

# The ONE Thing

By Willie Crawford



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# The ONE Thing...

You'll often hear top Internet marketers, when discussing the value of a product, say that if they just get ONE new immediately usable idea out of a product, then the purchase was worthwhile.

I agree. I've read hundreds of ebooks, been through dozens of courses, and listened to hundreds of audio tapes and audio CDs, and listened to dozens of different presentations at live seminars.

During long flight, long drives, long walks, and even short naps (sleep learning), I'm often listening to audio CD's or MP3's of something that I want to learn or reinforce.

With any of the above products, if I could just walk away with ONE thing that I could immediately apply, I've gained 100 times the cost. That one thing will become a part of my habit pattern and thought process, adding substantially to the way that I do things BETTER!

Long ago I listened to an audio recording by Dan Kennedy. In the recording, Dan tells of a visit to his mentor. During this visit, the mentor motions to an audiotape set on his desk.

Dan's mentor went on to point out that that audiotape set was PROOF that life is unfair. That tape set, which cost \$100 was not a fair deal to anyone. To the person who would not apply what it taught, the tape set was grossly over-priced. That person would be better off investing their money in a regular fixed-rate bank investment. That way he'd at least get a return on his investment.

Dan's mentor went on to point out that he was that rare individual who would not only listen to the recordings once, but over and over again until he had absorbed their information. He would listen with pen in hand. He would take notes while listening. He would act upon the notes that he took. Finally, he would keep acting upon the notes until what he was doing had time to take effect.

Dan's mentor was that rare 1% of people who will do what it takes to make anything that he buys useful. He was unlike the 99% who would prefer making up reasons why "they can't."

I wrote this ebook to share with you two dozen little things that I've picked up along the way that have made a big difference in my online business. These are things that "aren't rocket science." They don't need to be.

As you read each ONE Thing, you just need to ask yourself if you're applying it diligently. If you aren't, then you should, because each thing has been proven to significantly help grow an online business!

I borrowed Dan's story because I read just about everything that Dan publishes that I can get my hand on. I also listen to his audio materials often while on long drives. I HIGHLY recommend that you check out some of his materials. It's not very expensive, and, for me, it was life changing.

Dan offers a free 3-month trial subscription to his ELITE Gold Membership, which includes his No B.S. Newsletter. This newsletter is so good, that I save ALL back issues, mark them up, and do read each issue as soon as I get it!

You can get the free 3-month trial membership at:

[http://www.dk3monthspecial.com/best\\_offer](http://www.dk3monthspecial.com/best_offer)

If during the 3-month trial subscription, you find that it's not for you, just cancel and you owe nothing, PLUS you get to keep \$798.89 worth of great bonuses that he mails you.

A secondary reason that I want you to take a look at this newsletter is that I want you to look at how Dan's site is set up. It's an incredibly effective set-up.

I know that my friend, Yanik Silver, had a hand in setting some of this up, but it's incredible!

**His use of the upsell is absolutely masterful!**

If you study and model just that website's sales process, you'll have gained 1000 times the meager cost of this

ebook. I know that because I've heard Bill Glazer of Glazer-Kennedy talk about how effectively it works!

OK...

Here is "The ONE Thing" that I picked up on 24 different occasions. If you can't take any ONE of these and turn it into \$100,000 then you're not trying!

1) Compete against yourself. When Yanik was first marketing the DVD's from his Underground Online Seminar I, his webpage featured a few of the attendees sharing their 'takeaways.' Fred Gleeck shared that his was that you could simply compete against yourself!

Why not set up several websites that compete directly against your main site in a given niche! If you do that, and properly optimize the sites, you can have numerous top-ten sites in the search engine results. You can in-effect crowd your competitors off the front page!

In some niches I own over a dozen competing websites. I dominate the front page at the search engines and so I get the lion's share of the organic search engine traffic.

No, I won't tell you which niches, and even if you stumbled across the sites, it wouldn't be obvious that they are ALL mine. I register many domains by proxy or in the names of legal entities that I set up just for that purpose!

2) Get others involved in the project, so that they take

ownership, and feel obligated to make it a success. The basic concept is that you survey others about what format a product should be in... or what the product should be. In helping you to define the product, they also develop a sense of ownership, and desperately want to help the project succeed. So they will help you to launch/promote the project!

As you look around online you'll see this being used very effectively everywhere.

My dear friend, Elsom Eldridge Jr., recently reminded me of the concept where he shared that he interviewed 200 experts for his book "The Obvious Expert!"

