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If Content Is King. Then The
WOW Content Club is the Kingdom
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**How To Go About
Rolling Out Your Product**

Plan To Succeed Online

Take The Guess Work Out of Starting & Building a Successful Business Online!

"If at first you don't succeed, you are running about average."
M. H. Alderson

Rolling Out Your Product

The Third "P" - Place

Once you have selected and developed a unique product or business idea, correctly positioned and targeted it to potential buyers, developed your packaging (i.e. designed your website and figured out how you are going to e-commerce enable it) the next step is to determine exactly how you are going to get your product to your customers. In our marketing mix "Ps" lingo, this is referred to as "place."

Hard Good Distribution Options

When it comes to distributing hard good products, you basically have four options:

1. Drop-Shipping: With this option, you do not store any inventory. You function rather as an intermediary between the manufacturer/distributor and the customer. When customers purchase products from your online store, you merely relay the order to your drop-shipping partner, who is then responsible for packing and shipping the product to your customer.

Of course, you must pay a price for this service. Although many manufacturers will sell you their products for a substantial discount - up to 30% - 40% off retail, you can expect have 10% taken off your margins if you avail yourself of their drop-shipping services. Many MLM companies use this model successfully.

- *Advantages* - You have little or no inventory, shipping or handling costs
- *Disadvantages* - Lower profit margins. (To be competitive in marketing some especially price-sensitive products, you may have to cut your profit margin to the point where the sale almost costs you money.) Also, since you have little or no control over stocking and shipping the product, you are substantially handicapped when it comes to providing top-notch customer service. If there's a problem at the warehouse and your customer does not receive his/her order in a timely fashion or in good condition, there's not much you can do about it.

2. Local Distributor: With this option you merely tally up your customer orders at the end of each day and head on over to your local distributor/warehouse to pick up the products you need. You then take them back to your house to package them up and ship them.

- *Advantages* - You don't need to tie up capital in unnecessary inventory or storage space and you have more control over the servicing of your customers.
- *Disadvantages* - You are very dependent upon your local distributor's supplies. If he doesn't keep adequate stock on hand, so you can't get your products when you need them, you come off looking bad in your customer's eyes.

3. Stocking Inventory: The standard retail model. You order a certain amount of product from the manufacturer and keep it on hand until you receive an order.

- *Advantages* - You're in complete charge. You can ship immediately (provided you have the item(s) in stock) and can provide the type of comprehensive customer service that will garner you that all-important repeat business.
- *Disadvantages* - Prepaid inventory can sit on your shelves for months, or even years, tying up much needed capital. Also, you must have an efficient fulfillment system. If you are slow - or there are slip-ups in getting your product out to your customer - you can easily lose the advantages you have gained by stocking your own product.

4. Fulfillment House: This has become an increasingly popular option on the Internet. A fulfillment house will handle some or all of the tasks involved in getting your product out to your customer. It will maintain inventory, order new product, package and ship your product - all according to your specifications.

Some fulfillment houses go so far as to offer a shopping cart service, handle order taking and provide a customer service call center - enabling you to outsource virtually every aspect of your online business. But before you get carried away, bear in mind that the more they do, the more you pay.

- *Advantages* - Convenience, hassle-free store management and, if you chose wisely, excellent customer service.
- *Disadvantages* - It's going to cost you - and the cost will substantially reduce your profit margins. This type of service works best for proprietary products - products with a higher than average margin, or for single, large-sized products that are too cumbersome to store anywhere in your house.

Selecting Your Distribution Channel(s)

Online, the most important distribution aspect is the speed at which you plan on delivering your product. The underlying drive behind the Internet is its timeliness. Therefore, offering credit card payment options, instant access, expedited delivery and fast customer service are all part of this important element.

When we refer to "channels" in the plural, it's because you should look at distributing your product in different ways and not just a single one. This may be prohibitive in some cases, but in many others it offers the advantage of increasing your exposure and revenue potential. The best example is an affiliate program. It could also include joint ventures with other strategic alliances, as well as wholesaling your product.

This said, when you have limited resources (as most small business owners do), it's best to start off with a single distribution channel that offers:

- greatest ease of entry against the competition
- lowest costs of entry compared to the competition
- least financial risk and length of commitment
- sufficient volume potential to reach short-term sales goals
- pricing levels to allow for acceptable earnings and profit margins

In making your distribution decision, you might want to start off by identifying how your competitors' products are sold and then analyzing the strengths, weaknesses, opportunities, and threats of the various options for your business. Select the option that is the best match your overall marketing strategy - long term!

