

From Zero to Six Figures – FAST!



Five Successful Businesswomen Share Insights to
Building a Six Figure Online Business

From the
Radiant Success Team

**Denise Wakeman, Ellen Britt, Janis Pettit,
Marnie Perhson and Kathleen Gage**

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Foreword

Welcome to the Radiant Success Team eBook. You have in your hands some of the most insightful information on how to build your business.

Each expert has shared some of their most valuable information on what is necessary to grow your business. Although the focus is for online strategies, much of this information can easily be used for brick and mortar businesses.

At the end of this document you can read about each member of the Radiant Success Team.

In order to be a member of the Radiant Success Team each one had to achieve a high level of success in our own business. The information contained in this book has been applied, proven and produced results for each of us and it can for you.

To attend our upcoming live event in Raleigh, North Carolina from May 20 – 23, 2010 [Click Here.](#)





5 Tips for Using Article Marketing to Grow Your Business

By Marnie L. Pehrson

- 1. Write articles on your area of expertise** and submit them to web sites that target your audience as well as to the top article directories. Articles are a great way to establish yourself as an expert as well as build quality links to your Web site.
- 2. Market specifically.** If your article is about "How to Install a Kitchen Sink" then make sure your article's resource box speaks to that. For example: "For a free step-by-step guide on installing a kitchen sink, visit [www...](#) " Then link to a specific page on your site that has the information you promise.
- 3. Select Titles Wisely.** Choose a title that is descriptive and tells the reader what the article is about. While catchy phrases are cute, they may not accurately depict what's inside the article. They probably aren't what someone would think to search for either. Select a three-word phrase that people search for and use that phrase in the first three words of your title. Strike a balance between readability and phrases that people would search for. Make sure your titles are something a searcher would enter on a search engine. If you do you'll increase the number of visitors to your article. I recommend using Google's Adwords keyword selection tool or WordTrakker for ideas.
- 4. Don't Forget Your Summary.** The summary you use on article directories is usually what shows up as the summary on search engines results for your article. It should include keyword phrases that people search for on search engines.
- 5. Think about Your Reader.** Once the visitor has reached your article, make sure you retain their attention. It's your goal to impress, instruct, and enlighten them so much that they will want to visit your Web site. Articles aren't advertisements, and they aren't blobs of keyword-stuffed text. Not only will the visitor instantly leave your

article if it's nothing but an ad or keyword jumble, but also they'll probably look at your name and make a mental note never to do business with you.

Your article simply must be credible, well-written, properly formatted and grammatically correct. People want to do business with people who are intelligent and trustworthy. Steve Martin used to do a stand-up routine where he compared "Fidelity Bank and Trust" to "Fred's Bank." Where would you rather put your money? The same goes for article promotion. The quality and credibility of your article reflects upon you and your professionalism.



Top 10 Article Banks

By Marnie L. Pehrson

An article bank is a web site where people can post articles for webmasters, ezine publishers, newsletter editors and offline publications to find and reprint. The writer's "payment" for having his or her article used is that the writer's byline, resource box and link will be included with the article.

In essence, it's free advertising for the writer and helps build link popularity to his or her web site. Since starting IdeaMarketters.com as an article submission site in December 1998, the number of article banks has mushroomed.

There are literally hundreds of them. But every article directory isn't of the same value to you as a submitter. Some receive little traffic. With the 1,000's of articles in these databases, your article is bound to get lost. A good way to decide which article banks to submit your articles to is to go to <http://www.alexacom.com> and look up their traffic. A site with an Alexa ranking of 250,000 or less is receiving a good clip of traffic.

The higher a site comes up on Alexa, the more Alexa users visit that site. It's not a hard and fast determination of traffic because not everyone has Alexa's toolbar installed on their browser. But, it will give you a good general idea.

Is Traffic the Only Thing to Consider?

No. More traffic to an article directory doesn't always translate into more traffic for YOU. It depends on how that site features your articles, links to your site, spotlights you, and gives you exposure.

We've found, for instance, that the longer an article stays on the home page of our site, the more traffic that article receives and the more click-through's the writer receives to his or her site. Google, for example, needs to make several passes over a page before that page is thoroughly indexed. Eventually, if an article is spotlighted for a few weeks, it will come up higher in search engine results.

What about Duplicate Content?

There's been a bit of a scare online about duplicate content - having the same article on hundreds of different sites. The problem here isn't so much for the writer as it is for the publisher. Google takes the top handful of occurrences for an article and displays those on their search results. The rest get dumped into their supplemental index, which means they aren't going to get seen. For the web site running the article, this means that having articles that are on every Tom, Dick and Harry's web site is just wasting space and resources on the site - that is unless the site is one of Google's favorite article banks.

The article banks that have been around the longest and that are regularly spidered by Google will have a better chance of a top position for an article - even if that article is duplicated on other web sites. This especially holds true if the article is displayed on a main page of the site.

For the writer, submitting the very same article to hundreds of sites is a waste of time. Spend your time submitting articles to the top 10 article directories. If you want to submit to others, tweak the article enough that it's distinctive and then submit it to another 10 and so on.

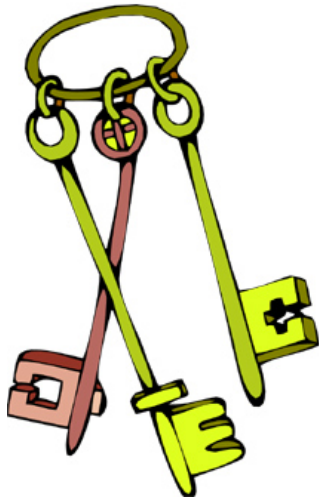
Top 10 Article Banks

Here are ten of the most popular article banks on the internet, in alphabetical order:

www.amazines.com
www.articlealley.com
www.articlecity.com
www.articledashboard.com
www.articledepot.co.uk
www.articlefinders.com
www.certificate.net
www.ezinearticles.com
www.freesticky.com

And of course, my personal favorite:

www.ideamarketers.com



Three Keys to Small Business Success

By Janis Pettit

Whether you're growing your small business offline or online, these three keys will unlock the door to more profits, more free time, small business success and financial freedom. They are so important that I have them near my desk so I remember them each day and I remember to keep repeating them to my small business owner clients.

