



WOW: Where Vision and Value Go Hand in Hand with Information & Opportunity!

www.WOW.Content.Club.com - www.the-WOW-Experience.com - www.the-WOW-Empire.com

Gail Buckley & Greg Land



If Content Is King. Then The
WOW Content Club is the Kingdom
You Have Been Searching For.

Your Full Spectrum Content Provider!

**What Exactly Are
You Going To Sell?**

Plan To Succeed Online

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

"If a man writes a better book, preaches a better sermon or makes a better mousetrap than his neighbor, the world will make a beaten path to his door."
Ralph Waldo Emerson

What Are You Going To Sell?

You can't come up with a successful strategy for selling anything unless you fully understand the elements that are involved in marketing in general. Traditionally, there are four elements that make up what the pros term "the marketing mix." **Product, Place, Price and Promotion.**

But because we are talking about Internet marketing, I have taken the liberty of adding two other Ps to the recipe in this series of reports. One is **Presence** and the other is **Precautions**. If you understand each of these elements thoroughly, and apply that knowledge strategically to building your business, you will be successful. Period!

The Firstst P - Product

This is a pivotal element in your marketing plan. Have you identified your niche and found a way to fill it?

Nothing else can compare to creating and marketing your own products and services, and it really is the only way to take total control of your financial future. When you sell your own stuff, you'll make more money and have more control over your business.

We've all dreamt of developing a hot, in demand product, selling it for a huge profit and being set for life, only to wake up and face the reality of regular nine to five grind. To most of us, the idea of creating and developing our own product remains the stuff of dreams but, with the advent of the Internet, more and more everyday folks are turning their dreams into reality.

The Internet has opened up a whole new world of selling possibilities... but successfully creating a real-life product that mirrors your original concept and falls within your budget isn't easy. The fact is, successful product development requires dedication, commitment and no small measure of ingenuity.

When you do come up with a terrific product idea, market test it and get feedback on it before you go any further. Make sure your product will sell before you go and build a website around it. As marketer Neil Shearing puts it *"Don't flog a dead horse."* You might be absolutely crazy about your product, but unless others are just as crazy about it as you are, you'll wind up wasting a lot of time and effort.

Clearly, not every product you market is going to be an instant best-seller, but if you go about it right, you can eliminate much of the risk and guesswork involved in any new product launch. Let's say, for the sake of moving things along, that you have got yourself what you believe to be a highly marketable product.

Defining your product?

What exactly are you selling?

Now, before you start jotting down your product's descriptive aspects - size, color, what it does, what it's made of, how it works etc. - think again. Because, in terms of marketing, none of the above really matters.

In marketing terms, a product is specifically defined by the ways in which it is perceived by its target market - its benefits. What a product does for its market and what it brings to them is more important than what it has, what it gives, how it's made, or what it's meant to do.

Look at your product through your customers' eyes. And when you define or describe it, especially when you market it, present in the way that you want it to be perceived by them. Focus on what the product does for your market and not on what it has. How can it benefit your customers? How can it improve their lives? Their work? Their bank accounts?

Positioning Your Product

How different is your product compared to others? How unique or special is it?

Positioning is the process of placing your product or service above your competitors, in the mind of your target market. And one surefire way of doing this is to have a unique or original product or service, because it will cause your product to be the first of its kind. And being the first is a powerful way to beat your competition - because you won't have any - at least not right away!

Of course, creating a totally unique product or service is far easier said than done. Most likely, your product will be similar to others in the marketplace. But you can still be unique in some way. Your positioning tactics will just have to revolve around how you define this uniqueness.

For instance, you could be the first to cater to a specific market, or the first to offer an alternative to an existing product or service, or the first to introduce a unique twist or angle to your product or service. You might even customize your product for a specific market. The possibilities are endless.

Try to find your product's most marketable, competitive edge. This is commonly referred to as a "unique selling proposition" or USP. Your USP is your position. It's what makes your product or service special. Once you've defined it, transform that edge into a message that will solidify your company's position in the marketplace.

An excellent resource on this topic is Michel Fortin's e-book [Power Positioning](#). In it he reveals a comprehensive approach to achieving "top-of-mind" awareness - for your product and business, particularly on the Internet. You'll learn how to dramatically boost your brand image, exactly how to position your business so that it becomes the one from whom people choose to buy and how to easily reinvent your business so that your product or service will be perceived as being superior.

Your Unique Selling Proposition

To succeed in the highly competitive world of e-commerce, you need to know exactly what your business is and what differentiates it from all other online businesses.

