



# Webinar: Secrets of Making Money Online by Simon Reynolds

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1. 90% of online marketing is unnecessary.
2. Send winning emails - people don't spend enough time getting them right so they grab attention, promote benefits and have a call to action. Move them from 'ordinary' to 'lucrative'!
  - a. Grab attention via the title - 80% of people will only read your title, make sure you include a catchy title that makes them open the email. For example it might be a question, controversial, provocative or combo of both. "Are you about to go bankrupt?"
  - b. Spend half your time on the email content and half on the title.
  - c. Use bullets in your email to make it easy to see the key messages or benefits you are offering.
  - d. Structure your email message so it's showing how you will help your customer move away from pain and towards pleasure. Always cover both. Show how you will help them avoid pain. Show them how you will help them experience pleasure.
  - e. **ALWAYS** use a 'ps' at the bottom. Second highest read part of the email! Use it for a call to action, deadline reminder, special offer.
3. Websites
  - a. Capture the visitors to your site! 99% just visit and leave without buying. Make sure you have a signup form to get their email addresses so you can start building a relationship and trust with them. Offer them a free report, free guide, subscription to a blog etc. **CAPTURING THEIR EMAIL ADDRESS MUST BE THE CENTRAL PURPOSE OF YOUR WEBSITE!**
4. Google Adwords
  - a. Use them! Can be your #1 source of leads.
  - b. Google has easy to watch and understand tutorial videos on how to setup a adwords account if you don't know how and they offer free advice.
  - c. Headline in your ad must include keywords you have chosen. Can increase response by 30-60%.
  - d. When they click on your ad, send them to a landing page (one page only) that welcomes them and gets to the point, has a video and has a signup form for free report, blog etc. Don't risk losing them by making them wander around your website trying to find what they need.
  - e. Landing page cont...give them a CLEAR next step! Websites don't tend to have a clear next step of what you want them to do. Your landing page should.

...and that was the essence of it!