

# Lessons in Making More Money & Automating Your Online Business

with Alice Seba & John Reese

This special report is an interview that took place between John Reese & Alice Seba (that's me!) on March 15, 2005. It includes information on how I was able to double my business in the last few months of 2004 with John's help and it includes tips on how you can apply these valuable marketing lessons to your own business. I hope you'll take these tips and start applying them right away.

In this report, you will learn:

- ✓ How to get your advertising to make you money (instead of costing you money). Stop throwing out advertising dollars, "hoping" that you'll get a return on your investment
- ✓ How to create your own Internet business system that works for you even while you spend time with your family, pursue a hobby or just plain old relax. We all have lots going on in our lives, but there's no reason why we can't be making money at the same time.
- ✓ How to automate your follow-up process with your subscribers. Follow-up is crucial...but it doesn't have to take long at all. Find out how to increase your sales with an automated system that your subscribers will love.
- ✓ Why you are most likely leaving plenty of money on the table by not implementing this simple strategy. This is something most business owners don't do, but if you do...you'll likely push yourself light years ahead of your competitors.

...and more. J

I'm assuming if you're reading this, you've probably learned a bit about who John Reese is...but I think it's more important that you know WHY I asked him to do this interview. If you have heard of John, you might know that he's famous for selling over \$1 million dollars of his *Traffic Secrets* course in one day.

Although, that's an impressive accomplishment, that is NOT why I wanted John to share some business tips with you, my fellow home business owner.

I knew it was important to chat with John because of what he taught me and the difference he has made in my life, and really, the difference he has made in countless people's lives. SEE the success stories at <http://www.aliceseba.com/jreese/stories.html>

John has not only helped me increase the profitability of my business, but his teachings have been instrumental in my being able to leave the "rat race". Just like when we call the 9-5 grind the rat race, I think a rat race exists when we work our

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butts off working crazy hours at our businesses for little return. I've stopped all that craziness and if you want to read more about how John's course has helped me, you can go to <http://www.aliceseba.com/jreese> (if you haven't been there already).

I want others who are working from home or want to work from home to be able to have the same opportunity as I have had... and that's precisely why I asked John to chat with me so I could share a few of his Internet business tips with you.

John has actually been doing business online (prior to the Internet) since 1990. It wasn't an easy haul for him and he said it took him nearly 4 years to start making any real money. The turning point for him was when he realized that he needed to stop trying to create something new... when all he had to do was use the successful models of making money online that were already in place. Learning from others who are already successful is one of the best things you can do for your online business.

SIDE NOTE: If you're trying to "reinvent the wheel" with your online business – STOP NOW! It will help you obliterate many obstacles to your success.

Once things started turning around for John, he began to effectively sell to all kinds of different markets. John is involved in a number of markets including golf, baby stuff (yeah – and he doesn't even have any kids!), electronics, bird baths and tons more.

He's actually fairly protective of his markets to avoid copycats (an unfortunate fact of doing business online), but there is one thing he's not so protective of – and that's sharing what he's discovered to be the keys to online success.

Personally, I had no clue who John Reese was until July of 2004 when a trusted friend told me about this guy who was soon releasing an extensive course about website traffic. So last August, on a leap of faith, I shelled out the \$997 for his *Traffic Secrets* course and things started to make an amazing turn for me as I managed to double my income in just 3 short months (helping me pay for the course many times over).

Realistically, John's course might be out of reach for those just starting out, so I was so grateful that he took the time to talk to me for this interview. I know it will go a long way to helping new business owners cut some learning curves – and it will be a stepping stone for others who are ready to move to the next level.

So... let's get started.

## What Are Your Income Goals & How Will You Reach Them?

The first thing I asked John to talk about actually isn't covered in his *Traffic Secrets* course, but I know he has powerful advice on the topic which has helped me achieve a number of my income goals. I also know that this is a stumbling block for a lot of business owners – and that's achieving your income goals. I hear people say, "I just

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want to make enough to quit my job," or "I want to stay home with my kids," ... but that's not really a specific enough goal.

So, I asked John, "*What would you say to someone who needs help setting and achieving his or her income goals?*"

According to John, it's very important to have very specific income goals in mind. People may want to make \$2,000 a month online or even \$10,000 per month, but it's tough to get there if you don't get specific in these goals.

For someone just starting out, he recommends setting a small, attainable goal. For example, if you're still working outside the home (or even if you're not), you can start by saying, "I want to make enough money this month to pay my cable bill." It's a small amount, but you have a specific dollar amount pegged AND you also know what that money will be used for. You'll also feel rewarded knowing you're basically watching TV for free. J

Once you achieve that goal, you work on the next. Whether you're working toward a vacation, trying to pay off a debt or even just pay for hockey lessons for your children... take it step-by-step and have clear goals.