They helped to write this best seller, but they also played a pivotal part in its success.

3) Write your own book and pass that out - instead of a business card.

This is a technique that I first heard Fred Gleeck share. Fred is full of great ideas that I do use!

Hand out these books that you've written on airplanes, at seminars, etc... instead of passing out a business cards where appropriate.

Your BOOK makes such a powerful first impression, and if it's any "good" it WILL get read! I pass out copies of my biography, "Git Off The Porch."

This has generated all of the clients that I need. Potential clients read the book, instantly bond with me, and many eventually become clients paying me thousands of dollars in consulting fees!

I do sell that same book at Amazon.com and from my website at <http://GitOffThePorch.com> However, the book sales are NOTHING compared to how effective the book is as a promotional too.

Just applying that ONE tip that I picked up from listening to Fred the first time that I heard him speak has revolutionized my career. I wrote that book within 6 months of first hearing Fred share the idea!

By the way, I have many of my books produced “print on demand” by Profits Publishing. I pay \$4 - \$5 per copy, so I don’t just leave them everywhere, but they more than pay for themselves in additional business!

You can check out Profits Publishing at:  
<http://FriendsOfWillie.com/publish.html>

4) Always upsell. Numerous copywriting courses and seminars have hammered into me the importance of offering your customers something else.

NO, I don’t always do it, but I do systematically review many of my sites looking for places to plug in an upsell. It’s been proven that if you do offer something extra, often

30% or more of your customers will go for it... often just as an impulse buy. That's a 30% increase in sales with you doing nothing more than adding the option to your order form or an intermediate page in your order process.

Just observe how the local fast food restaurant always asks if you want to add a dessert to your order... or to "super-size it." The employees are required to make this offer because it's been proven to WORK!

Earlier I invited you to study Dan Kennedy's web sales process. This millionaire copywriter offers upsells because he had tested, and because they add to his bottom line!

5) Always follow-up. Life is just too hectic and full of too many distractions for you to close most sales on the first attempt. People are flooded with messages from all directions, yet it's critical that when they are ready to buy that you've maintained that top of mind awareness. Since you don't know when they will be ready to buy, you just communicate with them frequently! Use autoresponders, postcards or greeting cards, ezines, etc. to let them know that you're there when they are ready to purchase :-)

I mentioned greeting cards. I use a lot of those in my semi-automated follow-up. I use a company called Send Out Cards. You'll find them at:

<http://SendOutCards.com/willie/>

Send out cards allows you to send real cards right over the internet. You can upload your database, or individual

contacts to your online database and then send them any of over 3000 personalized cards. You can also send them a pre-written series of cards, just as you would an autoresponder cards. You pre-compose the cards and put “place holders” where you want personalization. Then when your cards are printed and mailed, the appropriate bits of data is pulled from the database before the card is printed.

While your clients or prospects are often buried under email, you many will find a humorous card uplifting and appreciated :-)

6) Raise your prices. Most talented professionals that I’ve worked with online charge far less than what their work is worth. They are hesitant to charge more because they are not sure that their customers will pay more.

Numerous people that I’ve chatted with, or brainstormed with, have as much as DOUBLED their prices with no decrease in revenue. They often do end up with fewer (but better) clients. They have more free time, are happier, and make more!

Raising prices is such a “hang up” for many people that my friend, “Coach Maria,” has written an ebook, and conducts tele-classes on the topic. You can check out her book at: <http://www.theresourcequeen.com/ebooks/>

I own Maria's ebook and highly recommend it. It will convince you that you need to RAISE your prices, if you are not already convinced!

7) Create and offer your own bonuses when marketing affiliate products. Marketing affiliate products is just marketing a commodity unless you find some way to differentiate yourself in the marketplace. A good way to do this is by adding additional value.

My friend Carl Galletti does this masterfully. During several major product launches, we've been sitting side-by-side at a seminar, and sort of comparing notes. I'd peer over his shoulder at what he'd planned on offering as a bonus, and somewhat "resigned" to not compete directly with him since he had put together such outstanding packages.

Carl's secret is that he owns enough of the right products so that he can offer items that DO offer incredible value, but at the same time don't cost him a lot to deliver. I'm busy developing similar products myself.

Control your cost but offer an irresistible bundle of bonuses.

Make sure that the bonuses are appropriate/complimentary to the primary product.