The three keys are:

- leveraging
- strategy
- planning

I'll tell you how they work in a minute.

The alternative is what I call the small business school of "shot in the dark" growth.

It goes like this:

- Oh, I've got a great idea.
- I'll give it a try now
- I hope it works and brings in lots of sales
- Action taken. Money spent
-

Which do you think gets the best results? Let me give you a simple example of how the three keys can work online.

Say you write an article like this one that will hopefully offer some value to your clients and you send it to them by e-mail, or you even put it on your website.

To leverage the article here are just a few things you could do with it:

1. Research a relevant keyword phrase to use in the article title so its search engine optimized and the search engines or web surfers might find it when searching for that topic.
2. Make it an entry in your blog and make sure your blog and tag the blog post with that keyword phrase
3. Send it as an autoresponder e-mail to your subscribers

-
4. Convert it into an audio or video
 5. Submit the keyword optimized article to online article directories with a link back to your site included.
 6. Use the article as part of a product or e-book.

You've begun to **leverage** the time you took to create, write and edit the article. When I write an article, it's posted on my blog, and it's submitted to various article directories or social networking sites.

To create a strategy around the article, you could:

1. Decide how the article could drive readers back to a specific sales or blog page on your website where they would be introduced to products and services related to the article content.
2. Decide how the content of the article could be written to create curiosity or interest in a particular product or service.
3. Make the article part of a series of articles that relate to the product or service and that lead readers to take action.

To use the article as part of a well thought out plan, you could for example:

1. Develop a detailed plan as to how you'll use specific articles to introduce readers to a series of sequential, value added products.
2. Set a schedule to create any necessary web pages or follow up e-mails.
3. Decide how much revenue you want to generate each month and how you'll do that using articles as part of your marketing.
4. Set a schedule to write and distribute articles every week.
5. Set up and implement a system to let social media followers know about each article.
6. Measure and track traffic to the web page where your article sends people and track how many of those visitors buy your product or service or sign up for your mailing list (your conversion rate).
7. Tweak the article content or product sales page content until you're getting maximum results.

Before committing to any marketing activity, figure out how you'll leverage your time and money, and what the strategy is behind your choice of this activity. Then skillfully plan how you'll make each marketing investment work to bring you a steady stream of qualified prospects.



Create a 6-Figure Income with a Proven Business Design

by Janis Pettit

I've been a successful entrepreneur for over 21 years. I ran my first two businesses without a detailed business blueprint. In other words I did what most small business

owners do. They sell a few basic products or services. They wing it. They find a few ways to market them and they get clients. They sell time for dollars which creates an income ceiling. After all, there are only so many working hours in a day. I call this the Treadmill Business Model.

My second business was an upscale 3 Star NY Times-rated restaurant. I was pretty darn good at marketing— even got written up for it and did some marketing consulting for other restaurants. Business was great—that is until year seven when it leveled out and dropped. At first I didn't get it. I knew lots of new restaurants had opened nearby and I knew our high profile wealthy clients would always try the newest trendy place. People were still telling us how much they loved our food and ambiance. So what was the problem?

After much agonizing and researching bigger competitors it slowly dawned on me. I didn't have a business design. I didn't have a well thought out plan to create multiple streams of ever increasing income in a strategic way. I only had one type of "product", and one income steam. The logical next steps became clear. I would have to look at a number of possible ways to add new services or locations, products or services that served the same market but in different ways or my business would become stagnant. Can I tell you how grateful I am for that lesson?

I'd like you to stop what you're doing and take an honest look at your business.

Are you working hard doing marketing activities and trying to get clients but your bank account is still not reflecting your hard work? Are you dreaming about a solid 6-figure income but it always seems just out of reach?

Its time to develop a model that will take your clients through a series of strategic purchases so they don't just buy from you once and disappear. Do you have entry level products that are designed to lead clients directly to higher value, higher priced products and most importantly, passive income and a steady cash flow? If you don't, eventually you are going to hit a wall.

Often people who come to me for help offer just one thing—maybe it's coaching, or they sell a book, or they offer personal training or services like organizing or they sell a single line of products. When I ask them the

- **lifetime value of their customer,**
- **how many times each customer buys from them,**
- **or how they can increase the transaction value of each sale,**

they really have no answers.

If you want a solid 6 figure income or even a 7-figure business you need a **Business Design Model**. Not just any model but a proven model— a real blueprint for your business. One that follows a simple formula but is customized to your business. Once you have this model developed you can repeat it over and over and the results can be stunning.

If you are seriously hungry for true success including financial freedom, the joy, the exhilaration, the time freedom that comes with it, a Business Design is crucial. If you want to serve more people and make more of a difference in the world a Business Design will get you there.

When I help clients develop this model we work flow a Business Design flow chart I've created. Here are the basic steps you'll need to follow to create your Business Design:

1. Find your Profit Niche by deciding **how you can turn your passion, knowledge, talent or message into marketable ideas** that you are certain people are willing to pay for.
2. Decide **how much** you want to generate **in sales and income** (sales minus expenses)
3. Do **needs research**—where is there an unfilled or underserved need in your niche? Where are there people willing and able to pay for what you want to offer?
4. **Create a product funnel**—a series of products and services that each client could logically purchase in sequence. Make the less expensive

products downloadable or deliver them to a group. Make direct access to you and your time the more expensive options.

