

Subject: Lesson 0 :: Ground Zero Welcome

Hi {FIRSTNAME}

Welcome to Ground Zero, the little 7 day course that will impact your business.

Richard and I would like to personally welcome you and applaud you for taking the first little step towards tidying up your online ventures and getting ready for the first big step to turning your business into your empire.

The lesson plan for this course will cover:

1. Before You Turn On Your Computer
2. Why 95% Are Failing
3. How You Can Join The 5%
4. Business Success Blueprint
5. Battle Plan
6. You Don't Get A Second Chance To Make A First Impression
7. Instant 291% Sales Increase

Tomorrow you'll be receiving your first lesson. The subject line in your email will say, " Lesson 1 :: Before You Turn On Your Computer"

Since email is becoming an unstable way to communicate, you'll want to "whitelist" the email address xxxxxxxxxxxxxxxxxxxx That is the email address that your course will be sent from.

Talk again soon.

Enjoy your day!

Subject: Lesson 1 :: Before You Turn On Your Computer

Hi {FIRSTNAME}

Welcome to Lesson 1 of Ground Zero, the little 7-day course that will impact your business. Before you begin, print out this email so you can highlight, underline and take notes. Then put it in a binder where you can easily refer to it again and again.

In today's lesson we're going to look at a critical part of your business...you. Before you even turn on your computer, you have to get your head in order. Here's where to start:

Mindset

The way you think, directly affects the results you're going to get from your business. If you look at your business as a Mickey Mouse hobby, you'll make a Mickey Mouse income. If you treat your business as the professional entity that it is, you'll find your income will begin to match your expectations. Although it may seem like psycho-babble to you right now, the way you think and view your business has a huge effect on whether you can actually buy your shiny yellow Corvette or whether you can only afford the gas.

Here's your new mindset: You are the President and CEO of your own online company. It doesn't matter if you're the only person in your company and your company consists of a 10-year-old computer sitting in the dusty corner of your bedroom. No one online knows or cares about your office or your company, only about what you can do for them. Provide them with what they're looking for and you're on your way to a professional online income.

Next, take a realistic look at what you want to achieve. It's easy to see the success stories online and get caught up in the excitement of making \$40,000 in 2 weeks, but look behind the scenes to see what actually happened to achieve those numbers. Most likely there was a lot of groundwork that went into creating that kind of result. Don't be fooled into thinking it's easy money. The money is there, but it takes some work to get to it.

To prove this point, we'll look at one of Terry Telford's businesses, The Business Professional.com In June, 2005, this business generated \$41,439 in sales in 17 days. It's the absolute truth and a fact that Terry and his partner are very proud of.

But there's more to the story.

From what you just heard, a seed was planted in your subconscious that says, "\$41,439 in 17 days" and you subconsciously absorb that as a personal goal. It happened whether you know it or not. But you need to see the whole picture to see that it took a lot longer than 17 days to build a business that could actually achieve those sales results.

The Business Professional was born almost 2 years before the first major sales achievement. On October 23, 2003, Telford registered the domain name and had the intentions of turning The Business Professional into an online portal with a print quality magazine.

Between the time the domain was registered and the \$41,000 sales event, the business had undergone several changes, facelifts and metamorphoses to become a membership website.

As Paul Harvey would say, "Now you know the rest of the story."

To get to the point that The Business Professional actually generated \$41,439 in 17 days, the product took 2 years to develop. If you want to get into even greater details, the sales were generated, for the most part, by affiliates. The affiliates made a 50% commission, so \$20,000 was paid to them. After paying payment processing fees, hosting and other miscellaneous fees, there was approximately \$20,000 left for the partners to run the business and draw an income.

So when you see stories of large amounts of money in a short period of time, keep in mind that there is always a story behind the story. Remember to keep your expectations realistic.

Look at your business as if you were climbing a ladder. You have to lift your foot up to the first rung before you can reach the second rung. You have to make your first \$10 sale before you make your first \$100 sale. You have to experience your first \$100 month before you have your first \$500 month.