Interestingly enough, John was over \$100,000 in debt before he started to turn things around for himself. I know that today's society is riddled with debt and you may have some pretty hefty debt yourself. I asked him what finally helped him get past all the debt.

John said he had a lot of trouble really working off the debt until he faced it. Sure, he knew he was over \$100,000 in debt, but he never took an inventory of that debt and took it head on.

He recommends that everyone who is in debt, write down absolutely every penny they owe to every credit card company, department store, bank etc. Then keep that list beside you where you can see it at all times. Then you can set goals to tackle all of that debt.

If you know how much money you need and what you're going to do with it – whether it's to buy something nice, buy some stocks or pay some debt – it's much easier to get there.

Trust me, this really works. It's what has allowed me to achieve many of my financial and personal goals. Over four months ago, I had to start a brand new life for myself and my 2 boys. I set a goal to have enough money for a new place to live and new furniture. I hit that goal within 1 week.

This method is also what is allowing me to take 2 trips in April. One to a seminar in Atlanta, and then I'll be going to Washington, DC later on in the month. It is amazing what power this very simple process can have. So, start small and reward yourself for all those goals you reach.

So think:

1. How much money do you need?
2. When do you need it?
3. What are you going to do with it?
4. Repeat!

Okay, making money is a nice thing... but to make money you've gotta spend money. Here's John's take on that..

## Why You Must Pay for Traffic First

One thing John teaches that is very important, but is hard for some people to swallow, is that you need to pay for traffic first. Everyone is searching for that free traffic. Free traffic is great, so...

*Why the heck should someone pay for it?*

Well, John is a strong believer in the principle that he calls "Sacrifice early profits." This means that you may have to throw money at a project to see if it's viable first. Sometimes, you may lose money, but there is always a lesson to be learned and you can improve things your next time around.

In addition, paid traffic (for example: from pay-per-click search engines like Google AdWords & Overture) is the most targeted source of traffic you can get instantly and that is trackable. With these methods you can:

- Start sending tons of targeted traffic to your website in minutes. If you start a new website and you're waiting for the search engines to pick you up, it may take months before you find out whether or not someone is interested in your product. If you start driving targeted traffic right away, you can know if you have a viable offer within a few days.
- Track the results of your efforts. Using a pay-per-click campaign gives you the opportunity to see where your sales are coming from. We'll be talking more about tracking a little later on.

But it costs soooooo much money to buy traffic! L

I think I'm a very typical story (maybe you are too). When I started online, I actually did go ahead and start an AdWords campaign and I got burned bad. I spent hundreds of dollars and had nothing to show for it. And you read it on forums all the time: "AdWords is too expensive and Overture is even worse," so I know I'm not the only one who messed up like this.

I really didn't learn any lessons from my first AdWords effort. The mistakes I made included:

- Making a big group of keywords and writing just one ad. That's a mistake – your ads and keywords need to be as targeted as possible.

- Sending all my traffic to my home page. Another mistake because my home page did not even mention some of the very specific keywords I was bidding on.

John's course includes a pretty amazing screen-capture video that really shows how to do everything from setting up your campaigns to how to actually MAKE MONEY with your campaigns.

He actually allowed me to share this video with a few of the moms I work with and it was amazing to watch all the lightbulbs going off. They finally "got it" and they started making money from their campaigns.

John says it's very important to keep tweaking your campaigns and landing pages. You may need to change your offers as you go along and see what produces the best results. Never assume that what you are doing with your pay per click campaign is the best it can be. You also need to track every keyword to see which ones are bringing in the sales for you. If the keywords don't bring sales, then drop them.

It is a constant evolution... but if you work at it, things get better and better all the time.

Okay, so you're going to get traffic to your site, but what about all the hard work that goes along with running your day-to-day business? Here's one of the most important tips you'll ever receive...

## Don't Try to Do It All by Yourself

The next thing we talked about is a subject near and dear to me and has been something I've embraced since early on in my business... but before I went through John's course, I'd never taken it to the level that he talks about in his course. This subject is outsourcing.

I've always had assistants to help with administrative tasks and customer & visitor support. I hire someone to handle my newsletter editing and broadcasting. I also have the management of my message boards and chat rooms outsourced to other people – very great people, I might add.

But even after that, I was still doing a lot of the work myself. I was doing website updates, adding & writing content, purchasing, paying bills... etc. I was still working too many hours!

How many hours are you working? Are you spending a lot of time doing administrative things, leaving little time to promote your business?

