grab more sales while I sleep with some of the techniques that Alex Mandossian teaches.

"The ideal prospect for me is anyone who wants to learn how to convert more traffic for less cost.

"So, if you know anyone with a website or who is thinking about creating a website, who wants to convert more traffic, or has targeted traffic and is not converting it properly, send them to me.

"You can find me at Alex@AskMyList.com, or you can come to my office which is in my home. It is at 10 Hayford court in Novato, California, in Marin County. If you are nearby, remember, you are my colleague. Maybe we could meet for lunch, or you can call me. My number is (415) 382-1212."

You decide what you want your call to action to be.

If you don't want someone to visit you at home or call you, then don't say it. But, if you want them to email you with the ideal prospect, and they found one for you, then I would recommend you do it.

I would also recommend if you have a website to name it.

Again, let me repeat your assignments.

I want you to pick your topic of expertise. I want you to pick your target market. I want you to write your audio logo. This is all within a month.

*Ask yourself  
what your  
motivating  
factor is for  
what you  
are doing*

You can do this in a month. Believe me. You can do it in a week if you really started working on it.

What I want you to within a week is write down the following, because you are going to recite it for the photo album. I am going to give you an 800 number in about a week's time.

First, you are going to utter your audio logo, which is what you do, what you stand for. That's number one.

Number two, tell why you are in this class.

Why am I asking that question by the way? I want to know. I want you, in your own words, to tell me, therefore I'm doing a mini "Ask" campaign with my own students in class.

I also want everyone else to know because that's what you stand for.

Do you know why I'm an internet marketer? Do you know why I do traffic conversion and want to make money from home? My family is the most important thing to me. My best friend is my wife, Amy. She is the single, most important thing to me in my life. My kids are the second and second most important thing, two and two-A.

That's the way I've done it, in that order. My family is important to me. I can't do this if I have a boss. I can't do it.

I'm at his or her beckoning, working sixteen hour days. I had that in Manhattan. I would have lost my marriage. I was on my way to losing my marriage. In fact, I was given an ultimatum.

We moved to San Francisco as a result. I would not be married right now. I would be divorced if I was on that path.

This is why I am doing it.

Now, I want to hear your why.

You don't have to leave yourself too vulnerable.

*Build  
relationships  
and network  
with others  
as much as  
possible to  
grow your  
business*

You don't have to expose yourself. Just tell people why you are taking this course. It's eight months. You are going to get to know people.

What you do, why you are taking this course and, the third thing is, who is your ideal prospect?

Why do I ask you do that in this audio presentation on this photo album? Because I want people to feed you customers.

I don't get Jay Conrad Levinson on the phone so that you can join the Guerrilla Marketing Association. I get him on the phone so you hear from one of the greatest marketing masters of all time, and you can use his site and his benefits of his membership sites as a symbol or as an example, a case study, for yourself.

If you want to join, that's great. It's up to you.

Most of us are in the public speaking business of some kind. How about if you do it on a cruise? Holly Potter is doing it. I tell you about this because I want you to see a very unique way to hold a seminar.

Do you want to know how she is doing it? Ask her. You are going to have access to her. That is the power.

The networking and the meaningful relationships you are going to build in the next eight months are worth as much as what I am telling you. So, take advantage of this opportunity.

I will have an executive summary waiting for you in the morning. Please print that and have it up on your wall. There will be live links on that executive summary that you can go and look at the case studies.

Study them.

Please, in your email, create the folder that says, "!Alex Mandossian!" and put everything I ever send to you in that folder and you will have a swipe file second to none in eight months. I promise you.

Thank you for staying us. I wish you a good night and farewell.