There's a whole psychology about setting your mindset, but the most important points you need to keep in mind are:

- You are responsible for the success or failure of your business – you are the CEO
- It doesn't matter what size of business you run, your customers only care about what you can deliver
- Be realistic with your expectations
- Develop your business in a step-by-step fashion – walk before you run
- Focus on what you're doing and let the rest of the world take care of itself while you're in the zone

Now you've got your head in order :) Tomorrow, you'll see why 95% of all online entrepreneurs are failing and how you can avoid their pitfalls. Your email will say, " Lesson 2 :: Why 95% Are Failing"

Talk again soon.

Enjoy your day!

Subject: Lesson 2 :: Why 95% Are Failing

Hi {FIRSTNAME}

Welcome to Lesson 2 of Ground Zero, the little 7-day course that will impact your business. Before you begin, print out this email so you can highlight, underline and take notes. Then put it in a binder where you can easily refer to it again and again.

In today's lesson, we're going to look at why 95% of all online entrepreneurs fail...and more importantly, how you can avoid their pitfalls.

What's at the root of the problem?

Sadly, the root of the problem can be traced back to that person who is attempting to make money online. This person has 4 challenges.

1. They are stuck in a money paradigm

A paradigm is a commonly held belief or way of thinking that may or may not be true. In the 1800's the common paradigm was that the world was flat. Science proved the paradigm to be false. Today, the common paradigm is that money is in finite supply. The internet and the information age is proving this to be another fallacy.

80% of the people in industrialized nations have a job. They trade their time, 8 hours a day, for a bit of someone else's money. Their outlook on money is defined by their pay check. If they make \$3,000 a month, they try to squeeze their lifestyle into a \$3,000 a month box. Their viewpoint on money is that it is finite, there is a limited quantity available.

In the industrial age, this was somewhat true. People could get a second job to supplement their first job, but they rarely got further ahead because they were still limited by the amount of time they could work. Then after taxes, it generally ended up not being worth while to work 2 jobs.

But we're no longer in the industrial age. At the turn of the century we entered a new millennium, a millennium of information. We are now in the information age. The industrial age has been left behind. Information doubles at a rate of every 7 years. By the year 2013, we'll have twice as much knowledge and information as we have right now, in 2006.

The information age brings information overload, but it also brings something new and exciting. Today, you can sit in front of your computer for an hour or two and make tens, sometimes hundreds of times more than you could make in the industrial age. You can leverage yourself on the internet in a way that was never possible before. Today you are sitting on the precipice of the most financially rewarding time of your life.

The amount of money that's available to you is no longer limited to the number of hours you can work. It's only limited by your imagination and your know how. Getting the know how is easy, the information is all around you. This course is your first step into a paradigm shift. Money is infinite and you can achieve the lifestyle you dream of.

2. They have unrealistic expectations

Because there are so many publicized success stories online and even more hyped up stories, people become overenthusiastic and become unrealistic in their expectations of what a business online will achieve.

The truth is, there are no limitations on the amount of money a person can achieve online, but if they are going to do business online, they have to treat it as a business. It's not a gamble or a hobby. A business takes some thought, education, planning, and action. Without these 4 ingredients, failure is inevitable.

It is possible to make overwhelming amounts of money in a short period of time on the internet, but not in your first month. Like any business, your online business takes time to gestate, take form and mature. Buying the next hot \$97 product that shows you how to become an overnight success, only leaves you \$97 poorer if it doesn't fit into your plan. Planning may sound boring, but without a plan you don't know where you're going or how you're going to get there, so every new path seems to be the short cut to the pot of gold.

With a little thought and a general idea of where you want to go and how you want to get there, your expectations become more rooted in reality. Your business has a fighting chance of becoming a success.

3. They have no plan

As mentioned previously, without a plan you have no idea where you're going or how to get there. This course is the beginning of your planning process. Even if you don't want to write down a formal plan, a couple of notes on what you want out of your business and how you plan on getting there, will save you countless sleepless hours wondering where all your money has gone.