I often choose not to compete head-to-head in a “war of the bonuses” but when I do, I can win :-) For example, I was recently the winner of the affiliate sales contest for Dr. Mike Woo-Ming's <http://AffiliateSalesLetters.com>

Due partly to my efforts, Dr. Mike’s membership site sold out and has a waiting list.

8) Dig your well BEFORE you're thirsty. Most of the failed product launches that I've seen recently were by people who didn't plan far enough in advance, AND didn't start building essential relationships long before "NEEDED!"

You need to contact, form friendships with, and get to know other online marketers long before asking them to help launch your product. This is especially true in the case where there are numerous product launches all occurring at the same time.

Get to know the right people by actually getting out and meeting them NOW. Then, by the time that you’re ready to do that big rollout, you’ll be able to simply pick up the phone and call many potential launch partners. You will have become their friends, and may have their PRIVATE phone numbers that ring next to their hot tubs :-)

A great place to locate live events near you is on my site at: <http://InternetMarketingSeminarSchedule.com>

These events range in price from FREE to several thousand dollars. When calculating cost, be sure to consider the cost of travel and lodging!

Live seminars are being held in more and more places. If you sift through the site above, you may find an event that's within convenient driving distance of you :-)

If you are considering launching a product, and plan on asking the “big dogs” to help with promotion, then you need to deal with them according to their preferences. **I've actually interviewed nearly 30 top marketers on the topic of “Breaking Into The Internet Marketing Inner Circle.”** I asked them some very pointed questions.

I'm still having many of these interviews edited (for better audio quality) or transcribed. However, I've posted over a dozen of them inside a private membership site I operate at <http://TheInternetMarketingInnerCircle.com> I still have more interviews to polish, but you should join this site and start learning how it's really done now... There are some incredible interviews already posted.

People that I have or will interview for this site include:

- Yanik Silver
- Mike Filsaime
- Frank Garon
- Gina Gaudio-Graves
- Paul Myers
- Thea Swafford
- Lynn Terry

- Phil Basten and Jane Mark
- Ray Edwards
- Frank Sousa
- Jason and Skye Mangrum
- Elsom Eldridge Jr.
- Len Thurmon
- Gary Knuckles
- Mike Glaspie
- Ken McArthur

... you get the idea. This site will eventually contain the MP3 audio interviews and PDF transcripts from over 30 interviews.

YES, I've been very busy!

I initially wasn't going to tell you about this site until next month. However, since it's running way ahead of schedule, AND it contains lots of information that you absolutely must have if you're even THINKING ABOUT a product launch, I wanted to go ahead and open it to a few fast movers.

When the site is fully operational, it will cost \$197 to join, and you'll be able to earn a 50% instant commission on that \$197 LIFETIME membership fee. If you join now, as a purchaser of this ebook, you can get in for HALF that price. That special WILL end as soon as I'm satisfied with the setup of the site, and have enough testimonials for my homepage. At the rate that I anticipate signup, that could very well be tomorrow! If you click through and the regular price is posted, that simply means that you hesitated too

long. Keep reading and number 14 will clarify the point that you must master there!

Membership in this site is easily worth many times this meager price. That's because I learned from Yanik Silver to always deliver several times the value that your customer paid for! I also know that as soon as the top marketers who weren't included in the interviews hear all of the buzz, they are going to ask me to interview them too :-)

Anyway... you should check out this site at:  
<http://TheInternetMarketingInnerCircle.com>

9) Do a big favor for someone else without even being asked! Jason Mangrum rebuilt the website of a top marketer and gave it to him with no strings attached! As you listen to his interview (at the above site), you'll see that this was one of several pivotal things that he did which very quickly propelled him into "the inner circle."

Graphic artists, programmers, and web designers have done this for me on several occasions and I do feel an obligation to help them out when and where I can.

Greg Burton, Becky Dielman and the team at The Launch Train did this for me. As I was putting together the site for The Kick Start Mega Sale they offered a helping hand.

Now I am one of their regular, PAYING customers who will happily use them any time that I set up a membership

site or Butterfly Marketing-style site. I know that their expertise will make my job of running the site so EASY.

If you have a product launch coming up any time soon, I DO recommend checking out The Launch Train. They're at: <http://www.thelaunchtrain.com>

With all of the product launches currently happening, they may have a waiting list, but their support is so good that it is worth the wait.