5. **Create a product flow**—how will you lead clients smoothly through this sequence. This is about strategy
6. **Create (or obtain) your products**—including being clear on the benefits and results buyers will experience if they buy.
7. **Create your Marketing Design**—how can you reach your target market as quickly, extensively and inexpensively as possible? With social media, free online marketing options, inexpensive pay-per-click advertising and website hosting, driving qualified leads to your website has never been easier. Combine that with ACTIVE offline marketing, like networking, speaking, phone calls or even direct mail. But you need to be strategic and only spend time on those activities that give you a measured return on investment and which connect you with your ideal clients.

Implement this system, then turn it into a repeatable system that can be used for each new line of products or services you add to your business and it's totally realistic that you can create a 6-figure income in twelve to eighteen months.

The 7 Deadly Small Business Mistakes You Must Avoid

By Janis Pettit



Why do so many small or solo businesses fail? Is it because the owners weren't good enough at what they did? In most cases that's just not true. Most of them were very skilled and talented in their area of expertise. So why do people continue to struggle without enough clients or income? It's heartbreaking to me when someone gives up who has great potential and a realistic dream. I want you to succeed in a big way. In fact I'm passionate about it.

So I want to share the 7 top deadly mistakes I've seen repeatedly that can pull you down and how to avoid them.

1. Believing that being good at what you do or even being an expert is all you need.

There are two completely separate "tracks" you need to master. First you need to be good at delivering a quality product or service. That's a given. Many people stop here. They act as if they are still an employee working for someone else. They spend their time trying to deliver services instead of building a business, which leads us to the second track—building a business.

Not only do you need to be good at what you do, you need to master the skills and mindset it takes to run a business, like strategic planning, marketing, sales, finance, productivity, priority based action, management skills, self-discipline and self-motivation. This is the key. Master these skills and your success will soar.

The best way to do this is to learn from those who are where you want to be so you can learn the strategies they used to succeed. Without the Entrepreneurial skill and mindset, you cannot succeed.

2. Wasting money on poorly crafted or unnecessary marketing materials

Don't spend money building a website or crafting a business card, logo or brochure until you learn what makes them work to bring you clients. I've seen so many people waste money on an inefficient website with no traffic because they didn't know what questions to ask when hiring a web designer and they didn't know anything about traffic generation, search engine optimization or writing effective web content.

Don't get your relative or neighborhood college student to design your website. If you want to be professional and are serious then you need a professional website that will get people to take action and will look professional. Nothing screams amateur more than a home made website. The same is true for any of your other marketing materials.

3. Lack of marketing or sales mastery

The best marketer always gets the most new clients. Even if you have a superior product, if you don't know how to market it effectively and then close the sale, you will struggle. In today's information laden world, you need to know how to stand out and broadcast your message consistently and effectively. You've got to learn the proven marketing strategies and systems that are working for your top competitors and you need to master them. And you need to make marketing a daily activity, not just something you do when you have extra time.

4. Putting all your eggs in one basket

I've seen businesses sink because they depended on only one or two high profile, high paying clients. This is a mistake. Always make sure you're in a position that if you lose one client your business can still survive and thrive.

The other way this can play out is if you offer only one or two primary products and once a client has finished using this product or service they move on. You're then relying on constantly getting new clients instead of making the most of the ones you have. That's why I teach people how to build a product funnel to keep clients coming back again and again.

5. Going it alone

Whether you're small or solo, you're the owner and you make the decisions. But you still need a support team. Work with a coach or mentor who can help you stay on track.

Consider joining or creating a mastermind group of successful people who can be like a vision team for you and who will support you and push you outside your comfort zone.

The other way going it alone can sabotage you is if you want to control everything yourself and don't outsource. You need to be the person who sets strategy, creates products, and serves clients. The rest can be done by others and once you get this and follow through, your income will increase significantly.

6. Misallocated time

Spending time running from task to task with no idea or what's really a priority or an income generating activity can run you ragged and cost you your business. Surfing the web, checking e-mail constantly, and other time thieves need to be avoided at all costs. Track how many hours each day are spent on client generating activities or on servicing clients and how much time is spent otherwise. It's really eye-opening.

7. Lack of planning

I know you wouldn't take an overseas trip without detailed planning. So why would you run your business without one? When you have a vision and a plan you can check in regularly throughout the day and ask yourself "is what I'm doing supporting my plan and my goals". Plan out at least 6 months ahead—what products you'll introduce, what marketing you'll do, how much money you intend to pull in.

The first step is to admit if you are making one of these mistakes. It's okay, we've all made them. Then start taking action right now to eliminate the mistake so you can experience the real success you deserve.



How to Keep Readers Coming Back to Your Blog

By Denise Wakeman

Blogs are the most powerful marketing tool you can use to attract leads and new customers, as well as increase visibility in your marketplace.

But what makes one blog successful and another mediocre? The majority of "so-so" blogs lack one or more of four important elements... In this article I will introduce the CODA system and how it can driven traffic and engagement with your readers.

Some bloggers may be writing well, posting relevant and valuable content on a regular basis, but they aren't encouraging reader interaction. Or they might have built a blog whose purpose isn't evident.

Some blogs are difficult to navigate, making it nearly impossible for readers to find important information. Some look good, but they don't have frequent or relevant posts.

And, most important to the first-time visitor, many blogs lack critical design elements. They offer no way for busy readers to quickly size them up and decide whether the blog is worth reading.