Your plan can be as simple as this:

Objective:

In 1 year, I want to be earning an extra \$2,000 a month.

Strategy:

I will earn this extra money by learning how to generate an income from the internet

Tactic:

I will become an affiliate of someone else's business so I can learn the ropes. Once I have a marketing system that I am comfortable with, I will design my own product, offer an affiliate program and leverage my time to increase my income.

4. They suffer from information overload

Information overload has become a part of everyday life. Every single day, the average person is exposed to almost 3,000 marketing messages. That's in addition to the regular information that has to be processed to complete your work.

The only way to cut through the noise is to focus. There is no such thing as an offer that ends at midnight tonight that you just have to have. Today's hot product is replaced by tomorrow's hot product. In order to focus, you need to choose a path and follow it. This course is your path for the next few days. Ignore everything else, focus in on this and when you're done, take the next step. Put your education to action and continue on to the next course in this series or choose a new course to enhance your knowledge.

While you're learning, continue taking action and making an income for yourself.

Now you know why 95% of all online entrepreneurs fail. Tomorrow, you'll see how you can join the 5% who have built online empires. Your email will say, " Lesson 3 :: How You Can Join The 5% "

Talk again soon.

Enjoy your day!

Subject: Lesson 3 :: How You Can Join The 5%

Hi {FIRSTNAME}

Welcome to Lesson 3 of Ground Zero, the little 7-day course that will impact your business. Before you begin, print out this email so you can highlight, underline and take notes. Then put it in a binder where you can easily refer to it again and again.

In today's lesson, we're going to look at how you can join the ranks of the 5% top income earners online. Don't be fooled by the simplicity of this lesson, it's very powerful.

Focus

Now you're ready for the next battle you're going to wage with your mind...how to focus. You have to pinpoint your focus to stay effective. When you sit down at your computer, you're there to get a job done. There are hundreds of distractions online and offline, but you need to focus on the task at hand or your work will never get done.

We all suffer from information overload. Online, it's easy to start out with great intentions of completing a task, like answering email, and 2 hours later you find yourself surfing for Pamela Anderson pictures because you clicked on a link in an email that took you to a website that led you to another website with intriguing information in a link that... you get the picture. We've all been there. So you need to guard your focus and don't lose sight of what you are actually supposed to be doing while you're sitting in front of your computer screen.

You've invested in this training program to learn how to fast track your income, so focus on this program and ignore everything else for the time being. You'll build a solid business faster by keeping your focus. The proof is in the pudding.

To prove this point, look at the results of a recent experiment. Whether you agree or disagree with the methodology, the outcome is fascinating.

An experiment was conducted with a group of mentally challenged people. Each person had the ability to listen to simple instructions and carry out a simple task. None of them could do more than one simple task at a time, but all of them were able to complete menial tasks on a computer.

The top person in the group had been taught how to cut and paste text from a Word document into a simple form on a website. Each day, he would sit down at the computer for 20 minutes, cut and paste exactly as he'd been shown how to do and then turn off the computer. This was his "job" every single day, day-in-day out.

The copy he was cutting and pasting from the Word document into the form on the website was a simple article. He was given a new article each morning and copied it into an article submission website and then pushed the send button. That was all he did. That was all he knew how to do. He didn't suffer from information overload, he simply followed the instructions he'd been given.

Each article promoted a website, a single website. After 3 weeks of sending out one article a day, the website made it's first sale, then another and another until the website was making at least one sale a day.

The point of this experiment was two fold. Could a mentally challenged person generate an income to partly help support him or herself? And secondly, could the internet be used to assist some mentally challenged people to generate that income? The preliminary results appear very positive.

If a mentally challenged person can generate sales from a website, using one simple tactic, then so can you. The reason this experiment is so exciting is it's proof positive that anyone can make a living online. The key to making it happen is focus – your focus.

Narrow your focus and block out all the other noise on the internet. Focus in on your business until it is crystal clear and you've laser targeted your sights. Don't hop around, don't get side tracked, don't get bogged down with information overload. Focus on effective actions and you'll be on your way to profiting from your own online business in record time.

