

## 7 Strategies for Making a Fortune Online Robert G. Allen

### 7 Strategies for Making a Fortune on Line

Super Glue Ways for Finding “Them” and Keeping “Them” coming Back for More.

picture

“Welcome to my web site”

You have 3 seconds. Snap. Snap. Snap. And they’re gone. How can you get your visitors to linger longer?

The technical Internet word for enticing surfers to hang around your web page is called “Stickiness”. Stickiness is usually associated with three factors:

**Duration:** How long do your visitors spend at your site?

**Depth:** How deep will they go exploring?

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**Frequency:** How often do your visitors return?

Big companies spend millions of dollars trying to increase the “stickiness” of their sites. Every month the Internet tracking company Media Metrics produces fancy statistics to show which sites won the battle of stickiness. The information is free and available at [www.mediametrics.com](http://www.mediametrics.com). (Another great site for Internet statistics is [www.forrester.com](http://www.forrester.com). Especially interesting is the list of the top commerce sites--- called the PowerRankings<sup>sm</sup>.) Study the sample chart from Media Metrics below and then we will discuss it.

**Top 10 Stickiest Sites in August 2000 Total Digital Media Universe - 1,167.9 average minutes spent in August 2000**

graph

source: media metrix

In this particular month, the average bingo player at bingo.com spent over 500 minutes (that’s 8 plus hours!) playing bingo. They passed all the three tests of stickiness:

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duration, depth and frequency. The reason the monster Internet sites like Yahoo and eBay and CNN are so interested in stickiness is because their model for making money is

to sell advertising. They want to show advertisers how many “sticky” eyeballs are roaming around their site. These advertisers know that the longer those eyeballs ogle the pages, the greater the chance of someone clicking on their banner ads. So that’s why the monster web sites are all hot and bothered about increasing their stickiness.

In roaming around one of the stickiest sites, eBay, I stumbled across this quote about stickiness.

*But what exactly makes a site sticky? Doug McFarland, Senior Vice President and General manager of Media Metrox explains that those mastering stickiness, offer a “mix of the four C’s: community, content, communication and commerce.” And of the mix, content appears to be the most important factor, Forrester Research’s Media Field Study for January 1999 reveals 75% of users return to their favorite sites for the strong content and a regular churn of information.*

All of this sounds reasonable, but don’t get too stuck on all of this talk about stickiness. If your just launching your web page, you won’t be able to sell advertising space until your website has hundreds of thousands of hits per month. Your primary goal is not advertising. It’s to be able to produce immediate (if not sooner) cash flow from the sale of products and services.

You don’t have the time or money to develop a sticky site. Therefore, you’re not as concerned with “stickiness”---how long they stay, how deep they go and how many times they come back. You are primarily concerned with “quick-iness---the speed at which people

agree to give you their email address. If they’ll give you permission to communicate with them then *you are in you are in control of the stickiness!* You have all the time in the world to educate them via email about the wonders of your site. But if you don’t get their email address---poof! They’re gone.

Stickiness is for big companies. Don’t try to be the big guys. Their model is to cast wide net and invite millions of people to come stick to them. Their information is an inch deep and a mile wide. You can’t compete with that. You have to do just the opposite---to narrow cast. Your information or products should be an inch wide and a mile deep. Become an expert on a very narrow topic. You don’t need millions of visitors to make your millions. Of the hundreds of millions of people on the Net, all you need is to convince 10,000 highly targeted people to give you permission to develop a relationship with them. Those 10,000 people will make you rich.

Why? Because the primary reason (70%) people use the Internet is not to surf but to access their email. If you can get permission to send a message into their email box, they may never need to visit your site ever again. It’s not about getting their eyeballs to travel

to your site. It's about getting their eyeballs focused on your email messages. Those are the kinds of eyeballs that you want!

### **What are the Ultimate Advantages of the Internet?**

In reality, the concept of stickiness actually runs counter to the advantages of the Internet.

When you think of the Internet, don't you think of speed? What people really want from the Internet are fast solutions to their problems. Do you really want the kind of customer who looks forward to spending several hours

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a week playing bingo online? (Get a Life!) The kind of customer you're looking for doesn't want a "sticky" experience. They want fast results, immediate delivery, instant gratification mixed with some one-on-one interactivity. Fast. Free. Frequent. Hot tips. If you build your business around these advantages, you'll have all the business that you can handle.