10) Use lumpy mail. Even though you are marketing online, you should use direct mail to break through the clutter. Nothing catches the attention and evokes curiosity quicker than a lumpy package. I get packages all the time containing shoes, baby bottles, "that was easy" buttons, stuffed animals, coconuts, etc.

Yes, I did say coconuts. You can just take an coconut, still in the husk, address it, and send it through the U.S. mail. How you get your message in/or on it may be a bit of a riddle, but it is different, and makes your contact memorable.

So few online marketers use this proven technique and it just allows you to run circles around your competitors.

11) Build as complete a database as possible and protect it religiously. Having a complete database allows you to send very targeted promotions. For example, you can "geo-target."

I'm speaking at seminars in The UK, Australia, Malaysia, and Singapore in the next few months. It's very easy for me to contact customers ONLY in the appropriate countries and invite them to come watch my presentation. I can do that via email or via my preferred method... sending a greeting card with a discount coupon :-)

12) Back up your computers and databases regularly. We all acknowledge that we should do this, yet 90% of the people that I've talked to who experienced computer crashes either didn't do it regularly, or had not done a recent backup.

Simply write it in on your schedule, or use a system that does it automatically.

Just set up a spare hard drive and routinely backup your entire system if this is easiest! Talk to your trusty computer repair shop, or your favorite online techie for recommendations.

13) Jealously guard your time. You won't get back wasted time and the "Time Vampires" (as Dan Kennedy calls them) will suck up all of it if you let them.

YOU choose what you do with your time! Make sure that you are conscious of how you use it, and also don't let other make you feel obligated to use it doing things that they want you to do.

My favorite book on time management is “No B.S. Time Management For Entrepreneurs – The Ultimate No Holds Barred Kick Butt Take No Prisoners Guide To Productivity & Sanity” by Dan Kennedy. You can pick up a copy at Amazon.com for just a few dollars. Read it, apply it, and watch your productivity SOAR!

14) Build REAL relationships with online contacts.

I can call any of several dozen online FRIENDS and they would do major favors for me. These friends are subscribers, clients, mentors, etc. They are friends who know that they can also count on me to tell them the truth, "watch their backs" and actually do what is best for them.

At first, this may seem to have little to do with business success but trying to build a business all alone is difficult and very lonely!

15) Do it now. One of my mentors, Ramon Williamson, first hammered this into me at a weekend retreat he conducted. At this workshop, we sat around the room working really hard exploring business idea, making plans, etc. We even had assignments to work on over lunch.

At the end of each LONG day, I sort of looked forward to just crawling in bed and unwinding. Instead, Ramon gave us homework. He instructed us to implement some of the things we had gone over during the day... overnight

That concentrated learning environment stressed you and pushed you to make breakthroughs. It also didn't allow you the option of procrastinating.

Adopt the habit pattern of “doing it now” and you'll have product created and making sales while your competitors are still fixing their first cup of coffee!

Joe Vitale wrote in one of his many books that money likes people who act fast! I don't even remember the title of that book, just that one line, and how true it has proven to me over and over again!

While you're thinking about it and analyzing it, others are doing it! That's part of the success of my Wedding Fire Sale conducted February 28<sup>th</sup> - March 6<sup>th</sup>, 2006. While other were over analyzing it and thinking about doing a fire sale I simply DID IT!

Before the market could grow tired of hearing about fire sale after fire sale, I quickly stepped into action. Internalizing a similar habit pattern can produce incredible results for you!

16) Look at your own problems to suggest products for you to create.

My friend Gary Knuckles built AudioWhiz because he needed audiotapes to prepare for his IT certification. He had a long commute to work and wanted to use that time

productively, so he recorded his own test preparation materials. Realizing that other might want these tapes he started marketing them and built a seven-figure business in three years!

I've seen dozens of programmers create software to solve one of their problems and then go on to sell it. Sometimes you only need to tune in a little to hear obvious hot products YELLING at you.

17) Focus on ONE project at a time and get it on the market before starting the next. I've written over two dozen ebooks that went from-idea-to-market in UNDER A DAY. I just focused on them, then the web copy, and simply got them to market.

18) **\*\*\* Actually USE The Private Label Rights That You Have \*\*\***

Internet marketers seem addicted to buying private label right. Yet 99% of those who get private label rights to products appear to do absolutely nothing with them other than allow them to fill up their hard drives.

While the product is fresh, and before the technology or ideas are outdated, CREATE your own unique version of the product and get it out into the market place.