Also, bear in mind that it's ridiculously easy to shop around on the Internet. In making their purchasing decisions, customers are apt to comparison shop on a lot more aspects than price. Most will also consider the costs of delivery, the speed of delivery, the quality of customer support, guarantees, special offers and other backend products. You need to consider all these items in your making your distribution plans.

"Place" in Relation to The Other "Ps"

As you consider your distribution options, bear in mind that, while it's fairly easy to periodically change your marketing strategies and tactics revolving around the other "Ps" in the marketing mix - product, presence, price and promotion, the place element is not so flexible. Your distribution and sales decisions, once made, are much more difficult to change. So you want to do your best to get it right the first time.

Place can also greatly influence the other "P's" in your marketing mix. For example, the product ordering and fulfillment process are inextricably related, so you want to make sure that whatever e-commerce solution you opt to go with either includes or ties in with your distribution (place) decisions. Place can also affect your price. If your pricing strategy is cost-oriented, then you know that you must factor in the channel of distribution, especially when dealing with hard good products.

Furthermore, when it comes to positioning your product, its delivery can become a competitive advantage or disadvantage. You should always promote your product in a way that somehow presents its delivery as an advantage. For example, if you sell information online, can you automate the delivery of that information? If so, promote the fact that access is instantaneous. If not, promote your product/service with some other added value. Be like Pizza Hut - say you'll get it there in 2 days or less - or its free!

When you get right down to it, your fulfillments costs, along with your customer acquisition costs, are key in determining whether your online retail business will succeed or fail. The more efficient your shipping operation, the greater your profits, the more customers you retain.

Online Order Fulfillment Options

Online Resources for Order Fulfillment & Follow-Up

Being able to get instant access to multiple business online resources makes shipping merchandise and solving delivery problems far easier for virtual retail businesses than for their real-world equivalents. One advantage of being online is that you can help customers track packages after shipment. [Federal Express's online order-tracking feature](#) is widely known as one of the most successful marketing tools on the net.

Other big shipping services have followed FedEx's lead and created their own online tracking systems. The links to their sites are:

- [United Parcel Service](#)
- [The US Postal Service's Express Mail](#)
- [Airborne Express](#)

In order fulfillment, as in receiving payment, it pays to present your clients with as many options as possible and to explain the options in detail. This is particularly true when it come to shipping. Many online stores present shipping costs and statistics in the form of a table, so the customer can make comparisons at a glance. Here's a good resource for setting up tables [A Quick Look At Tables](#).

Some things you should include are:

- Shipping costs per service
- How long each takes
- Tracking data

Another nifty online service you can make good use of is [InterShipper](#). This service allows you to fill out and submit a form with the origin, destination, weight and dimensions of a package that you want to ship. It then returns the cheapest shipping alternative.

***TIP:** If you use the US Postal Service, ship the package "return receipt requested," because tracking is not available unless you use Priority Mail Global Guaranteed or Express Mail. You can confirm delivery with Priority Mail (domestic) and Parcel Post.*

Web-based Fulfillment Companies

If you sell a digital or physical product and you need specific help with order processing and fulfillment, here is a short list of internet fulfillment companies you can try.

- [ifulfill.com](#)
- [duplisoft.com](#)
- [nfsrv.com](#)
- [fill-it](#)
- [efulfillmentservice.com](#)
- [equire.com](#)
- [saleslink.com](#)
- [ubid.com](#)
- [qfsinc..com](#)
- [dmrdirect.com](#)

Following order shipment, the order fulfillment process of both hard and soft goods is enhanced immensely by the luxury of e-mail. The process of sending out bills and following up to see whether your customer is satisfied can be carried fully automated and carried out by the use of [autoresponders](#). (If you're not sure what autoresponders are or how to use them, see our [Email Marketing Basics](#) section.

Remember, while order fulfillment is probably the most tedious part of running a business on or offline, to the customer, it's the most important! And, as a large part of your business will revolve around repeat sales, you should make every effort to insure that your customers have no cause for complaint!

Crucial Differences Between Retailing & E-tailing

While most people believe that taking their offline store online will be a piece a cake, especially since many of the tasks involved in carrying on and promoting your business are indeed cheaper and easier online, the truth of the matter is, e-tailing is a complete different ball of wax than retailing. Although both involve the selling of products and/or services for profit, there are many differences between the way in which this is accomplished.