Rosser Reeves was the originator of the phrase, "unique selling proposition," or USP, which is a statement about what's special and different about your company versus the competition that you need to develop in order to successfully market your business. Your USP should clearly, concisely and compellingly state the unique strengths and vision that your company, product or service bring to the marketplace.

If you cannot concisely describe the uniqueness of your idea (and create some excitement in potential users), you may not have the basis for a successful business.

So it is important, at this stage, to begin thinking about one. In doing so there are several questions you need to consider.

First and foremost, what is unique about your proposed business? What factors set you apart from the competition? Make a list.

Next, consider:

- Which of these factors/benefits will be most important to the buyers and/or users of your product or service?
- Which of these factors/benefits cannot be easily copied by competitors?
- Which of these factors/benefits can be easily communicated and understood by your customers?

These questions will help you to determine which factors/benefits to focus on in drafting your USP.

In his ebook, [Branding on the Internet](#), Dan Janal presents a useful formula for constructing a "Fool Proof Positioning Statement."

It's a simple fill-in-the-blanks approach, using the following ***USP Template***:

Name of your company (or product/service):

Category:

Core audience:

Key benefit:

Key differentiating feature:

Sentence #1:

[*Website/Company name*] is a [*category*] that helps [*core audience*] achieve [*key benefit*].

For example: Home Business Plan Central is an Internet-based service that helps home business entrepreneurs achieve success in their online ventures.

Sentence #2:

Unlike other [*category*], [*Website/Company name*] has [*key differentiating features*].

For example: Unlike other Internet-based small business services, Home Business Plan Central focuses specifically on the step-by-step development of viable online business and marketing plans.

As you continue to develop and define your business plan, keep working on these sentences until they are clear and compelling. One simple test of determining whether you've constructed a good USP is whether it sells for you!

You will be using your USP in all or most of your advertising and promotion. You might even consider using it as opener of your website home page, so you want it to be both meaningful and memorable.

Branding your Product

Branding is part of image-building. And the image you project will often be associated with your value.

Branding originates from the process that farmers use for identifying their livestock, where for example cattle are branded with hot irons carrying some insignia. Similarly, branding your product or service is how you identify it, and how it is identified and recognized by the marketplace. Essentially, the elements of branding help to "burn" your product in the mind of your customers.

To "brand" your product or service, a memorable name and a handsome product logo are necessities, so that people will begin to mentally associate the benefits of your product with your image. Your logo becomes a positive visual and mental equivalent of you and your company. Also, the graphics you use for your website should be top-notch and reflect the colors associated with your logo. Your website must have a consistent look and feel.

A catchy slogan or tagline will further promote brand identity. And all offline promotional campaigns and materials should be consistent with your online presence.

Branding a company or product on the Web can occur swiftly, especially if you have the financial resources to launch a steady campaign both online and off. Look at the success of America Online, Yahoo, Amazon, Priceline.com - to name but a few. Take a look at their websites. Each features a prominent logo, consistent imagery and a consistent color scheme. You can learn a lot from studying the techniques of the big online players - even if you don't have their deep pockets!

Some Truths About Branding

The following facts are important to consider when building a brand, even if that brand is called YOU, Inc.

1. Great brands tie into our emotions. It is crucial that this link be present and underlying all brand building efforts. If your brand efforts don't touch people at an emotional level, their power to leverage and attract is nil.

2. Brands are not created overnight. Building a brand is a constant and continuous journey...a long-term approach. If you are going to succeed in creating brand recognition for your site or service, you must be prepared to take it one step at a time.

3. Brands have lasting value and transcend fad. While it is cool... to be cool, what matters is what lasts. Coolness is a result of the brand acceptance not the brand intention. It will pay to remember this!

4. Great brands are consistent in appearance. Everything you do to promote your brand needs design consistency. Brand consistency must be seamless and transparent...the effects are clear, the intention is subtle & clandestine.

5. Great brands re-create categories! Look what Blockbuster did for videos. McDonalds for fast food. Addidas for sports. Starbucks for coffee. Enough said.

6. You can brand ANYTHING, even You! What makes people desire one thing over another? How does one brand attract people over another? If you consistently outperform others in your category, you will be branded as such.

7. Great brands have a clear identity. Successful brands know themselves and what they are about. Sometimes knowing what NOT to do is the key to brand identity.