This is where the CODA system comes in, to serve as a guide for bloggers to monitor four elements of their blog and keep it on track as a marketing tool that serves their business. **CODA focuses on Content, Outreach, Design and Action.**

C Is for Content

The first essential component to a successful blog is content. It is often said that **"content is king" because it is the critical element that will make or break your blog.**

Always **write with your readers in mind**. If your posts are not interesting to the people you're writing for, then they're not going to come back. They're not going to subscribe. And they're not going to buy your products or services. **Your content is where you have the opportunity to really penetrate your niche market and dominate, to become the de facto authority.**

When developing content, keep in mind the **three E's of content: Educate, Entertain and Engage**. The two primary reasons people use the web are to find solutions to their problems and to be entertained (as seen in the phenomenal growth of online video).

The first E is Educate. A great **example of educational blogging** is Dr. Eben Davis' Back and Wrist Pain Blog. Dr. Davis uses his blog to teach prospective and current patients about how the body works, why they might need help, or how he can solve their problem. Nearly every post is educational and recently he told me that about 50% of his new patients come as a result of reading his blog and that they are getting better results because they are better educated.

The image is a screenshot of a blog post from "Dr. Davis' Back & Wrist Pain Blog". The header features a city skyline with the Golden Gate Bridge. The post title is "Chronic Neck Pain and Migraine Headaches?" dated October 07, 2008. The author is identified as a "San Francisco Chiropractor". The text discusses the author's personal experience with migraines and neck pain, mentioning a medical roller coaster ride and a brain tumor diagnosis. A sidebar on the right contains an email subscription form with the text "Get New Posts Emailed Directly To Your In Box" and "We will protect your privacy. Your address will be kept confidential." Below the form is a "Get email updates" button and a "Powered by Feedjit" logo.

Educate your readers so they know how you can solve their problems.

The second E is Entertain. **Video inherently is more entertaining than text** (unless you're really good at writing humor, which is tricky). Use

video to tell a story or to better express your personality. **Check out Gary Vaynerchuk and his WineLibrary.tv blog.** He posts videos five days a week and because he has a huge personality and is incredibly passionate about his subject, he rarely fails to entertain-as well as educate and engage- his audience, which is evidenced by dozens of comments on every post.



Video is inherently entertaining and quickly engages the viewer.

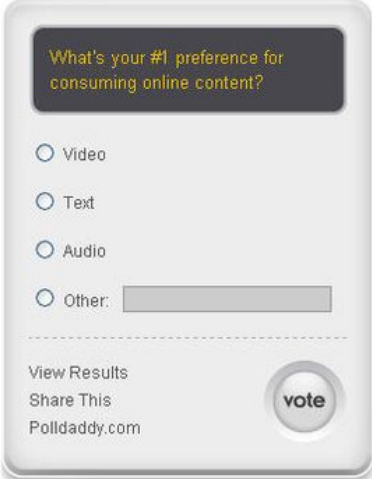
The third E is Engage. How do you get people to actually connect with you and participate in the conversation? One way to do that is to **use polls**. Some of the **free polling sites are vizu.com and poll daddy.com**. Create a one-question poll to encourage people to take the step and interact by answering your question.

Even simpler is **asking for comments**. I often hear the complaint, "Nobody ever comments on my blog." My response is, "Do you ask for comments? Do you **tell readers how to comment?**" People need to be told what to do. You might need to say at the end of your blog post, "Please let me know what you think about this. Click on the comment link below."

Keep in mind that when somebody actually interacts with something-they click a link, they post a comment, they take a poll-they stop being a passive reader.

Now they're actively engaged with you, and that can help bring them one step closer to becoming a client or a customer.

That got me thinking. I find I am skimming more, reading less, watching more video and listening to more content on my ipod. **How about you?** Here's a quick **unscientific poll** to find out what your current preference is for consuming online content. Would also love to get your thoughts about this question in the comments. And please share this poll with your audience as I'd love to get a **broad and diverse response** to find out how things are trending. **Please click the retweet button.** Thanks!



23 tweets
retweet

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Posted by Denise Wakeman, The Blog Squad on Sunday, November 08, 2009 in [Business Blogs](#), [Creating Blog Content](#), [Polls](#) | [Permalink](#) | [Comments \(18\)](#) | [TrackBack \(0\)](#)

[Favorite](#) | [Digg This](#) | [Save to del.icio.us](#) | [Tweet This!](#)

Ask for engagement. A poll gives your readers the opportunity to tell you what they think.

Finally, with all your content, keep it conversational and thoughtful, and be authentic and personal.

I covered content in more detail in previous articles-[7 Tips to Create Better Blog Posts](#) and [13 Ideas to Inspire Your Blog Content](#). Now back to the next step in the CODA system.

O Is for Outreach

Part of being a successful blogger means you should **leave your own blog and participate on others in the blogosphere**. It means reading and **commenting on other blogs** related to your industry or audience, reaching out to other bloggers, and becoming more visible. **This is how you get known**; this is **how you build relationships that can turn into joint venture projects and guest interview spots**, and attract more traffic and prospects back to your site.

I covered Outreach in more detail in the article [The Secret to Growing Your Blog Following](#).

Outreach is also about **participating on social networking sites like Twitter, Facebook, LinkedIn, and MySpace, among others**, if that's where your target audience hangs out. Set up your profile. Make sure your avatar is consistent throughout so no matter where people find you, they recognize you. Most important, make sure your blog content is syndicated via the RSS feed so your connections on social networking sites see your deeper content and can follow you back to your home base-your blog.

D Is for Design

Strong blog design involves a number of layout and usability factors. **Design issues can greatly affect how readers experience your blog.**

- Is it easy to use and understand?
- Does it build trust with readers?
- Is it easy to navigate?
- Does it look good?

The aesthetic elements also help people feel confident about working with you. **They may like your content, but does it look professional?** Does it represent you well? Do you make it easy for readers to hire or buy something from you?

