

# Moving from the 97%, into the Top3Percent

By Brian Barnhouse

## Part 2: More Signups for Your Primary Program...

This ebook is Part 2, of a 10-part Marketing Training Series.

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I have purchased a TON of ebooks over the last few years, and I always LOVE to read the legal disclaimers...So, here you go:

**LEGAL DISCLAIMER:** You may give this ebook away, You may sell this ebook, too! You can distribute it in any way that you want...electronically or mechanically (whatever that means). Do whatever YOU want with it... But, hopefully you will: **“Read it & Heed it”**...(thank you, Sharon)!

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If you have read any of my other ebooks, you already know that I HATE fluff! Well, hang on tight, because this ebook will be even MORE “Straight-To-The-Point”...And believe me, I’m giving away many secrets that took me a LOT of time, and a LOT of money, to learn!

Let me start this eBook with a question for you...

***Do YOU want more sign-ups for your primary program?***

I’m going to take a “wild guess” and say that YOU DO!

Well, HERE is the part where you need to HANG ON...Because I’m going to ‘offend’ a few people...BUT, hang with me for a while, cause I’m also going to give you “Real World Solutions”...

I mean it...Hang on tight, cause HERE WE GO...

# **YOU are doing things ALL Wrong!**

YOU, and I do mean “YOU”...are going about things ALL WRONG!

YOU have found the perfect “program”...Great! And I’m sure YOUR program is the most *Exciting, Wonderful, Stupendous, Earth-Shattering, One of a Kind, Money Making* program there is...

And, I’m sure if ANYONE would just take a serious look at your program, they would automatically join because it is so ‘packed with benefits’ that there is NO WAY that they could pass it up...Am I close?

*I’m being a little ‘over-the-top’ because just today (April 2<sup>nd</sup> - 2008), I dealt with a ‘gentleman’ that WOULD NOT accept that I would NEVER see the benefits, of paying \$19.95 per month, for his “liquid vitamins program”...*

*To make a long story, short...I entertained myself for at least 20 minutes, and then asked him to take me off his call list...  
Near the end, he called me a “Closed-Minded Idiot” ...Priceless!*

NOW, lets explore the TWO main reasons why you are NOT getting the amount of sign-ups you want at your primary program...

**1) Your Advertising isn’t working!**

**2) Your conversion ratio is horrible!**

Now, Let me cover the first one...

## ***Your Advertising isn’t working...***

I’m going to “ASSUME” you are already using the TEN (10) marketing techniques listed below (Don’t worry if you’re not, because I’ll be covering ALL of them in-depth in future eBooks):

- 1) Surfing for credits at Traffic Exchanges
- 2) Sending out emails at Credit Based SafeLists
- 3) Purchasing cheap ads at PTC & PTR sites
- 4) Using PPC campaigns
- 5) Buying traffic from traffic brokers
- 6) Being active in forums
- 7) Writing articles
- 8) Placing classified ads
- 9) Social Networking
- 10) “Offline” marketing

I ALREADY know that MOST of the people, who are reading this, are using THREE (or less), of the marketing methods, listed above.

At This Point, Do NOT get Overwhelmed or Discouraged...Once you know how to market effectively with the 10 proven and most-effective methods, listed above...AND KNOW HOW TO SET THEM UP PROPERLY... You'll be on the right track...I GUARANTEE It!

BUT FOR NOW, let's assume that YOU ARE USING ALL TEN of the marketing methods...

Hold on tight...

REAL TIGHT...Because I'm about to Tell YOU “EXACTLY” why your advertising isn't working very well...

**YOUR advertising is NOT WORKING, because:**

**“You Keep Promoting a Generic Affiliate URL!”**

STOP EVERYTHING YOU ARE DOING, grab a piece of paper, then write the sentence below, 25 times.....I'm SERIOUS!

“I will NOT promote a Generic Affiliate URL ever again!”

“I will NOT promote a Generic Affiliate URL ever again!”

“I will NOT promote a Generic Affiliate URL ever again!”

“I will NOT promote a Generic Affiliate URL ever again!”

Pretend there are 21 more...

You see, the problem when you promote a “Generic Affiliate URL” is that you’re ONLY giving your website visitor ONE opportunity to look at your program...

Look at the statistics, below:

- **2% of sales are made on the 1st contact**
- **3% of sales are made on the 2nd contact**
- **5% of sales are made on the 3rd contact**
- **10% of sales are made on the 4th contact**
- **80% of sales are made on the 5th-12th contact**

### **Statistics provided by the National Sales Association**

Furthermore, if you are promoting a “Generic Affiliate URL” your chances of making a sale (or new sign-up), are MUCH, MUCH, MUCH less than 2%...because those statistics are ASSUMING that YOU are reaching the correct TARGET Market!

Now, if you have ever read ANY of my previous eBooks, then you already know how IMPORTANT it is to treat an ONLINE business, with the same

BASIC BUSINESS COMMON SENSE principles that you would treat an OFFLINE business...