8. Brands benefit the consumer! What is your feature-benefit ratio? If people are not better off having used your brand, your product or service, you're in big trouble! You must keep on giving to insure your brand equity. People want dependability... a known quantity that differentiates itself from the pack of also-rans.

Strong brands create brand preference, loyalty, and credibility. Over time, this will increase your product's brand equity since brands (not products) are recognized first in the marketplace - the more brand equity you build, the more perceived value as well as the more repeat and referral sales you will generate. If you plan on selling your business in the future, your brand equity will play a major role in determining the value of your business.

How to Differentiate Your Product or Service

When potential customers are shopping around, how can you make your products or services stand out? One of the most effective ways is to concentrate on ways you can build the trust of your customers, establish credibility in their eyes. If your visitors don't trust you, they're certainly not going to trust your offer! Developing rapport with your visitors is critical to your success.

Heed these tips:

1. *Begin by differentiating your services or products by who you and your company are.* Tell your story and/or the story of how your business came about - this will help your visitors feel as if they know you. Include your contact information (or a link to it) on every page of your website.
2. *Give your site a personal feel by displaying your photo on the homepage* - or photos of happy people in your target demographic group. Write your web copy in a friendly, conversational, chatty manner.
3. *Focus on what the buyer finds most interesting or intriguing about your product...* It may have 20 key features, but only 1 or 2 that will make the sale.
4. *Stress the quality of your product or service.* Point out what you are providing for the same investment as the competitor. Make credible, informative presentations, not hyped-up claims that you can't back up. If you try too hard to make the sale, your potential customers will sense your hunger and run.
5. *Talk about dependability.* How long have you been in business? What's your track record? Provide testimonials if you have them.

6. *Have some advantages that clearly differentiate you from the competition.* What can you provide that others don't? Come up with something special or exclusive and use facts to explain how it makes you superior. Use tables, percentages and give real, concrete examples.
7. *Most people buy on emotion.* Stress benefits that help them to identify and feel something they haven't felt before or for a while.
8. *Point out with enthusiasm what your product will do, but don't neglect to mention what it won't do.* Buyers will appreciate your candor.
9. *Become an expert not just in your product but also in how your product is best used by customers to solve their problems.* How can your buyers flatten the learning curve to leverage the utmost value from your product/service. The more information you give your visitors, the more secure they're going to feel about buying from you.
10. *Provide outstanding follow-up services.* Show you care by taking an active interest in your customers after the sale. Ask questions which will help you better understand their needs and how you can help them.
11. *Provide iron-clad, no-questions-asked, money-back guarantees* on all your products to reduce the threat of buying. The more generous you can make your guarantee, the more sales you'll make and the more you'll set yourself apart from your competitors. (Be assured this creates more business than it causes problems!)
12. *Make your ordering page easy to find and your ordering process virtually risk free by taking the lions share of the risk on yourself.* For instance, set no time limit on returns. The longer you give your customers to decide on your products, the less inclined they'll be to rush into any hasty decisions.

The key to competing successfully is to build trust with your site visitors from the time they happen upon your site until they make a decision to buy - and even after the order fulfillment process is completed, because you want to be able to sell to them again and again.

When it comes to inspiring customer trust and garnering repeat business - two keys to insuring the success of your business, two factors stand out above all others:

=> You must have an attractive, well designed site that exudes a sense of professionalism and competence. If your site appears amateurish or haphazard, it doesn't matter how great your product or service is, you won't make the sale.

=> You must sell only quality products and services, and you must continue to add to your product line.

Your online business will become more attractive as you add related products and product lines that appeal to your customers. You could mix it up by offering "better" and "best" lines that allow you to up-sell! (Don't try to do too much too quickly, but plan to introduce new products regularly that fit your overall marketing strategy. This is where affiliate marketing comes in handy!)

SIDEBAR: While we're on the subject of multiple products, if you do add new products to your business, it's best to focus on only one - or at most two - products at a time. Don't confuse your site visitors with too many choices.

The same holds true if you already have an offline store that you want to take online. It's not always wise to put the whole she-bang online all at once. Concentrate on those products that are unique and especially adaptable to the Internet. Overloading your Website with a bunch of generic products and services will diffuse your focus.