One of the things to keep in mind when you're designing your blog is it must be well-branded and **it should be memorable**. Make sure when people land

on your site, it doesn't look like every other blog. Just about every blogging platform has templates. If you use a standard template, that's OK, but take a few minutes and customize the look and feel by using your brand colors and logo, at minimum.

Adding a custom-designed banner on your blog will help set it apart as well. **Make sure to include the name of your blog and a tagline.** Remember that every day someone new lands on your blog. When they land on your blog, are they going to know what it's about? Are they going to know if it's what they're looking for? Make sure you have a tagline that tells people what the blog is about-what they can expect to learn about your subject.

For more details and a video demo, please see my article on [7 Essential Design Elements for Great Business Blogs](#).

A Is for Action

Finally, 'A' is shorthand for call to action. That is, **are you encouraging people to act?** How do you get your readers to become customers, to click on links, and to sign up for classes, reports, and other offers?

Effective business blogging is results-oriented, which means persuading people to interact with you in some way. Calls to action are crucial. Depending on the goals of your blog and/or specific post, you may include calls to action for:

- Posting comments
- Asking for a retweet
- Directing to download a freebie
- Downloading a white paper
- Taking a survey
- Registering for a program
- Checking out your new product or service

Being clear on the next step you want your readers to take will help them know what to do and help you get the results you want from your blogging efforts. You can see clear examples of calls to action on Rich Brooks' [flyte blog](#).



Tell your readers what you want them to do.

Putting it all Together for a Balanced Blog

If you're going to invest time on your blog, you want that time to pay off. You want results.

Keep in mind that no matter which of the four elements (Content, Outreach, Design and Action) you like to focus on, **a successful business blog-one that gets results for your business-requires all four to be addressed.** A balanced blog that is built and maintained on the CODA system will contribute to getting more visitors, and more customers, for your business.

What would you add? Have you tried any of these techniques with success? What do you consider the most important element for a successful blog?



6 Must Knows to Building a Successful Online Business

by Kathleen Gage

Every day, hopeful men and women join the ranks of those who want to build a successful business on the Internet or by using the Internet. What begins out as “stars in their eyes” may soon turn to tears in their eyes.

The sad truth is, most will fail. It’s not for lack of desire but rather that they miss one of the most important aspects of running a business — using the Internet. They fail to understand the absolute importance of running their business like a business. It’s as simple as that.

Having owned and operated my business for 16 years, I have witnessed far too many people miss incredible opportunity because they buy into hype, rather than laying a foundation for success.

The fact is you have to work at building your business. AND... you MUST treat it like a business.

For me, the transition from brick and mortar to online was not too much of a stretch on the business side. I already had a very substantial foundation, including a DBA (doing business as), business license, and we incorporated very early on.

In addition, I did all of the following. These are the same recommendations I make to virtually anyone who wants to build a viable business.

1. Keep accurate financial books. Set up your systems so you are paying your taxes throughout the year rather than getting stuck with a huge tax bill at the end of the year. I speak for U.S. business owners, as I do not know the tax laws in other countries.

A skilled bookkeeper or accountant is a must.

2. Be willing to invest in your education. However, as you learn new information, apply it. It never ceases to amaze me how many people will either not invest anything in their knowledge base or buy so much, without applying anything.

Education application is a discipline.

3. Secure the services of a top-notch mentor. Mentors who have "been there, done that" can cut years off your learning curve.

4. Develop a solid marketing plan. Marketing plans are not stagnant. Developing your plan is a fluid process.

5. Commit to the long term. Far too many people give up way too soon because they are not making thousands a day within a month of starting a business.

6. Enjoy the process. There will be times you wonder, "what the heck was I thinking?" Yet, one day, you begin to see progress and you say, "aahhh, yes, this is what I was thinking."

By following these simple steps you are way ahead of most. The fact is the business-mortality rate online far exceeds what we have traditionally heard about brick-and-mortar businesses.

On the flip side, when you build your business and treat it like a business, the potential for a highly successful business with an incredibly high-profit margin is yours to enjoy.



A Simple Formula for Fast, Easy and Profitable Product Development

By Kathleen Gage

When I became a professional speaker nearly 16 years ago something I heard over and over from seasoned speakers was to develop product.

These sage words made a huge difference to the success of my business. Why? Because no matter

what's happening with the economy having various information products such as books, eBooks, eReports, transcripts, and MP3's, can make a huge difference. You can go from a so-so revenue stream to one where you can generate thousands upon thousands of dollars in passive income.

Not only will information products boost your business they also boost your revenues and your expert status more than just about anything else.

If you have yet to develop your first "simple" product it may be easier than you think to get started.

There are various types of information products you can develop; those that are used specifically for building your opt-in subscriber list, those that are used as revenue generators and those that accomplish both list building and revenue generating opportunities.

Product and Service Offerings

Your company goals will determine how many products and services you offer. You may find one or two will best serve your client base or perhaps dozens, even hundreds, will be more appropriate.

You must be able to clearly answer the following questions

- What are the specific products and/or services you provide?
- Can you clearly communicate features and benefits of your products and services?
- Are you focusing primarily on business-to-business or business to consumer?
- Do you have a narrow offering or a variety of products and services?

Before you decide to roll out new products or services, consider all aspects. There are the development and marketing costs. Additionally, with each product you offer you must have a clear vision of how to market them. Do you have the necessary resources to introduce new products or services to your market?

Distribution

How you decide to distribute your product or service will be based again on who your market is and what their needs are. Distribution channels must be factored into your overhead costs and what you charge. Distribution channels will impact your marketing decisions. Distribution on the Internet is much more cost effective than traditional methods. You have your own channels and those of Joint Venture and affiliate partners.

Additionally, your product's image should be considered when you are considering your distribution channels. Stay current with changes in the market in order that you can change your distribution channels as necessary.