Now you know how to join the 5% income earners online. Tomorrow, you'll get a business success blueprint. Your email will say, "Lesson 4 :: Business Success Blueprint"

Talk again soon.

Enjoy your day!

Subject: Lesson 4 :: Business Success Blueprint

Hi {FIRSTNAME}

Welcome to Lesson 4 of Ground Zero, the little 7-day course that will impact your business. Before you begin, print out this email so you can highlight, underline and take notes. Then put it in a binder where you can easily refer to it again and again.

In today's lesson, we're going to look at how a simple blueprint can take help build your business from ground zero to your own online empire.

Business Blueprint

Before you can start following your blueprint, you have to truly understand what your online business is. Your online business is simply an electronic version of an offline, Mail Order Company. Instead of working with paper and postage, you work with electrons and email. You advertise, receive and process orders, collect money and ship products.

The beauty of your online business is you're not directly involved in every part of the business. A lot of your business is automated and can run for you on autopilot while you're sleeping, enjoying a fine meal, or on vacation. Of course you have to set it up, do some marketing and answer customer queries, but for the most part, it's quite a passive way to make an income.

Compare that to the offline mail order industry and you suddenly see how lucky you are. If you run a small home based offline mail order business, a campaign looks something like this:

1. You design a post card
2. You print out your post cards, address them, and stamp them
3. You run to the post office to mail them
4. A couple weeks later, you get a few orders, with checks included as payment
5. You fill out your deposit slip with the checks and take them to the bank
6. Once the checks have cleared, you process the orders, package them and address the packages
7. You take the packages to the post office and mail them

Then like your shampoo bottle says. Apply, Rinse, Repeat!

In fact, you're always working several stages of the process at the same time.

Then along comes the internet and wipes out most of the workload. The same information product you were offering offline can now be offered as a downloadable PDF file from your website. But now, 99% of the process runs on autopilot. Your job is narrowed to sending an email.

1. You send an email message to your list
2. Your subscribers visit your website

3. Some of your visitors click the "BUY" button and make a purchase with their credit card
4. Their credit card is automatically verified by your payment processor
5. Your customer is sent to your download page where they download your information product

Since you don't have to use your time printing, packaging and mailing your products, you have much more free time to market. The more marketing you do, the more successful your business becomes and the more income you put in your pocket.

The people who are making money online have grasped this concept. The people who are struggling online...haven't.

Then there's the hybrid business that operates on and offline. Your Marketing Journal <http://www.YourMarketingJournal.com> is an example of a hybrid product. It combines a physical journal with a private member's website and monthly group coaching.

Your business

There are basically 2 ways to make money online. Sell your own product or sell someone else's product and collect an affiliate commission. The simplest solution is to become an affiliate first. This allows you to become accustomed to running your own online business without having to deal with the extra work of creating a product, administering an affiliate program and handling customer support.

But simply promoting an affiliate program isn't going to make you financially independent. You need to build your own list or database. This is where the gold is. You've heard it a million times before, "The money is in the list." Instead of just repeating it, we help you build your list and then monetize it. We show you how to pull the gold out of your own goldmine. You may not realize how significant this really is, but as you start earning money every time you send a message to your list, you'll start to see what an invaluable business asset your list is. In fact, let me take this opportunity to give you a snap shot of what building a list really means.

Building your list

The single most important part of your business is your list. In fact, it's 3 lists. The 3 lists are:

1. Your prospect list – This list includes people who have subscribed to your free newsletter or other free offers. By signing up for your list, they have raised their hand and showed they're interested in what you have to say and offer.
2. Your customer list – This is your biggest business asset. These people have purchased your products or the products you represent and assuming they were happy with what you sold them, will most likely purchase from you again in the future.
3. Your affiliate list – As your business progresses, you'll most likely start creating products of your own. When you start marketing your products, your affiliate list will become another gold mine for product sales as well as product promotion.