### **Quick-iness even more than Stick-iness**

Eventually, you will seek to add stick-iness to your site. But, at first, you're concerned with quick-iness. Here are 9 Ways to Improve the Quick-iness and the Stick-iness of your site.

#### **One. Become an expert on Instant Gratification**

In all of your marketing you should offer people an ethical bribe – a Special Report or some other "goodie" – to persuade them to take a peek at your site. When this person hits your site, you only have 3 to 5 seconds to get them to stick. So, you'd better make sure that the promised "free bonus" is immediately accessible. Spend a few, short, enticing sentences reselling them on the value of getting your free gift. The more they sense the value of the gift you are offering them, the more you tap into the power of reciprocity. They'll feel they "owe you" a few extra seconds to repay you for your generosity. Nothing is wrong with that. We're all used to it. In fact, the concept of sitting through commercials is simply to repay the broadcaster for providing such wonderful free programming.

Remember, your first and most important task is to entice them to leave their email address and give you permission to contact them again. The more valuable

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your "free gift" the less resistance they will have to leave their email addresses.

**Designing your irresistible bundle of goodies.**

Everything on your site should point toward the bundle of goodies your visitor receives for leaving their email address and their permission to let you contact them again. When these “maybes” leave their email address, you begin to stock your Maybe Lake. It is critical to the long-term survival of your online business.

In order to entice them to leave their email address you must design a “Welcome Basket” filled with all kinds of wonderful free goodies. They should feel that they are completely crazy not to take advantage of your generosity. Here is where you want to access their greed button. Below you’ll find a list of a few things you could offer them for the privilege of giving you permission to prove them what a “peach” of a person you are.

### **Welcome Basket full of Goodies**

- Free Newsletter
- Free Special Report
- Free book
- Free Coupons
- Free access to private Information
- Free checklist
- Free Quotes
- Free Samples
- Free access to past newsletters
- Free links to other great sites
- Anything else you can think of

Your goal is to instantly gratify your guests. When they sign-up for your newsletter then send them an instant email by auto responder to confirm their brilliant

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decision. Then, reward them again! Give them another free gift. If they purchase a product, instantly surprise them with a “First Time Customer” gift. When they receive their product, reward them again for their wise decision. Keep rewarding them for investing their precious time with you. This generosity will pay huge dividends.

### **Two. Transform Your Site into a Treasure Trove.**

A visitor to your site should feel like they just stumbled onto Ali Baba’s cave of treasures. Open Sesame and the cave opens. They are free to pick through the jewels of wisdom that you have assembled there for them. From the first day of launch of your site, you should be on the lookout for relevant chunks of information that you can load onto your site for the benefit of your visitors. Most of your visitors are in a “Yellow Pages” kind of searching mood so your information will be welcomed. Give your visitors a good reason to add your site to their “favorites” list---and tell others about their

good fortune finding you. If you are stingy with your free information, your visitors will be stingy with their pocketbooks and their recommendations.

### **Fresh and Deep**

There are two kinds of information that your visitors will seek: 1) Fresh, new, hot information--- to keep them coming back for more and 2) in depth, timeless information. The more of both, the stickier your site will become.

### **Three. Give Your Visitors a Rich Experience**

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Once you know that your marketing is working and that you are able to attract a steady stream of visitors and are gradually stocking your Maybe Lake, then you can add some extra features to your site.

#### **A Quote of the Day**

People love quotes. A new quote of the day would be very easy to program into your site. The wisdom of the ages can lend credibility to your offerings.

#### **Joke/Cartoon of the Day**

Everyone loves a good laugh. With a little research you should be able to gather an archive of good, clean humor to fit the overall theme of your business.

#### **Hall of Fame for Success Stories**

People love to see their names in lights. Actively gather success stories of people benefiting from your products and services. It not only builds credibility but it gives your customers an excuse to send other people to your site. Make a big deal out of your satisfied customers and they will make a big deal of you.