The secret to success with information products is to simply start. Begin with a plan and then start.



Where is your Internet Marketing Energy Going?

by Kathleen Gage

Running a business is about energy. There are many types of energy one can refer to; physical, emotional and spiritual to name just a few.

Ask some entrepreneurs what the energy of a business is about and they will give you a long, drawn out answer that likely will be difficult to wrap your mind around.

For the purpose of this discussion I am referring to physical energy which includes allocation of your time. There is still no shortage of conversations about how tough times are, how slow business is, and how the economy is in the tank.

This is likely very true for some, but for others, the reason things are slow is they have been unwilling to make necessary changes that can literally turn their business around. Rather, they prefer to do the same thing over and over expecting different results.

Better do it different!

If you want different results you must take different actions. Simple as that. If business is slow and you continue to do things the same way you always have, is it any surprise things are not shifting in a more positive way? There are numerous aspects of growing a business.

Evaluation of the the best use of your time and resources is absolutely essential in business growth. You also need to know where your leads, customers, and revenues are coming from, where you would like them to come from and where they realistically can come from.

When is the last time you took a good hard look at the truth of your revenue stream? If you were to break down what you do, what percentage comes

from what efforts? If you don't know isn't it time to find out? Once you have the answers you can better allocate your time and resources.

When will you let go?

Additionally, you can determine what to let go of based on minuscule results. You can then put (energy) into those things that will give you the greatest result. You may even find there are some activities you have been investing an inordinate amount of time into that you absolutely need to let go of.

Whenever I talk to a group of entrepreneurs the number one frustration they express is not having enough business. Right behind this is not enough time to get everything done. Then there is minimal budget to do what needs to be done.

The mistake I see over and over is too much time being put into continual development with little, if any effort being put into marketing in the right way and in the right places. Far too many entrepreneurs produce lack luster results due to putting way too much effort into an area that simply is not going to give them the results they want while neglecting what they need to do. Case in point.

Daily action is required

A great many resistant entrepreneurs fail to take daily action to build their online presence even though they have seen great results when they do focus on building an online presence. I'm not referring to having a website, blog or eBay store. I'm talking about marketing so that people know your sites or online store exists.

Rather than allocate a good percentage of time and resources into marketing and promotions, many will continually add content to their sites and items to their store. Granted, you do have to have the site and store in great working order, with the best choices for visitors, but if most of your effort is dedicated to continually doing this and neglecting your marketing you will NOT realize your greatest potential.

If you are not skilled at marketing, don't have the time, patience or energy, then you need to hire someone who can do this for you. There are plenty of resources available who can help.

If your business is not producing the results you want, need or desire and yet, you are not making necessary changes in your marketing efforts don't be surprised if things never change. In order for change to happen, you absolutely must be willing to change.



Information Product Fulfillment - In-House Or Outsource?

By Ellen Britt PA, Ed.D.

Have you seen the television commercial with a couple of guys who are just starting out in their information products business? As orders begin to come in the owners are naturally ecstatic. "We've got orders!" they shout, as they do the happy dance around the room.

Switch to the next scene a few days later: their office is a mess, crumpled paper work and packaging for their information products are everywhere and the exhausted owners are sprawled on the sofa. As orders continue to spew from the fax machine, they look at each other with real fear in their eyes and say glumly, "Oh no, we've got more orders."

If you have an online business and are thinking of selling physical information products, such as printed newsletters or CD sets, doing your own info product fulfillment in house can be a very sound strategy, as you can keep your costs low and preserve your start up capital. But be sure you plan ahead for success so that you can easily outsource your information product production when your sales volume becomes high enough.

Most physical info products are either printed products like multi-page newsletters, bound transcript manuals or workbooks and may also include CDs and DVDs as well. While you can certainly print your own information product newsletters on your office printer, it's usually more economical to get a quote from a local print shop and just send them the electronic file. (Be sure to get three quotes to ensure you are getting the best price and look at an electronic or printed proof to make sure there are no last minute corrections to be made prior to printing.) Then simply pick up the job when it's completed and do your own envelope stuffing, labeling and mailing of your information product.

CDs and DVDs can be produced in-house very economically. Blank CDs/DVDs can be ordered in bulk and you can burn your audio files to disc and print the label information directly on the disc (avoiding those problematic stick on labels) for a professional look using one of the excellent and inexpensive CD burners and disc printers that are now available.

Be sure to keep track of your information product production costs, including the cost of all your materials, such as CD sleeves, CD blank discs, printer ink and so forth, as you need to know what the actual cost of producing your information product will be. Knowing these numbers will help you to set your product price and insure a profit for your business.

You will also want to keep track of exactly how much time you are using to produce and mail out your information product. While you will be saving a lot of money on production costs, be aware that these production activities are very time intensive. As soon as your cash flow permits, outsource the production of your information product to a reputable fulfillment house so that you can spend your time bringing in new leads and putting new money generating ideas into action.

Get quotes from several reputable product fulfillment houses well before you need them and understand exactly what you must do to have a fulfillment center produce your information product. As your marketing efforts pay off, there will come a day when you can no longer afford to do this work yourself, as your time will be better spent elsewhere. You will want to be able to seamlessly transition product production and fulfillment to a reliable third party without your customers ever noticing the difference. Then you, as well as your customers, will be doing the happy dance around your information products!



Recession Proof Your Business - Five Easy Ways

By Ellen Britt PA, Ed.D.

With the recession in full force, unemployment rates skyrocketing and "doom and gloom" financial news everywhere, many small business owners, including consultants, coaches, trainers and other service providers, are allowing themselves to be caught up in a disaster mentality.

Given the current economic climate, it's no wonder that many small business owners believe they have to "hunker down" and just ride out the storm, by implementing such fear-based tactics as cutting back on spending, downsizing staff and postponing launching new programs and products.