Building a list means building a business with a base value. If you choose to sell your business sometime in the future, it will be valued by the size of your mailing lists as well as the revenue it generates.

Now that you have a basic blueprint for your business, you can plug it, follow along and start down the road of prosperity. Tomorrow, you'll find out where to go and what to do. Your email will say, "Lesson 5 :: Battle Plan"

Talk again soon.

Enjoy your day!

Subject: Lesson 5 :: Battle Plan

Hi {FIRSTNAME}

Welcome to Lesson 5 of Ground Zero, the little 7-day course that will impact your business. Before you begin, print out this email so you can highlight, underline and take notes. Then put it in a binder where you can easily refer to it again and again.

In today's lesson, we're going to look at your battle plan. We're going to put your ducks in a row and then blow the heck out of them.

Education

Education is one of the basic keys to unlocking your business's success. Without proper knowledge, taking action is futile. If you subscribe to the "ready, fire, aim" mindset, you're shooting yourself in the foot.

Gaining knowledge is part of your education. Your education falls into two camps. The first camp is education about your primary business. This is your environmental education, education about the environment where you work and what you do. The second camp is your business education. Business education can include hiring a coach to help you develop your business faster and more efficiently, taking courses on business development, learning different aspects of marketing, or any facet of business building that isn't directly related to your environmental education.

Having said that, you don't want to get stuck in education mode. You want to keep learning and advancing as you take your business to new levels of profitability. It's a good idea to read a business publication or listen to a business audio for at least half an hour each day. This way, you're continuing your education daily, but also working your business. Educate yourself everyday, but make sure you put your education into action.

Action

You need to pare down your actions. Your only productive actions are the ones that are making you money. The rest is wasting valuable action time. Surfing is not a productive action unless you're researching. If you're researching, you need to limit your surfing to include only the subject matter that is essential to making decisions. It's very easy online to get sidetracked and find yourself wasting hours upon hours and getting nothing productive accomplished. You need to concentrate and stay focused.

Diligently set aside a block of time every single day that is your business time. No one is to disturb you during that time. You have to discipline yourself to keep that time as business time. Before you sit down at your computer, decide what you want to accomplish. If you want to write an autoresponder message and update your website with a new article, those are your priorities. Talking to your friends on Skype, and surfing for Pamela Anderson pictures can be done after you've accomplished your goals.

If you are able to sit down at your computer undisturbed for several hours, break your time up into blocks to ensure you maximize your effectiveness. The most important part of your business is your marketing. It should be the very first thing you do.

If you have 3 hours to work on your business, your schedule could look something like this:

Hour 1: Write and submit an article

Hour 2: Answer email

Hour 3: Edit the report you're working on.

Your daily actions will determine how successful your business is and how quickly you join the ranks of the high-level income earners. If you don't set yourself up little mini action plans each time you sit down at the computer, you will easily waste your time and accomplish little or nothing. Prepare for battle, one fight at a time.

Now that you have a battle plan for your business, you're ready to attack the internet. Tomorrow, you'll find out how to keep your visitors on your website for more than 8 seconds. Your email will say, " Lesson 6 :: You Don't Get A Second Chance To Make A First Impression "

Talk again soon.

Enjoy your day!

Subject: Lesson 6 :: You Don't Get A Second Chance To Make A First Impression

Hi {FIRSTNAME}

Welcome to Lesson 6 of Ground Zero, the little 7-day course that will impact your business. Before you begin, print out this email so you can highlight, underline and take notes. Then put it in a binder where you can easily refer to it again and again.

In today's lesson, we're going to look at that all-important first impression. When someone visits your website, you have less than 8 seconds to give them a reason to stay. 8 seconds! If you don't impress them instantly, they're gone.

On the internet, content is king. If you give people the content they're looking for they could stay on your website for several minutes, sometimes hours, depending on what they're looking for and what you have to offer. But what about that all important first time visitor who happens upon your site for some abstract reason? You've got to hook them and pull them in immediately.

How?

Layout and design.