Marketing Off-line - Retailing	Marketing Online - E-tailing
<ul style="list-style-type: none"> Offline stores require a substantial investment up-front in real estate /property acquisition or leasing. Owners must have several thousand feet for inventory stocking & display, not to mention a check out stand & backroom office space - all of which must be zoned commercial, adding to the lease cost per square foot. 	<ul style="list-style-type: none"> Online stores operate in virtual space, so the up-front investment consists only of registering a domain name and settling on a web site hosting or e-commerce service provider. Online stores can easily be run out of a small home office, resulting in a substantial savings in overhead.
<ul style="list-style-type: none"> Customers can see and touch actual products stocked on store display shelves. 	<ul style="list-style-type: none"> Customers look at pictures of products and read information about them.
<ul style="list-style-type: none"> Customers can ask questions of a sales clerk or be assisted in their shopping. 	<ul style="list-style-type: none"> Customers are pretty much on their own, although oftentimes online stores are able to provide more detailed and accurate product information that the most knowledgeable offline salesperson.
<ul style="list-style-type: none"> Competition offline is mainly local and the number of competing stores is finite. 	<ul style="list-style-type: none"> Competition online can be global and the number of competing stores can seem infinite.
<ul style="list-style-type: none"> Offline stores must rely on business from a limited customer base within driving distance. Profit potential is limited. 	<ul style="list-style-type: none"> Online stores can attract and service customers from all around the world. The customer base is huge and getting huge-er daily. Profit potential is unlimited.

While it is true that e-tailing can cut start-up investment significantly, as well as some sales and marketing costs, in the final analysis, the basic business rules still apply. E-tailing is not easy. To make a profit you still must get several crucial marketing elements right.

- You must have a reasonable [customer acquisition cost](#) that drives an adequate number of first time sales.
- You must have a product fulfillment system that keeps fulfillment costs low and enables excellent customer service.
- You must provide excellent customer service that keeps your customers happy and ensures that they will be back to make further purchases.
- You must be able to generate repeat purchases/sales from existing customers at progressively lower advertising costs

Related Resources You Can Use

The first and most important thing you need to acquire in order to succeed in any business is... knowledge. If you are really serious about succeeding in a business... if you want to avoid the common traps and mistakes... **it is absolutely necessary that you acquire the right knowledge.**

You have started your journey in the right direction with this report but, as every wise man knows, the pursuit of knowledge is not finite. If you're going to be conducting any type of business online, any investment that adds to your store of knowledge on the subject is a wise one. Below I've listed some additional resources on this subject you might want to look into.

The most successful entrepreneurs, who report the best results, tell us they got even greater performance from their marketing efforts by combining the tips that they got from us with the cutting edge tools and more in depth information on this specific topic provided by many of the Internet's most experienced and established marketers in the resources listed below.

And because I want that for you also, I'm delighted to let you know about them, so you also can try them out - absolutely risk free! I want to give you every chance at the best outcome from your online marketing. That is why I'm inviting you to at least take a look at them. If they make a difference, keep them. If they don't, just send them back for a full, no-questions-asked refund.

At the very least I would like you to accept **our free gift** of our **Doing Business Online? Portfolio.**

Click the link below to download this mighty pdf publication right now for FREE!



[Doing Business Online](#)

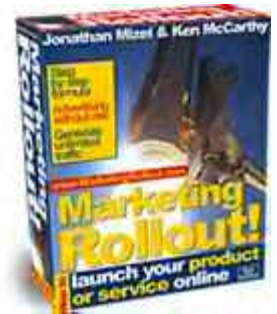
Actually, this is just one of 12 completely customizable, lead and income generating, professionally created, **PDF Perpetual Profit Portfolios**, all of which are jam-packed with solid, usable valuable information that you can lay your hands at our <http://www.websuccessmastery.com> site. If you're looking for a way to make multi-stream earning effortless, to make all the money you want *without selling a thing*, why not pay us a visit when you finish up here. I guarantee you won't regret it!

Now on to those resources...

[Anatomy of a Marketing Roll-Out](#) by Jonathan Mizel & Ken McCarthy

"Discover how to roll-out your product or service to a million hungry online prospects!" If you are looking for a proven way to increase your online revenues, here's how to save yourself thousands of dollars and hundreds of hours in a single strategic stroke!

Master interviewer Ken McCarthy managed to track down Jonathan for a no-holds barred interview on his most powerful, breakthrough advertising and marketing strategies. This one hour conversation reveals Jonathan's **propriety 10-step formula** for taking virtually any online marketing promotion and turning it into a blockbuster with absolutely no risk. For the first time ever, Jonathan pulls back the curtain and hands out a detailed roadmap to a proven system that has generated huge profit windfalls for large and small businesses of all types.



[Drop Ship Source Directory](#) by Chris Malta and Worldwide Brands

You can Sell over 500,000 Products From Over 1,000 Brand Names on YOUR Web Site or Auctions Without Spending a CENT... using Drop Ship Distributors.