*I asked John which activities people should outsource and why.*

According to John, outsourcing has been an important key to his success. As he is fond of saying, "The only limited resource is time." There are only 24 hours in a day,

7 days in a week and 365 days in a year. You can't squeeze more out, no matter how hard you try. Apparently, John has tried. J

John says to outsource as much as you possibly can, so you can focus on the marketing of your business. Basically, if it doesn't make you money and you don't enjoy it (but is a necessity in your business)... outsource it. For example:

- Customer support
- Product shipping
- Administrative tasks
- Bookkeeping / Accounting
- Programming
- Web design

All these things are important to your business, but they are just routine tasks that you can easily give to somebody else. Try making a list of everything you do in your business and see where you can start making steps to outsource a little bit at a time. Ultimately,

- If you don't enjoy it
- If it doesn't make you money
- If it's not cost-efficient for you to do it

... have somebody else to do it

Sometimes it's hard to "let go" of aspects of your business and even harder to figure out where you'll get the money to pay to hire people. But we're not talking about hiring a full-time employee for \$2000 per month.

Start slow and small, if you must – but do start

I couldn't agree more that outsourcing is an important key to online success. Believe me, every time I give the mundane tasks to someone else, I start to earn more money with my business because I can start focusing on the areas of my business I'm good at.. and I actually enjoy.

So, if you can start making a plan to set aside a little bit of money each month to outsourcing, you'll be able to regain more and more of your PRECIOUS time. Then you can start concentrating on marketing and building your online business.

There are many others in the work at home community I am involved with who are looking to do administrative work and you can find a list here:

<http://www.internetbasedmom.com/survey/wahm-support-list.html>

You can also use freelance sites like Elance, and John's course covers some great tips on how to get the most out of freelance sites like this. You can find Elance at <http://www.aliceseba.com/elance.html> - I have found some great and cost-effective help to write my website content and to do administrative tasks here.

## Don't Give Up On Email – It's CRUCIAL To Your Online Success

I have seen so many people who are frustrated with building their mailing lists or finding it hard to actually make money from their subscriber lists. Please don't give up because email will always be one of your most important marketing tools. Even if your list isn't huge now, just think long term. In a couple years it will be bigger, but you have to start somewhere.

As a bonus with *Traffic Secrets*, John includes a 2-DVD set called "Automatic Email Profits". It was just a bonus, but this was one of the most powerful parts of the course for me personally... and really got me understanding and using the power of email.

You may remember that I actually did an interview with Craig Perrine (The List Profits Coach) about email and we talked a bit about whether email marketing is dead. He pointed to John's million-dollar launch of *Traffic Secrets* and said that was done almost exclusively through email. I asked John what he thinks when people say that email marketing is dead because of spam filters and the like. Many people say that RSS is the way to go and a blog can replace a newsletter.

Of course, I knew what John's ultimate answer would be, but this is what he said: "Do people still use email?"

I said, "Yes."

"Then email is not dead. As long as people are using email, this is one of the best ways to directly reach your prospects."

Agreed... email has been a great "friend" to my online business. Here's an example:

Alice's Secret Weapon : Pre-Sequenced Autoresponders & Email Mini-Courses

In John's "Automatic Email Profits", he talked a lot about using pre-sequenced autoresponders – and this is what was so powerful for me. Once I watched these DVDs, I got to work IMMEDIATELY and the results have been amazing.

If you don't know what a "pre-sequenced autoresponder" is, it basically means that you set up an email series and each and every person who signs up receives the exact same set of emails on a certain topic. So, if I sign up today, for example, I get email 1 today, email 2 tomorrow and email 3 the day after that. If you sign up tomorrow, you get email 1 tomorrow, email 2 the next day and then email 3 comes the day after that.

This is just such a time saver and makes it easy to stay in touch with your prospects and customers. Everyone thinks you always have to create a full-blown newsletter and send it out every week, every two weeks or whatever. It's not the case. As long as you deliver great content, having it pre-written is perfectly acceptable and your subscribers will appreciate the good information you provide.

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In addition, if you have a special offer you want to announce to everyone on the list, you can broadcast it to everyone on the pre-sequenced list. You have the flexibility to do that.

But there is one thing to keep in mind that will help you get the most out of your follow-up lists. It's something that John says most people never do... and that's stay in contact with their follow-up lists. Many people will create a 5-day course on a subject, deliver 5 days of emails and then never contact their subscribers after that. Not everyone will buy in the first 5 days... and even if they do buy, they will probably buy more stuff, if you just stay in contact with them.