But this fear-based approach may be counterproductive. Over 85% of small to medium size businesses fail within four years of startup, with one of the primary reasons being inadequate marketing. This recession could actually be an opportunity in disguise.

There are five ways that you, as a small business owner can reposition yourself so you and your business can actually profit from the recession, rather than allowing yourself to be damaged by it:

1. Go where the money is: by launching a premium service to tap into the sizable portion of consumers who have more discretionary income than ever
2. Take advantage of less competition: with less clutter in the marketplace you will stand out. Now is the time to market more, not less!
3. Add (or ramp up) your online marketing plan: online sales are expected to continue to grow, with no slowdown in sight.
4. Negotiate deals: exceptional values on office space and equipment have never been better and the pool of available great employees has increased, allowing you to bring on star talent without breaking the bank.

5. Educate yourself: about what is actually working for successful entrepreneurs right now, so you can implement those strategies in your own business.

By taking action, rather than sticking your head in the sand, you can reposition yourself in this economy and essentially "recession-proof" your business.



Get Paid to Attend Live Events: Three Powerful Strategies

by Ellen Britt, PA, Ed.D.

As an entrepreneur, you probably already know you **should be attending live events** in your industry, as there is simply no substitute for connecting with people face to face. If you are already going to live events, you probably limit your attendance to one or maybe two a year that promise to give you the best content in return for your time and money.

But this **may not be the smartest way** of looking at how events can benefit you and your business. Of course, when you choose to attend an event, you want to make sure you are going to actually receive valuable information you can apply in your business. This is a given. But by concentrating solely on content as your criteria for choosing an event, you are leaving the real "gold" deep underground.

I'm going to share with you three simple, but powerful strategies so you can **make the events you attend pay you...**

Strategy Number One: Become an **affiliate** for the event and promote it to your list and/or social media followers. Promoting an event that you are going to personally attend gives your promotion tremendous credibility, especially if you invite your followers or list members to connect with you there. A few ticket sales can easily cover your event and travel expenses.

Strategy Number Two: Connect with leaders in your industry. Take time to introduce yourself to the producer of the event as well as to the speakers. Seek out players in your industry who may be attending the event as an audience member and make a **personal connection**. Be sure to have your picture made with these people so you can post these on your blog and other social media sites.

If you are offered a **VIP ticket option** that enables you to get more access to the promoter and/or speakers, then by all means invest in it. Plus, you'll

have the advantage of being able to network with other like-minded entrepreneurs at the event who have also upgraded. This strategy alone can lead to future high-level joint venture opportunities.

Strategy Number Three: Be prepared to return home from the event with new clients. Have one of your programs or products in mind that you are really enthusiastic about and that you can present with ease in a conversation. I've personally walked away from just one event with **\$16,000 in new business** that resulted from these kinds of benefit specific conversations.

Bonus Strategy: As soon as you return home, immediately **implement** the one or two most valuable pieces of content you learned at the event. Most entrepreneurs attend an event, learn some great things and then return home to do...nothing. Analyze what you've learned and **put the most valuable strategies into action** right away.

Now you have a **very** different way of looking at events, plus four powerful strategies that will enable you to get a great return on your event investment. And if you are at an event where I'm a promoter, a speaker or I'm simply in attendance, please take a few minutes to introduce yourself. I'll look forward to meeting you in person!

Meet the Radiant Success Team



Janis Pettit is known as the *Small Business Strategy and Lifestyle Coach*. She is a business growth and marketing expert, mentor coach and serial entrepreneur who has owned successful businesses for the last 21 years. She mentors small and solo business owners who are ready to turn their passion, message or knowledge into a lucrative business, sharing with them her proven strategies, systems, secrets, resources and blueprints so they can create a solid 6-figure income and live an independent lifestyle.

Janis is co-author of **145 Ways to Market Your Small or Solo Business**. She has worked with hundreds of small businesses owners worldwide. In New York, **she hosted her own cable TV business talk show and has been featured in the NY Times and The Business Journal**. She has motivated hundreds through public speaking and workshops and her business articles have been published both locally and internationally.



Denise Wakeman is Founder of The Blog Squad and a highly acclaimed **Online Marketing Advisor**. Denise was an early online marketer and has been using the Internet with great success as a marketing tool since 1996. She is an expert helping authors, speakers, service professionals, and small business owners leverage blogs for their business, as well as strategically use social media tools to boost online visibility to get more traffic, leads, clients and opportunities.

Denise writes regularly on 3 marketing blogs, is a contributing author on SocialMediaExaminer.com, has co-authored several blogging programs and frequently speaks at conferences and workshops about business blogging and how to gain expert status through social marketing. She has been quoted in the **Wall Street Journal, The Huffington Post, Newsday, Canada's National Post, FastCompany Online**, as well as many other on and offline publications.



Ellen Britt is the co-founder of **Marketing Qi**, teaching heart-centered entrepreneurs how to add powerful internet marketing strategies to their businesses. Ellen specializes in mentoring her clients to build large email lists through virtual joint venture events and then guides them to combine the results with a custom, highly leveraged business model designed to produce immediate cash flow and continued profits.

Drawing on her 22 years experience in emergency and occupational medicine, Ellen has honed her interviewing skills to a fine edge and has had the opportunity to interview many of the most well known names in internet marketing as well as self-development. She's **facilitated over a thousand hours of tele-classes and is an expert at selling her high-ticket programs** via preview tele-seminars and in private phone conversations.

In addition to her two decades of experience as a physician's assistant, **Ellen also holds a Master's in Psychology and a Doctorate in Biology**. She's professionally trained in hypnosis and guided imagery and she uses these skills extensively with her high-end clients to help them achieve breakthrough business results.