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.**

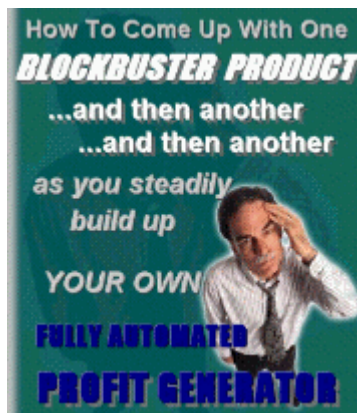
You have started your journey in the right direction with this report but, as every wise man knows, the pursuit of knowledge is not finite. If you're going to be conducting any type of business online, any investment that adds to your store of knowledge on the subject is a wise one. Below I've listed 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 **What To Sell Online?** Portfolio.

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



[What to Sell 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...

[The Underachiever Formula](#) by Frank Kern

The remarkably simple formula that anyone can follow to build a rock solid Internet business (starting from scratch) -- without sending email, without an Affiliate Program, and without creating your own products!

"How Did This Smirky, Tubby Nerd From Melbourne, Australia Humiliate a Room Full of Internet Millionaires...While They Greedily Clung To His Every Word?"

[The UnderAchiever Formula](#)

No smoke and mirrors, no abracadabra ... just real, solid steps to take to find a hot market, research the market, find the perfect content to sell them, and how to put up your own website that runs on autopilot to sell your products in this market you've chosen ... This set of 1-2-3 procedures can be repeated as often as you wish, creating as many sites as you desire to have, and it all works though the very same tested and proven principles every single time!

[Make Your Own Software](#) by Mike Chen

Now You Can Easily Create Your Own Software Program in 30 Minutes or Less! This amazing new invention (Patent Pending) by Mike Chen creates an infinite number of high-demand software programs which you can sell royalty-free at any price.

Just 3 easy steps and you're Done! Out Pops an .exe file that can be run on any Windows machine. You can now use or distribute the software you just created in any way you see fit. You'll never have to pay anyone any royalties. The possibilities for what you can do with [this amazing software](#) are truly endless - not to mention the profit potential!

"If I could go back in time 15 years to my start in business armed with just three possessions, without question one of them would be a copy of 'Make Your Own Software.' There are more possibilities with this breakthrough tool than you have probably imagined. Mike, this is a stroke of genius. Bravo!" - Mark Joyner, #1 Best-Selling Author, Internet Marketing Pioneer, and a man who has sold millions of dollars of software



[Product Idea Profitability Evaluator Software](#)

Finally, an easy no-brainer way to automatically evaluate the profit potential of your ideas in minutes. Why would you keep guessing about what idea will work when you can now finally use Real-Time Advertising Data to significantly reduce your risk and make more educated decisions?

Time is Money. How many times have you thought of an idea and waited around thinking it was probably not a "good" idea or started a business only to see it fail because you were relying on trial and error? Maybe before, you had an excuse...BUT NOT ANYMORE! Joe Garris' amazing new [P.I.P.E.](#) software can help you TODAY. You could literally be evaluating the profit potential of your ideas 5 minutes from now!



Inventor's Friend "Coach In A Box" System

"I've got this great idea for a _____ - now what?" - This Course has the right answer! In a 6-Cassette Series with a 275+ Page Reference Manual and Action Guide, Dan Kennedy explores **the 14 best ways to turn ideas into fortunes**...including:

- How to turn 'ordinary businesses' into Extraordinary money machines
- How to bring a new product idea to the marketplace
- Information power: how to effectively access millions of dollars of research for pennies; how to find the people, contacts, suppliers, assistance and opportunities you need most
- Mail-order millions: how to get your product advertised and sold in hundreds of established mail-order catalogs
- How to profit from THE hottest marketing and distribution opportunities of the new millenium, including direct response TV/infomercials, marketing via the interne and a lot more
- New financing opportunities & strategies
- Dozens of unusual but proven ways of marketing on a giant scale (without giant risk or investment.)



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

WOW: Where Vision and Value go hand in hand with Information and Opportunity!



The WOW Experience. Food for Thought and Profit!

"If You Can Find A Better Deal on Any Product We Offer Anywhere on the 'Net We Will Gladly Purchase The Product For You!" <http://www.the-wow-experience.com>



The WOW Content Club. Your Full Spectrum Content Provider.

If Content Is King, The WOW Content Club is the Kingdom You have been Searching For.
We Take Up Where Others Leave Off! <http://www.wow-content-club.com>



[The-WOW-Empire.com](http://www.the-wow-empire.com). Premium Profit-share Niche Properties.

Look for this Logo on Quality Niche Information sites all across the Internet.

Now You Can Own Your Own Virtual Niche Real Estate Empire Instantly and Effortlessly.

To get your piece of the action, visit us today! <http://www.the-wow-empire.com>