John recommends setting aside a little bit of time every few weeks, just adding more follow-ups to your autoresponder series. Some people will buy after being on your list for a year or even longer. You need to stay in touch.

Another mistake John says is not emailing their prospect enough. Your subscribers are bombarded with so many messages; they're subscribed to other mailing lists... so you need them to remember you. You need to train them to be accustomed to receiving your messages regularly. John says don't wait more than 7-10 days between mailings or you may not stay in the mind of your subscriber.

For me, these pre-sequenced emails have been a major source of sales of affiliate products and my own products too. I tell you, I was almost in tears when my autoresponder died last week (they're still working on fixing the problem!) and it stopped sending out follow-ups. I wouldn't have even known, except I was thinking it was strange that my sales had pretty much stopped for these certain products. That's how important the emails are to me.

Think of the time you could save by creating highly targeted lists of people who received pre-made emails. Your subscribers will receive great content and learn about your products – and you can be enjoying your “real” life or working on other aspects of your business.

## Testing & Tracking – Your Key to Easily Beat Your Competitors

I saved John's favorite topic for last: Testing & Tracking. It's something that most people don't even do, but John says it's the one thing that has made him the most money online.

Testing: We're talking about testing to different versions of your web page and seeing which pulls a better response. Whether it's to get people to sign up for your mailing list, register for a free trial or buy your product – you can always improve the response to your call to action.

It could be something as simple as changing a headline, changing your price or even the color or type of font you use. You'll never know which produces a better response unless you test it. YES! It's true – these small little changes can produce dramatic results.

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Tracking: Tracking involves setting up tracking URLs to discover which advertising methods are producing the most clickthroughs and responses to your call to action. You should also be tracking your outgoing traffic to affiliate products, so you know which programs are worth pursuing.

I had always been kind of a lukewarm tracker, but I am consistently putting more systems into place to track everything. It's quite eye-opening to see where we waste so much time and money. But I have to tell you, before I started tracking... and testing, it was intimidating. I think that's what stops a lot of people from testing and tracking.

*Is it what's stopping you?*

You may think that it's too complicated. I asked John what he would say to someone who says it's too complicated – outside of the fact that he thinks they're crazy? :)

"It's just a bit of code that you put in your pages or it's a matter of just writing a new headline and seeing if it beats your original headline," says John. There's nothing complicated about that, but the results you can achieve are extremely powerful. If you can't start testing and tracking everything... start doing some of it and you'll start improving your business.

The Internet makes it so easy AND inexpensive for you to understand where your sales and subscribers come from. Offline businesses don't have this luxury, so be sure you're doing what you need to do to gradually and steadily improve your business.

## The Real Secret to Online Success

If you've been struggling to reach your income goals with your online business or if you're reaching them but you're working too hard, I hope that this report will help you start making some changes in your business.

I know it's tough. In my years of working closely with other entrepreneurs, I believe that some of our biggest barriers to success are:

- Not asking for help
- Weariness to spend money on our businesses
- A fear (or at least a misunderstanding) of technology

The thing is, we do need help and we need to ask for it. You can't do everything yourself. You have a life outside your business that is a full-time job in itself. There comes a time when you MUST ask for help. Whether you hire someone, put your children to work or enlist the help of your spouse – you need to ask for help.

When it comes to money, it's hard to part with. But remember, when you are wise with your spending, it will – in most cases – produce more than you put in. Yes, you can run a business on a budget, but you need to invest in yourself and invest in your business. Whether that means buying pay-per-click advertising, hiring someone to help you or investing in your education – you must do it.

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When it comes to technology, I'm the biggest technophobe you'll ever meet. A lot of people don't believe this, but my closest business associates and friends laugh at me when they discover how inept I am with technology. But you know what? If technology can help me automate my business or make things easier – I tackle it head on. No, I don't do programming... I'll hire someone else to do that. However, I will make sure I learn the basics, so I can use the technology to my benefit.

So, whether it's autoresponders, tracking codes or testing software... I know that if I take the time to learn, it will save me so much time and money in the long run. I'm in this for the long haul and I know you are too. We can do this together.

## So, What's Next?

This document has already given you a number of strategies you can apply to your online business, but we've really only scratched the surface. I'd encourage you to check out John's *Traffic Secrets* course for a more comprehensive marketing and traffic generation plan for your online business...and I'll help you along the way.

If you would like to know more about John's course & want to pick up a few extra goodies to help you create a solid action plan, go to:

<http://www.aliceseba.com/jreese>

All the best



Your Friend & Partner in Online Success

P.S. Don't forget to check out some of John's other success stories at

<http://www.aliceseba.com/jreese/stories.html>