You could take a software private label rights package such as Jeff Alderson's Xybercode System, and with minor

modifications, release your own software that sells VERY well. Jeff's package includes the source code, and Master Resale Rights to over 35 fully functioning pieces of software!

When you get a package like this, choose just 1 or 2 titles and get started creating your own version. A programmer at a site such as Elance.com any be able to do what you want done for under \$100. Then, start SELLING that product as you start work on your next.

Jeff's package may be already off the market, as he was only selling a limited number of packages. If it's still available grab it now at:

<http://YourOwnProfitableSoftwareBusiness.com/>

When you look at developing private label products, do consider that if it's software, you may have a requirement to offer tech support too. With very simple software, you can make your documentation excellent, and then simply state that tech support is not provided. Otherwise, factor that into your pricing.

At the same time, how many ebooks or course do you own the private label rights to? How many have you used? Why not?

19) Start building your list NOW. Have a reason... a very focused purpose in building that list, but start today. Even

if you only add 10 names today, that's 10 more than you had yesterday, and if you're just getting started, exponentially better than you had the day before!

Build a quality list and nurture it. Your list will be the tool offering you the most leverage in dealing with other online marketers, potential JV partners, etc. Many, when they look at you, only see you as a list owner. That's shortsighted, but it's a fact!

For many online businesses, their list is their single most valuable asset. Actually, it's a targeted list that you have a very good relationship with!

20) Become the expert at something.

Napoleon Hill, in *Think And Grow Rich*, shares that you do need specialized knowledge. Just reading books on a topic for an hour a day DOES eventually turn you into an expert on that topic. Through spaced repetition you can turn the knowledge in that book, or in an audio product into your own. Listen to an audio program 7 – 21 times and it becomes deeply ETCHED in your subconscious mind. You'll find yourself tapping into this knowledge without any conscious effort.

21) Provide feedback. While all direct marketers can use more testimonials, feedback on things that need to be CORRECTED with a product should be appreciated more. Helping a marketer to improve his product will endear you to them... and invoke the law of reciprocity :-)

Start providing unsolicited feedback today on products that you purchase. Just a quick email is all you need to send, and it works wonders!

22) When facing a problem, ask what advice you'd give someone else facing that problem. This is a technique that Paul Myers once suggested to me. This simple technique will get you “unstuck” and moving forward on a big project when you hit a roadblock.

Paul is full of such wisdom. That’s why his interview was one of the very first ones that I did for <http://TheInternetMarketingInnerCircle.com>

23) Sell upgrades or follow-on products to existing customers. Yanik Silver hammered this point home for me during one of his presentations.

My cookbook customers, as an example, keep asking if I have a new cookbook, or one for diabetics, or a low-carb one. I hope to have all of these versions ready in time for Christmas. I have a ready market, and if you start listening to your customers, you’ll discover that you do too!

My customers also often ask if I had a cookbook of just desserts. That's another possibility. As you can see, the new products, with a proven market, can just FLOW if you allow them to :-)

Once you build that customer database (that list), they WILL buy from you over and over again if you offer them what they want!

24) Form partnerships and joint ventures. There are very few major projects that you can completely pull off all by yourself. If you look at the most successful online products, they're often the result of a cooperative effort.

Partner with those who compliment you. If you are good at starting project but not at finishing them, then partner with a detail person (a finisher).

Partner with a brilliant programmer who is not a marketer to roll out a new piece of software. Just look around and you'll see this happening everywhere. VERY often, it's not the programmer who's rolling out the new software title. That's because that programmer realized the he's not a marketer, and then teamed up with someone who understood marketing!

Partner with a copywriter to roll out one of your new product. The sales letter is often THE factor preventing a new product launch from succeeding massively!

### **In Conclusion...**

So there you have two dozen things that, if will you just apply them, will revolutionize your business. Knowing them... understanding them... agreeing with what I've written isn't the key though.

The key is simply in using this knowledge.

I apply all of the above simple things that I learned from others to my business regularly. They do make a HUGE difference.

I'll see you at the BANK!

Willie Crawford

## About the Author

Willie Crawford is also the creator of "Breaking Into The Internet Marketing Inner Circle," a series of audio interviews that grill some of the top online marketers to FINALLY uncover how you can get them to work directly with you.

This constantly growing interview series is the definitive course in joint venturing, launching a successful product, and stepping into the upper echelon of the Internet marketing world. Get complete details on this constantly growing, tell-all membership site at:

<http://TheInternetMarketingInnerCircle.com>

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