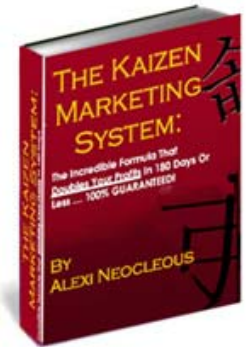


A Drop Ship distributor is a wholesale company that will ship products directly to your Internet customer for you, right from the warehouse. You won't spend a cent for inventory, shipping, or warehousing. No minimum orders, no worrying about merchant accounts and product fulfillment issues. But finding the right drop-ship distributor, who will be honest and above-board in doing business with you is not easy. Or at least it hasn't been until Chris Malta took matters into his own hands and created the [Drop Ship Source Directory](#), the most comprehensive online tool for finding Name Brand and Specialty items to sell online with NO up-front investment.

The directory is a fully cross-referenced, web-based directory of REAL Drop Ship wholesalers for over 500,000 world-class Brand Name products, updated in real time via the Internet. That's right it's a site-based resource, you can access from any computer at any time. New distributors are added to the Directory every week - so the information is kept as up-to-date as possible. You also get complete instructions, tips and advice on how to work directly with these manufacturers and wholesalers. The [Drop Ship Source Directory](#) was awarded the Internet Business Excellence Award, in the category of "Resource Most Useful to Webmasters". If you're thinking of selling hard products on the internet, this may just be the most valuable resource you're likely to come upon.

[The Kaizen Marketing System](#) by Alexi Neocleous

If you really want to see a big jump in your profits, and you want a thorough marketing education to boot, I highly recommend that you pick up a copy of Alexi Neocleous' [Kaizen Marketing System](#). **It is truly a marketing masterpiece. And more importantly, it works!** His incredible formula or scientific approach to selling online or off actually will **Double Your Profits In 180 Days Or Less!**



Kaizen in Japanese means, 'constant and never ending improvement'. With this system, you'll be given a roadmap that increases profits by incrementally growing multiple areas of your business... simultaneously. The system itself is built on the foundation of 6 solid marketing secrets which you will learn how to apply to your own online business.

[The Kaizen Marketing System](#) comes complete with checklists, worksheets and a step-by-step formula. The manual is written in easy-to read everyday English, so it's easy to follow. To make a great deal even better, for a limited time, along with this outstanding manual, you get **Alexi's "Advertising Secrets: How To Get All the New Customers and Hot Leads You'll Ever Need... Guaranteed"** for free when you purchase [The Kaizen Marketing System](#). This 164 page document covers everything you ever wanted to know about advertising for small business, and Alexi normally sells it for \$40.00 by itself. (*This course gets my highest recommendation!*)

"Whew! This is the best of the best... a brilliant system designed to bring you double the profits, and in fact is GUARANTEED to do so. Get this!" -- Joe Vitale, #1 Best-Selling Author, "Spiritual Marketing"

[How To Profit With A Direct Sales Web Site - "Mr. H Tapes"](#) - Corey Rudl

Learn the brilliant sales strategies of a regular guy from Oregon (a man we'll call Mr. H) **who makes over \$23,850.00 per DAY** -- with a web site that even HE admits is ugly!



Would you be excited if I told that YOU COULD EARN \$3,500 EVERY DAY from a web site that gets only 100 visitors a day... and sells a product that costs less than \$150? You could be earning over \$100,000 every month! This isn't hype. This is proven fact. It's already being done by this guy who has developed a simple but highly effective approach to web marketing that brings in \$3,500 a day, every day like clockwork. (To save you from having to do the math, that's \$1,277,500 a year!)

Since releasing the original interview in 2001, Mr. H has actually fine-tuned his follow-up system, exploded his referral business, and ballooned his revenues from \$1.2 Million to \$8.1 Million in 2003. How did he do it? Surprisingly, his techniques have nothing to do with running ads, trading links, mass e-mailing, getting ranked high in search engines, or promoting his site to the general public. Instead, he has five innovative strategies -- and now you can learn about them ALL -- through this updated 101-minute-long interview! ["How To Profit With A Direct Sales Web Site"](#), also known as the ["Mr H" Tapes](#), contains every last mind-blowing detail of an intimate and exclusive interview, conducted by Corey Rudl, that will change the way you approach Internet marketing forever!

SPECIAL BONUS: Also included with the 101-minute revised interview is the original 92-minute long Mr. H interview PLUS a 32-page workbook that breaks down Mr H's system into its five key components AND a fast-paced thirty-minute 'Question and Answer Period', where Corey collected questions from my listeners and asked some hard-hitting follow-up questions.

This report is brought to you by **The WOW Corp. Series of Sites**

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