#### **Useful links to journalistic magazines and news sources**

At first these links can be offered as a convenient listing of reputable news and information sources. Eventually, as your traffic grows, these links might even become paid advertising links as in the example below from Red Herring magazine at [www.redherring.com](http://www.redherring.com);

#### **SPONSORED LINKS**

[GURU.COM](http://GURU.COM): Overworked? Need an expert to help your project? Get a guru today!  
[HEADHUNTER.NET](http://HEADHUNTER.NET): Search over 250,000 jobs and 10,000 employers at Headhunter.net.

FREE Book! Courtesy of tulsianiinvestments.com

UNIVERSITY OF PHOENIX: Earn an advanced degree at the University of Phoenix online.

OAG FREQUENT FLYER UPDATE: The business traveler's secret weapon. It's free!

HUBSTORM: Launch your net market in NO time!

VAULT.COM: Find that killer job! Post your resume and win DVD players or cameras.

DLJdirect: A premier online brokerage firm. Join now and receive 100!

NATIONAL DISCOUNT BROKERS: No Min. Account Balance Required! Apply Now!

CRIEL WORLD: an email-based recruiting service targeting passive job seekers.

SILICON INVESTORS: lifetime Membership (\$200 value) for only \$49.95.

### **Provide an easy way for your visitors to recommend your site to other.**

There is a growing list of companies on the Internet with "plug in" tools to make it easy for people to instantly recommend your site to their friends---while they are actually visiting your site. Your visitors just click on a convenient button and up pops an instant message box ready to shoot off a recommendation to a friend or fellow associate. That's why your site needs to have the "Wow" factor---not the fancy flash graphics but the fabulous in-depth, free content. Here are two possibilities for you to check out:

[www.recommend-it.com](http://www.recommend-it.com)

[www.letmeknow.com](http://www.letmeknow.com)

The Recommend-It service actually enters the person making the recommendation into a drawing to win \$10,000 in cash. The downside is that it also encourages them to sign up for one of several opt-in free newsletters.

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Letmeknow.com is a little less intrusive. Check them out for yourself.

### **Search engine plug in**

Several major search engines provide an affiliate program where you can include a search engine feature on your site. Goto.com has an excellent program to add functionality and usefulness to your site. You also earn .03 cents for every click through.

### **Four. Make your email communications valuable but not too valuable**

As this technique of sending email communications---ezines, Tip of the Week, etc.---becomes more and more popular, it is absolutely critical that you differentiate your emails from all of the many messages cramming your customer's email box. It may take several messages before they learn to distinguish your messages from other email noise. How can you make your "brand" stand out? Here are some ways to differential your messages:

### **Be Brief but Valuable.**

You want to make your message valuable enough to make a person want to read it immediately... but short enough so that they don't "save it" to study it later. If they save it they will probably never read it.

### **Reward them for reading your emails**

Give rewards for enticing a person to take the time to read your message immediately. These rewards may be a coupon for a future discount, or a hot tip about some free

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information that you've uncovered especially for them. You could offer a special surprise from time to time.

You could also make your email messages valuable by including a humorous segment, a great quote, a great idea or tip, a great bargain, a great idea to make money and something personal to humanize your messages.

Your goal is to get your subscribers to "anticipate" your emails...and to "hunger" when they haven't heard from you in a while. This subtle "rewarding" process will cause you to be a welcome event rather than an annoyance. You are building your brand awareness in this new subscriber's mind. When they think of you, you want them to be thinking... "Oh, Goodie!" instead of "Oh, No! Not them again!"

### **Five. Get permission to gather more information to serve them faster.**

The sites that are the most valuable to me are the ones who have earned my trust so that I'm willing to give them deeper levels of personal information. For instance, my bank, my Quicken files and my E-Trade account have all asked me to fill out in-depth personal profiles. Because they are a vital part of my business, I'm happy to do so. Having once invested time in creating a file of personal information, I am extremely hesitant to leave and start all over again with another online service provider. Knowing this, companies like E-Trade are willing to offer people a bribe of up to \$75 just to sign up. Once they've got you in their web, there is no getting around it.

Amazon.com has the right idea with their 1-click shopping. Why would you want to take the extra 60

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seconds to buy a book elsewhere when you can buy it from Amazon with one click of your mouse?

Any amount of personalization will make your site stickier.

### **Six. Design a frequent visitor/purchaser program**

Who hasn't heard of Frequent Flyer Miles? They work. They create a brand loyalty---or to use a "new economy word"---stickiness. By rewarding your most loyal customers with accumulating rewards, you increase the chance that they will keep coming back again and again. They have something to lose if they don't come back.