Let me give you an example...

Let's say you are promoting your website/affiliate program with Traffic Exchanges & Safelists...(the two methods that most new marketers use).

Your FIRST question should be: **“WHO am I promoting to?”**

Well, particularly with Traffic Exchanges & Safelists, YOU are promoting to Other People, who are promoting their own Offer or Program...

These people (who are on Traffic Exchanges & Safelists), “generally” are NOT on those sites to find new programs to join!

*THEY are NOT there to look at YOUR program...*

*They are there to get more people to look at their program!*

Be SURE you understand the above paragraph...

For now, Lets move on to Problem #2...

**Your conversion ratio is horrible!**

***“Don't Give them what they need...Give THEM What They Want!”***

Let's get OUT of “The Land of The Internet”, and come back to Earth for a few moments...Let's use our **Basic Business Common Sense** real quick:

Let me give a “REAL WORLD” example...

If you have defined the group of people you will market to, as:

“People who are looking for new refrigerators...”

WHY ON EARTH would you try to sell them “Door Knobs”?

GIVE THEM WHAT THEY WANT! Period!

I realize the example above is kind of ‘wacky’...BUT, it still applies to how you set up your Marketing...

If YOU are marketing with Traffic Exchanges & Safelists...  
GIVE THEM WHAT THEY WANT!

What they want is:

**“MORE TRAFFIC, and MORE SIGN-UPS”...**

That is what YOU should be promoting to that group of people!

In future eBooks, I will go into COMPLETE detail about using Traffic Exchanges & Safelists, and how to set them up properly...For now, I want to continue with some more Basic Pre-Promoting Information and Marketing Tools that YOU MUST HAVE!

Let's go back and take a quick look at the “National Sales Association” statistics:

2% on the 1<sup>st</sup> Contact...

3% on the 2<sup>nd</sup> Contact...

5% on the 3<sup>rd</sup> Contact...

10% on the 4<sup>th</sup> Contact...

80% on the 5<sup>th</sup> – 12<sup>th</sup> contact...

IT is plainly OBVIOUS, that YOU had better capture some contact information from people who visit your site...BECAUSE, even if YOU are targeting the right group of people, and “Giving Them What They Want”...YOUR chances of a “Sale” or “Sign-up” is still ONLY 2% on their first contact with your website/affiliate URL...(and let us ASSUME your website is capable of closing the sale correctly).

Now, I'm going to be Straight-To-The-Point, in this next section...And I could possibly ‘offend’ a few people....So, Hang On...Again:

**YOU NEED AN AUTORESPONDER! Period!**

**Again, if you have read ANY of my previous eBooks, then you know how I am, by now: “Online Business” should be treated the EXACT SAME as ANY “Offline Business”...**

Let me give a quick “REAL WORLD” example...

If you owned a “Pizza Shop”...you are going to need:  
A pizza oven, pizza cutters, and pizza pans...

Can YOU imagine running a Pizza Shop without those “Tools of the Trade”? That is a NO-BRAINER!

YOU are an “Internet Marketer”...**ACT LIKE ONE!!!**  
PLUS, the Statistics DON’T LIE!

**You NEED an autoresponder, so YOU can follow up with prospects, 12 or more times! Period.**

In future eBooks, I’m going to be showing YOU, first hand, how to build a list of contacts that will reach into the THOUSANDS. YOU CAN NOT follow-up with that many people properly, without an autoresponder!

Now, JUST LIKE a “pizza shop” needs the The Three Basic Tools of The Trade” (pizza oven, pizza cutter, pizza pan), YOU absolutely NEED three “Tools of the Trade”...

- 1) An “AutoResponder”
- 2) A “Link Cloaker”
- 3) A “Splash Page”

The “Link Cloaker”, “Splash Page” and a semi-functional “AutoResponder” are included with your Top3Percent membership...

Please note, that I stated a “Semi-Functional” autoresponder... The one available with your Top3Percent membership, will ONLY get you by...But, none the less will get you by if you can not afford a professional autoresponder.

**IN the NEXT eBook, I’m going to show you Step-by-Step how to set up your FIRST marketing campaign...So, right now, follow the steps listed, below:**

- 1) If you are NOT a member of Top3Percent, get back to the person who gave you this report, and join Top3Percent, right away...
- 2) Once you are a member of Top3Percent, simply log into your members area, and then click the “Downline Builder” link...
- 3) Once on the “Downline Builder” page, click on the “TrafficWave” link, and sign-up for a professional autoresponder! I believe there is a 30-day FREE trial, too.
- 4) Get ready for the NEXT eBook: “Setting up your first Marketing Campaign”...

I hope you have found this ebook to be useful...If so, let me know!

YOUR NEXT step is to download “Part 3” of this series...

I wish you all the best,

*Brian Barnhouse*

(Top3Percent.org, SWFHT.com, MoreEgold.com)