

# The ONE Secret To Online Success

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# Introduction.

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You ever noticed that some of the best online marketers don't actually study online methods?

They study offline 'traditional' methods.

So anyway, this bloke I know - lovely chap, earns multiple seven figures a year from his online business.

His customers think he's great and his products sell like crazy.

His secret?

He studies traditional methods of selling.

I'm talking about techniques and methods that were popular before the internet, then he finds a way to automate it using technology and put it online.

Same techniques, newer technology.

For example he knows that when you run an ad in a newspaper it needs to be seen on average around 8 times by a prospect before they'll buy.

So he uses retargeting in his online business (you know those ads that seem to follow you around when you're browsing?)...

...to make sure that he gets the necessary eight views (at least) per prospect.

He also knows that we're more likely to go back to the bloke that we've successfully bought from in the past and that we trust for our next purchase rather than go to a new salesman or company.

So he treats his buyers list like family.

He also knows that we're more likely to buy based on:

==>> Trust

==>> Familiarity

==>> Word of mouth from trusted sources

==>> Past experience

==>> ...and a dozen other factors rather than being sold by 'cold' marketers

So he uses technology to automate and replicate the conditions he needs and to fulfil the above requirements!

By clever use of Facebook, autoresponder emails, tweets, forums, psychology and tracking and testing he knows pretty much what he should be saying to his new prospects, his existing customers, his ex subscribers and his VIP clients at any given time to maximise their value to him.

Technology doesn't have to mean distant and impersonal either:

If a personal handshake is required to seal a deal with a VIP client he'll replicate it with a personalised video, gift or (snail mail) letter that will have the same effect.

If he launches a new 'line' of goods or product he'll hold a VIP 'viewing evening' for his most valued customers, and make them aware that they're in his inner circle.

I'll say it again - He replicates the best 'old school' selling techniques using current technology.

If it worked fifty years ago don't think it won't work today, because my friend is living proof it DOES.

When you first look at his business it looks horribly complicated.

But if you've ever bought a premium car from a salesman, bought shares through a city broker or hold an Amex Gold or Platinum card you'll recognise what he's doing immediately.

He's looking after his customers in the same way a you'd be looked after at the Savoy or Waldorf Astoria in 1922.

Sure, he might be using modern technology but he's building relationships, selling products and acquiring prospects in ways that have been used for hundreds of years.

If you think online business is any different to offline business think again.

We're still selling to human beings and we haven't evolved anywhere near as fast as technology.

We still like to feel special.

THAT is the one secret – and the really successful marketers online know that, and use it :)

# Conclusion.

I meet a lot of people who have got started marketing online but have found themselves building a flimsy, short term business with no proper foundation.

So many people, in fact, that I decided to do something about it...



I put together a complete step by step system that anyone can follow to help them start their online business with proper solid foundations right from the start.

I have made it easy to follow and – so you don't get overwhelmed with information all at once - each of the 21 lessons (videos and pdf downloads) are delivered one a day over the 21 days.

Click the button below for more information.