An online leader in this industry is Netcentives found at [www.netcentives.com](http://www.netcentives.com). Through their ClickRewards programs they have pioneered a way to reward your customers for their loyalty. Here is what their website says about the program:

*"Online customers want to be rewarded for their loyalty. With so many choices available, who can blame them?"*

*ClickRewards is the only Web loyalty program to reward customers with ClickMiles™, a digital currency redeemable for frequent flyer miles, hotel stays, car rentals and merchandise. Customers simply make purchases or other transactions on a ClickRewards merchant site, and immediately start accumulating ClickMiles.*

*By creating a powerful promotional network of the Web's top merchants, including E\*TRADE, barnesandnoble.com and Gap Online, ClickRewards*

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*turns curious visitors into buyers and buyers into loyal customers. Member customers make a point of shopping with ClickRewards merchants because they know their patronage is valued.*

*Merchant implementation is easy. The ClickRewards account team helps market, promote and manage the rewards program, making it the easiest, most cost-effective relationship marketing tool available online.*

Your growing business may not yet be large enough to take advantage of such a program but you should at least "model" what they're doing. It's obviously working.

### **Seven. Reduce the distance between your Visitors and a live person**

The more and the faster your visitors can interact with real people, the stickier and quicker your site will become. This plays to the strengths of the Internet---speed and interactivity. If you can connect with your customers during their maximum moment of feeding frenzy, the more likely you are to make the sale. Unfortunately, this may go against the nature of the ideal hands-off, money-while-you- sleep kind of business that you'd like to create. As you design your business, you'll have to balance these two competing demands. Do you want to make money fast? Or do you want to make money without hassle? I'll bet you answered both, didn't you.

### **Eight. Get people together and they'll reward you for it**

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As your site grows, you will attract like-minded people and by default you can become the central meeting point of a virtual community. Here is a quote from Arthur Armstrong, author of Net Gain from the Harvard Business School Press.

*“Virtual communities are groups of people who share interests and needs who come together on-line. Most are drawn by the opportunity to share a sense of community with like-minded people – regardless of where they live. But virtual communities are more than just a social phenomena: what starts off being a group drawn together by common interests ends up being a group with critical mass of purchasing power-based in part on the fact in communities, members can exchange information with each other on such things as a product’s price and quality.”*

One of the leaders in creating the software for running virtual communities is InfoPop found on the Net at [www.infopop.com](http://www.infopop.com). You can actually download and test out a working version of their product for free. It’s called the Ultimate Bulletin Board. From their website I have downloaded some of the advantages of installing a bulletin board on your site. If done properly, it can be a win/win for everyone.

#### **For consumers...**

- Introduces others like themselves

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- Creates an instantly accessible marketplace
- Fosters an open users forum and knowledge-base
- Reinforces purchase decisions
- Concentrates group buying power – auctions, surplus
- Gets service and support questions answered
- Overcomes buyer objectives
- Shares product usage tips

#### **For sponsors and marketers...**

- Grants new insights into buying public
- Concentrates economic focus – auctions, surplus
- Rapidly expands user base through “word-of- mouse”
- Heightens brand awareness
- Generates offer strategies and value propositions

- Pre-tests new product development
- Assembles an instant focus group
- Generates content
- Builds more meaningful service relationships
- Engenders user-to-user product support

### **Gateway to the next generation of marketing**

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- The ultimate realization of target marketing
- Form instant market of your affinity group
- Gain more personal interaction
- Test ideas and create a value proposition
- Relationship marketing, pure and simple
- No postage stamps
- No lost mail
- No spam!!

### **Community---The Key to Web Prosperity**

- Message board attracts and retains community
- Visitors can express themselves
- Collaborative conversations (duration of stay)
- An essential forum for user communication

Of course, the downside of the building a virtual community is the fact that if service isn't up to par, now there is a forum for your customers to complain to each other and spread the word even faster. Before you build your community you'd better make sure that you build up your customer service.

Now, we've come to the final item on our stickiness/quickiness checklist. I've placed it last

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because its nature is fundamentally different from the other eight. The first eight points have to do with making your site addictive---creating reasons for people to buy now and buy in the future, over and over again. The final item on the check list has to do with making your site contagious---creating a buzz that spreads like wildfire.