The layout and design will pull your visitor into the copy of your website. Content is still king, but your layout and design are the servants that lead your visitors to the king. Instead of giving you a big long list of things to do and things not to do with your website, I'm going to give you 3 links. These are sites that Richard and I own. Each site has a different feel and purpose, but each site draws the visitor into the copy with a clean layout and design.

<http://www.YourMarketingJournal.com>

<http://www.RichardButlerTheSuccessCoach.com>

<http://www.TheBusinessProfessional.com>

But what if you're graphically challenged?

There's no need to worry. You've got two simple solutions.

Solution 1

Templates

If you like to dabble with a bit of HTML and you can put together your own websites, but just need a bit of inspiration or graphic help, take a browse through the hundreds of free templates at the Open Source Web Design <http://www.oswd.org>

Solution 2

No HTML Experience

If the thought of putting together your own website scares you, you'll love the WebsiteTerry software. You don't even have to know how to spell HTML to use this software. It does

everything for you. All you do is click on a few buttons, write some text, the same as you would in a standard Word document and the rest is done for you. It even inserts AdSense code if you want it, optimizes your webpages for the search engines, and makes publishing your website easier than popping popcorn. Visit <http://www.WebsiteTerry.com> and click on the box on the lower left corner that says "7 Reasons Why" to watch the video of this software in action.

Now you have no excuse for having a sloppy looking website. You'll love your new site, your visitors will love your new site and your bank account will love your new site. Tomorrow, you'll find out how to increase your sales by 291%. Your email will say, "Lesson 7 :: Instant 291% Sales Increase"

Talk again soon.

Enjoy your day!

Subject: Lesson 7 :: Instant 291% Sales Increase

Hi {FIRSTNAME}

Welcome to Lesson 7 of Ground Zero, the little 7-day course that will impact your business. Before you begin, print out this email so you can highlight, underline and take notes. Then put it in a binder where you can easily refer to it again and again.

In today's lesson, we're going to look at how you can increase your online sales by 291%. Is that a guarantee? Nope. But it's what happened to my website when I started playing around with the little tactic I'm going to share with you.

Your website is static, anonymous, and faceless. To make a sale, you have to overcome several psychological barriers. Two of the biggest barriers between you and your prospect's wallet are credibility and trust.

When a prospect first gets to your website, you don't have either. No trust, no credibility. Your prospect doesn't know who you are and certainly has no reason to trust you. So you have some hoops to jump through before your prospect whips out his or her credit card.

One way to partially bridge the gap between you and your website visitor is to add a bit of audio to your website. I've done that on a few of my sites and I was able to achieve a 79% - 164% sales increase. Then I hit the bomb three weeks ago.

Video.

I tested out a 90 second "me in front of my web cam" video and my sales almost tripled. Why? Because my visitors were looking at me. Instead of a static, anonymous page, suddenly my website was personal. They could see the person behind the web page.

Suddenly, I was able to shatter two of the sales barricades that sit in every prospect's mind. Why should I trust the person behind this website and is he or she credible? Instead of my prospect meeting my anonymous web page, they met me, in their space – face to face.

The results of my little test excited me, but there's even more to the story. It used to be complicated to get video onto your website. You needed special software on your computer, your hosting service had to be very

generous with bandwidth, and you needed a bit of skill at putting the whole thing together.

But not anymore.

In a second, I'll show you where my video is, but just before I do, I'll tell you how incredibly easy it was to make it. It took 4 simple steps, not including logging into my back office :)

1. I login to the back office of my video site
2. I click the record button
3. I talk to my webcam
4. I click the stop button
5. I copy and paste a little HTML snippet into my web page and badda boom badda bing, it's done.

And if that wasn't enough, the whole kit and kaboodle costs \$10 a month. I've never seen this level of functionality for such a deadbeat price.

OK I put together a little video for you so you can see what I'm talking about. It's at <http://www.TerryTV.com>

Congratulations. You've now completed your Ground Zero course. Your next step is to graduate to Your Marketing Journal where Richard and Terry will help you build your online business, one step-by-step.

Talk again soon.

Enjoy your day!