Kathleen Gage, The Street Smarts Marketer™ is an Internet marketing advisor who works with speakers, authors, coaches and consultants who are ready to turn their knowledge and expertise into money making products and services.

She does this by teaching them e-Product development, Internet marketing, multi media program development, self-publishing skills, tele-seminar development and developing mentoring courses for their market.

Kathleen has owned her current business for over 15 years. Over the last 25 years Kathleen has received **numerous business awards for leadership, keynote speaking, sales, marketing and business**.

Kathleen is the **author of several books**, dozens of e-Based information products as well as numerous tele-seminars and webinars.



To say **Marnie Pehrson** is prolific would be an understatement. She is a mother of six, the creator of over twenty web sites including the **longest running article directory on the Web, IdeaMarketers.com**, which contains over 900,000 articles and serves over 70,000 writers. But it doesn't stop there. **Marnie's also the author of ten fiction novels and ten nonfiction inspirational books.**

Marnie Pehrson has been highlighting truth and talent for nearly 15 years. Whether she's writing a novel that spotlights individuals who've made a difference in the world or helping a talented entrepreneur create a platform for his life's work, Marnie's life is about underscoring truth and talent in innovative and compelling ways.

Through IdeaMarketers.com she helps talented professionals deliver their message to the online world by creating a platform from which they can establish their expertise. Marnie is about finding and highlighting the "Wow" in people.



Radiant Success Event

Transform Your Business - Transform Your Life!

Radiant Success Event May 20 – 23, 2010 Raleigh, North Carolina

A great opportunity to network, learn, socialize, meet the experts up close and personal and experience an event like none other.

This is only a peek at what you will learn:

How to Design and Create a Solid, Sustainable 6-Figure Small Business

It's important to learn successful techniques and tactics, but if you don't know how to put it all together to **create a solid 6 or even 7-figure personal income and the life you want**, you'll be stuck with the 90% of people who are trying and not succeeding at building a small or solo lifestyle business. Janis will share:

- Learn how you need to radically change the way you think about your business
- Learn the simple steps to building a multiple income streams Business Design
- Learn how to build your business around your Life Design.
- Learn how to transform your business by indentifying and releasing the fears, doubts and roadblocks that hold you back so you can breakthrough to a whole new level of success
- Learn the fastest route from wishing and hoping to making the kind of money you want and deserve
- What business model will have you making twice as much in half the time.
- How to make the leap from simply self-employed to truly successful Entrepreneur.

Social Marketing Success: A 5 Step System to Leverage Your Expertise to Attract More Traffic, More Leads, More Clients and More Opportunities

Unless you've been living under a rock the last few years, you know it's essential to integrate social media into your marketing plan. With a plethora of social networking platforms where do you start and how do you get the most out of the time and energy that's required to really leverage your networks? The bottom line is that your social marketing needs to be focused in order for you to reap the real rewards of increased visibility on the web. In this session with Denise Wakeman you will learn:

- The #1 social media platform you must be using in order to generate traffic and leads
- A 3 step formula for consistently creating great content that demonstrates your expertise and attracts qualified leads
- 5 social networking sites that will give you the most leverage
- How and where to syndicate your content to give you the widest online visibility
- The second most important activity you must implement to create a competitive edge

Build a Sustainable Business through the power of Fixed Continuity Programs and Information Products

Making a living from the comfort of your home is one of THE best business model ever. When you have the right systems in place you can literally make money in your pajamas, while on vacation, out to dinner, spending time with family and while you sleep. You can work the hours you want to

work, when you want to work them. You have more flexibility than most people could ever imagine.

Actually, when you have the “formula” you can set your business up just about anywhere. Once you know what to do (and how to do it) you can generate great revenue month after month while you provide incredible products and services for your clients.

- Discover how to package your information in numerous ways to generate multiple streams of revenue
- Learn the power and profit that comes from developing ongoing membership programs without the hassle of installing new software – this is as easy as it gets
- Find out how to turn one product into several simply by knowing what your market wants, needs and is willing to pay for
- Learn how to repurpose your information in order to optimize your revenue streams
- Find out how to have a built-in sales force that you pay only on performance AND they’re not on the payroll
- Realize why it's important to be financially sustainable now more than ever before

How to use article writing and press releases to increase your traffic, your reputation and your sales

Many are using articles to promote themselves online, but if article marketing isn't done right, you could be wasting countless hours. There are a few key strategies you can implement that will increase your search engine positioning, drive traffic to your web site, and establish your credibility online. Having created and operated the longest running article directory on the web, Marnie will share insider secrets about what works and what doesn't in article marketing.

You'll learn:

- Why coming up #1 on Google for some terms doesn't mean much.
- How to select article subjects that will get noticed.
- How to optimize articles, web sites, and blogs for better search engine positioning.
- How to strike a balance between readability and SEO optimization.
- Why keyword stuffing doesn't work and what does.
- What article directories think of PLR (Private Label Rights) and article spinners.
- Free and low-cost strategies for promoting your articles, books and ebooks.

Zen List-building: How to Build Your List So the Money Will Follow

Whether you have an online site or a brick-and-mortar store, building your e-mail list the right way is one of the most important business building strategies you can implement, as e-mailing your list of people who know, like and trust you is the most profitable way to both give value to your customers and to make money online. Ellen will share:

- The number one reason you MUST build your list (it's not what you think!)
- The three list-building mindset pieces you simply must have in place before you begin
- 18 proven ways to build your email list
- How to harness the explosive power of social media to effortlessly add hundreds of names to your list
- The Trio Traffic Generating System and how to use it to build your list
- How to monetize your list building efforts (even if you don't have a product!)
- How to master the art of the "ethical bribe" so your web visitors will rush to subscribe

To learn more and register go to: <http://radiantsucsessevent.com/>