### **Nine. Study the laws of epidemics and the principles of contagiousness.**

How can you create an explosion of traffic at your site? No amount of advertising can create the power of Word of Mouse. But you can get started. The Internet word for this phenomenon is "Viral Marketing".

The term was actually coined by the Venture Capital firm of Draper Fisher Jurvetson to describe the phenomenon of a company they funded in 1996 called Hot Mail. Aside from having a great name, Hot Mail was hot because of the way it was marketed---and it spread like a virus going from 0 customers to over 40,000,000 in only 3 short years, growing a subscriber base more rapidly than any company in the history of the world. And, as Business Week reported, the idea for Hot Mail came about as almost an afterthought;

The two principals, Sabeer Bhatia and Jack Smith... “went to see Draper Fisher Jurvetson, but the investor was unimpressed by their idea for database software for the Net. As they were packing up to leave, [the VC’s] asked: ‘Do you have any other ideas?’ Sabeer said they’d noodle over a scheme to offer free, advertising-supported E-mail over the Web. A week and a half later, the venture capitalists came up with \$300,000, and hotmail was born.” (BW, August 25, 1997)

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The genius to Hot mail’s growth was the free price tag and the fact that every email that someone sent contained the following tag line and an implied endorsement by the sender:

Get Your Private, Free Email at <http://www.hotmail.com>

The more the service was used the faster the word was spread. Eventually, Hot Mail was sold in 1998 to Microsoft for four hundred million dollars! Not a bad return for giving something away for free. Here is what Steve Jurvetson, the 32-year-old venture capital partner said about the deal in an article in Fast Company in March 2000.

*“Hotmail, one of our big investments, spent five months saying no, no, no to Microsoft. The company’s leaders turned down the initial offer -- \$120 Million in cash – because it was ridiculously low. In the end, they got \$400 million in Microsoft shares; today, those shares are worth \$1.2 billion. That would not have happened if Hotmail had been built to flip. Even so, we advised Hotmail not to sell when it did. In fact, in nearly every case, we strongly advise our companies against acquisition, because the upside potential is simply greater when a company stays independent. Hotmail has 50 million active subscribers: If it had remained independent, it would have a multibillion-dollar valuation today.”*

That is the pay off for having the most successful, virally marketed business idea in history. Here is a brief list of other hot ideas that spread like wildfire:

- Harry Potter: The hugely popular fantasy novel series
- Ebay: the world’s leading online auction site

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- Who wants to be a Millionaire?: The hot ABC game show

- Survivor: The hot CBS reality show
- Napster: The music downloading site
- Surprise.com: the hot gift site
- Blue Mountain: The popular source for sending electronic greeting cards
- ICQ: The instant messaging technology that signed up 12 million people before selling out to AOL for 300 million
- Amazon.com: Signed up over 200,000 affiliates netwide to spread its services
- The Blair Witch project: Popular movie shot on shoe string and grossed over 150 million

All of these ideas spread like a virus through the population. So how can you catch the virus?

All you need is one good idea like this, right? At least you need to understand the theory of a positive virus, how it spreads and what you can do to launch one of your own. There have been 4 excellent books on the subject, all of which you should probably read if you want to understand viral marketing. Luckily, you can download many excellent parts of them from the Internet.

Permission market	Seth Godin
	<a href="http://www.permission.com">www.permission.com</a>
The Tipping Point	Malcom Gladwell
	<a href="http://www.malcolmgladwell.com">www.malcolmgladwell.com</a>
Unleashing the Idea Virus	Seth Godin
	<a href="http://www.ideavirus.com">www.ideavirus.com</a>
Anatomy of a Buzz	Emanuel Rosen

You can go online and download your own copy of Godin's Idea Virus book at [www.ideavirus.com](http://www.ideavirus.com). Then, download 4 free chapters of his first book, Permission Marketing. Good Stuff.

All of these books are more theoretical than practical-instructing us on the power of creating a buzz, and hyping a product until it catches fire. Studying the theory and the many case studies encourages you to come up with ways to create a positive epidemic for your ideas and products. There is a science of creating a buzz, especially if you know the parameters of the disease.

Steve Jurvetson, the man who coined the word "viral marketing" said this in a November 1998 article in Business 2.0.

*"A good virus will look for prolific hosts (such as students) and tie itself to their high-frequency social interactions. Viral marketing is strongest when it taps into the breadth of its customers' weak connections to others. Tapping a customer's entire address book is more valuable than just reaching his or her best friend.*

*The typical viral entry strategy is twofold: Minimize the friction of market entry and proliferation, and build in hooks to create barriers to switching."*

At his website, MalcolmGladwell.com the author of *The Tipping Point* says, “*Think for a moment, about the concept of contagiousness. If I say that word to you, you think of colds and the flu or perhaps something very dangerous like H.I.V or Ebola. We have, in our minds, a very specific biological, notion of what contagiousness means. But if there can be epidemics of crime or*

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*epidemics of fashion, there must be all kinds of things as contagious as viruses.....*

*The second of the principles of epidemics—that little changes can somehow have big effects and vice versa—is a also a fairly radical notion...To appreciate the power of epidemics, we have ...to prepare ourselves for the possibility that sometimes big changes follow from small events, and that sometimes these changes can happen very quickly...*

*One of the things I'd like to do is to show people how to start “positive” epidemics of their own. The virtue of an epidemic, after all, is that just a little input is enough to get it started, and it can spread very, very quickly. That makes it something of obvious and enormous interest to everyone from educators trying to reach students, to or for that matter to anyone who's trying to create a change with limited resources. The book has a number of case studies of people who have successfully started epidemics—an advertising agency, for example, and a breast cancer activist. I think they are really fascinating. I also take a pressing social issue, teenage smoking, and break it down and analyze what an epidemic approach to solving that problem would look like. The point is that by the end of the book I think the reader will have a clear idea of what starting an epidemic actually takes. This is not an abstract, academic book. It's very practical. And it's very hopeful. It's brain software.”*

In an August 2000 article in *Fast Company*, Seth Godin talked about how to create a recipe for your own Idea Virus.

### **Recipe for Your Own Idea Virus:**

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What does it take to create a successful ideavirus? Follow these seven simple steps:

1. **Make sure that your idea is virusworthy.** If it's not worth talking about, it won't get talked about.
2. **Identify the hive.** To get the full benefit of an ideavirus, you'll need to infect more than half of your hive.
3. **Expose your idea.** Expose it to the right people, and do whatever you need to do to get those people deep into the experience of your idea quickly as possible.

4. **Create your sound bite.** You've got to decide what you want the sneezers to say to the population. If you don't decide, they'll decide for you – and say something less than optimal.
5. **Give the sneezers the tools that they need to spread the virus.** After you've got the sneezers, make it easy for them to spread your idea.
6. **Once you've got their attention, get their permission.** The goal of the ideavirus marketer is to use the virus to get attention, then to build a more reliable, permanent chain of communication so that further enhancements and new viruses can be launched faster and more effectively – and under your control.
7. **Amaze your audience so that it will reinforce the virus and keep it growing.** Why do some viruses burn out more quickly than others? Marketers get greedy and forget that a short-term virus is not the end of the process; it's the beginning. By nurturing the attention that you receive, you can build a self-reinforcing virus that lasts and lasts and benefits everyone involved.

As I've said, studying these books will give you the theory of how to spread your product like a virus. It gives you the framework for a mindset about making your message contagious. Here is the list of questions—thanks to Seth Godin—that you should be asking yourself as you create your marketing plan.

**Here are eight questions you can use as a self diagnostic test:**

What can we do to make our product more virusworthy?

How likely are powerful sneezers to adopt our virus?

Do we know who the sneezers are and how to contact them?

Have we figured out what we want our sneezers to say? How are we teaching them to say it?

Is it possible to include our viral elements in our product?

Have we chosen a hive that we're capable of dominating?

How smooth is the transfer of the ideavirus?

Have we built in multiple feedback loops so that we can alter the virus as it moves and grows?

To build upon the theory of viral marketing, in chapter 10, I'll show you a very practical way to create a buzz.

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Now, let's review our list of ways to make your site stickier and quicker. Study this list. Let the concepts roll around your brain as you contemplate your marketing activities. From this list will come most of your "breakthrough" ideas.

- 1. Become an expert on Instant Gratification**
- 2. Transform your site into a Treasure Trove**
- 3. Give your visitors a Rich Experience**
- 4. Make your email communications Valuable, but not too Valuable**
- 5. Get permission to gather more information to serve them faster**
- 6. Design a Frequent Visitor/Frequent Purchaser program**
- 7. Reduce the distance between your Visitors and a live person**
- 8. Get people together and they'll reward you for it**
- 9. Study the Laws of Epidemics and the Principles of Contagiousness**

**Good Luck with your Internet Marketing!**

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Dear Wealth Seeker:

Would you like to make an extra \$50,000 to \$100,000 a year for life?

Because of your interest in Making Money, I want to work with you on a personal basis to help you reach your financial goals.

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My name is Robert Allen. I am the author of two of the largest selling financial books in history; both #1 New York Times best sellers—read by millions of people in the past 20 years.

My current best-selling audio program from Nightingale/Conant is entitled Multiple Streams of Income: How to Generate a lifetime of Unlimited Wealth.

103,000 people attended my \$500 weekend investment seminars in the 80's.

FREE Book! Courtesy of tulsianiinvestments.com

20,000 people attended my \$5,000 week long Wealth Training in the 90's.

Thousands of them are now financially free.

In my current best selling book, Multiple Streams of Income, I reveal little known financial techniques and strategies for earning 18%, 36% and as high as 50% on your money. All guaranteed by the government! Plus I describe 6 other ways of earning as much as \$1,000 a day right from your own home.

Every time I write a new best seller I do challenge to prove that the new techniques can be profitably applied by anyone.

When I wrote my first book I said:

“Send me to any city in America, take away my wallet, give me \$100 for living expenses and in 72 hours I will buy you an excellent property, all with none of my own money.”

The Los Angeles Times took me up on my challenge. They flew me to San Francisco with an L.A. Times reporter. In 57 hours I had purchased 7 properties worth \$722,000. Today those assets are worth almost triple the amount.

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For my next #1 best seller, I did the St. Louis Challenge. I said:

“Send me to any unemployment line. Let me select someone who is broke, out of work, and discouraged. Let me teach him in two day's time the secrets of wealth. And in 90 days he'll be back on his feet, with \$5,000.00 cash in the bank never to set foot in an unemployment line again...”

I selected a young couple from the unemployment lines of St. Louis, Missouri. Ninety days later they had earned \$5,000 using one of my techniques.

In the next 12 months they had earned over \$100,000. To celebrate, I took them on Good Morning America with me.

To publicize my next book, I accepted an invitation to appear on the Regis Philbin show. From the studio audience, I selected a woman named Pat Watson.

90 days later, Pat and I were back on the show with an incredible story to tell. Starting from scratch, using my system, she had earned over \$20,000.

I have been working on my latest book for the past 8 years. I'm now ready for my next challenge. I call it the Multiple Streams of Income Challenge.

“Send me a group of people who want to become financially independent. Let me teach them my strategies for Creating Wealth. In 90 days, they will have developed multiple streams of income. Eventually these streams of income will give them the freedom to do what ever they want for the rest of their lives.”

What’s the bottom line? I need success stories. I am currently finishing my new book Multiple Streams of Income: How Ordinary People are Making Extraordinary Money Online and I have other books scheduled to follow. So I am looking for people who are willing to follow my advice and make money with my strategies.

Interested?

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I am in the process of selecting a group of people to work with me on a personal basis. We go into depth in three areas.

#1 Real Estate (Nothing Down and Foreclosures)

#2 Info-Preneuring (Information and Internet Marketing)

#3 Financial (Stock Market Investment and Asset Protection)

My goals for you are simple:

1. Buy at least one excellent piece of Real Estate at a bargain price per year.
2. Start on the road to making a \$1,000 a day on the Internet.
3. Maximize the return on your investment dollars by making significant money in the stock market. Protect your financial fortress and legally minimize your taxes.

After reading this booklet, if your intuition tells you that it’s appropriate to work with me, give my office a call at 1-800-748-5199 & ask for ext. 8818 or visit my website

[www.multiplestreamsofincome.com](http://www.multiplestreamsofincome.com).

Financial Prosperity,

Robert G. Allen