



“Meat ‘n’ Potatoes” eMarketing Report!



Served up monthly by...
“Head Chef” Jimmy Sweeney
For HONESTe Online Gold Members Only

Volume 81, February 2014

IN THIS TASTY ISSUE...

MEAT . . . Traffic and Conversion... Was I Wrong?

POTATOES Step-By-Step Copywriting...

DESSERT As Good As It Gets!

APPETIZER — Hello and welcome to the February 2014 edition of the “Meat ‘n’ Potatoes eMarketing Report!”

I just got back from the Traffic and Conversion Summit in San Diego as I write this, and it was truly an incredible event. It was great to see my Internet marketing “family.” I’ve made so many good friends over the years, and it’s always special to get together in person for a few days under one roof.



[Digital Marketer](#) founders, Ryan Deiss and Perry Belcher, put on one of the all-time greatest Web conferences in the short history of the Internet as the vast majority of attendees would heartily agree. And lucky for you, some of my biggest takeaways are featured in this month’s issue. Why? Because February is the month of love and I’m loving this info. 😊



My next stop will be Yanik Silver's [Underground Online Seminar](#) a couple weeks from now. I'm most definitely looking forward to attending this special 10th annual Internet marketing seminar that is being held for the first time in New Orleans, Louisiana. It should be one for the books. 😊

Okay, let's dig in, I've got a great money-making meal prepared for you today.

Happy Valentine's Day!

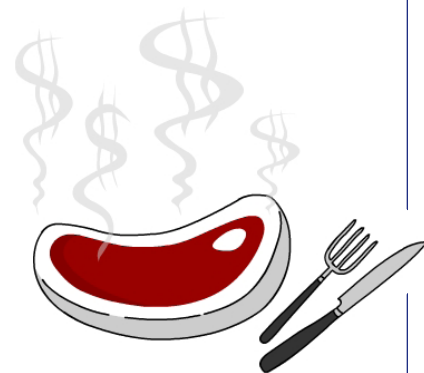
—“Chef” Sweeney



"Dinner is now served..."

MEAT — **Traffic and Conversion... Was I Wrong?**

For many years I've ranted and raved in these same pages about the twin truths of Traffic and Conversion. These two critical, all-powerful elements work in perfect harmony to spin traffic into sales like the world's greatest blender.



After all, *without traffic* you cannot convert sales, and *without conversion* all the traffic the Internet has to offer you won't be worth a hill of beans. It is true, you NEED both. And the fact that I just attended the "Traffic and Conversion Summit," named and hosted by two of the most astute online marketers, validates my "traffic and conversion" mantra over these past several years.

Now here comes the big BUT...

BUT!... over the past two years as my business partner Dan and I have heavily focused our efforts on increased SALES CONVERSIONS by split testing our brains out on everything from sales copy, offers, price points, upsells, downsells, cross-sells, headlines, countdown timers, order form layout, buy buttons, email



strategy, and SO MUCH MORE... we've systematically and mathematically tested our way to some seriously profitable websites/web pages/videos and overall sales *funnels* that convert visitors into sales like moths to a flame.



Now I'm about to say something I've never really said before: "It's actually ALL ABOUT SALES CONVERSIONS if you're in the business of making money online!" And while it's true that you cannot convert one single sale without any TRAFFIC, it's also true that without strong conversions your traffic can dry up faster than ice cubes in the Mohave Desert.

While one cannot survive without the other, it is a *fact* that when you have some of the strongest conversions in your marketplace, you can usually afford to BUY all or much of the traffic your niche has to offer... *at a profit*. And if you also have an affiliate program, affiliates will automatically find you as well!

Stellar conversions allow you to *purchase* all the traffic you desire and the affiliates will naturally find and promote you anyway. And there's your simple answer to traffic right there.

Remember this: conversion can deliver the traffic in droves but traffic will *never* deliver conversion.



So yes, while it IS all about Traffic and Conversion, it's really all about CONVERSION. 😊

POTATOES — **Step-By-Step Copywriting:** Speaking of online sales conversions, it's always easier to write the "killer pitch" when you have an actual road map or checklist to craft your sales copy from. Either that or you hire it out which can cost big bucks to get the level of copy you actually need to succeed.



I remember many years ago reading Dan Kennedy's first of four editions of, [The Ultimate Sales Letter](#). In this brilliantly written book, Dan explains in step-by-step format, exactly how to piece together a compelling sales letter even if you have no writing experience. What a wonderful book destined to become a classic. It is one of the few books on copywriting that has an actual step-by-step formula the reader can follow.



If you're EVER to compete at the highest level in the online marketing world, you need to dive in with both feet and study copywriting, direct marketing principles, strategy, and salesmanship, and then take action putting pen to paper—or fingers to keyboard! This is how you begin the journey to creating sales messages in your marketplace that convert like wildfire.

**And the GREAT news?
Most of your competition is "Average Joe" at best!**

Here's an outstanding little road map you can use for free. It's called "The 21-Step Sales Letter" written by master copywriter and my good buddy, Perry Belcher:

[21-Step Sales Letter Formula](#)

DESSERT — **As Good As It Gets!** As I've mentioned throughout this issue, it's all about sales conversions if your goal is to make money online. The traffic will take care of itself when you're converting at a high level and you know what you can pay for traffic as well. To optimize your conversions, you'll want to continually add to your overall "sales funnel." After all, does it really make sense to sell one product, one time, while hoping to make a fortune? Of course not. You'll want to



optimize your entire sales process from front-end, to back-end, and everywhere in between. At Digital Marketer they call this "Customer Value Optimization" or CVO.

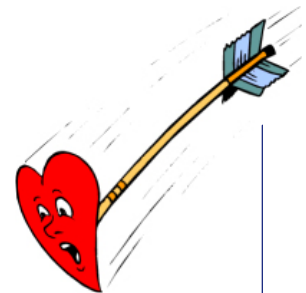
The link below is perhaps the most important webpage for 2014 regarding the current state of Internet marketing and how you can optimize your customer value and sales funnel for monster profits your competitors can only dream of. If you're serious about your online business, THIS IS GENIUS STUFF that you must take the time to go through carefully. And because they do it so well with text and graphics, the overall message will become crystal clear.

**Prepare for your mind to be blown.
This truly IS as good as it gets!**

[Customer Value Optimization: How to Build an Unstoppable Business](#)

FOOD FOR THOUGHT—I touch on the topic of "love" every few years and since February is the month of love let's do it again...

"STOP!... in the name of love, before you break my heart..." Remember that song? Well, with Valentine's Day just around the corner (depending on when you read this) I thought it might be appropriate to talk about LOVE and how it applies to your online business. Don't worry; I'm not going to get all mushy on you. I have an important question I'd like you to pause and think about for a minute before you answer:



**Do you feel "love" for your customers,
subscribers, and web visitors?**

Do you sincerely care about them? Or, are they just a means to an end—faceless, nameless objects of flesh for you to profit from?



I think one of my primary marketing and sales strengths has always been the authentic sincerity I feel for my prospects and customers. I never forget that I'm dealing with a real human being on the other end of the computer connection. And the majority of my business communications convey this sincerity and caring that I feel. In fact, a HUGE secret to writing highly effective sales copy lies in the word "empathy." It's one of the key copywriting "ingredients" to my overall recipe for closing more sales online.

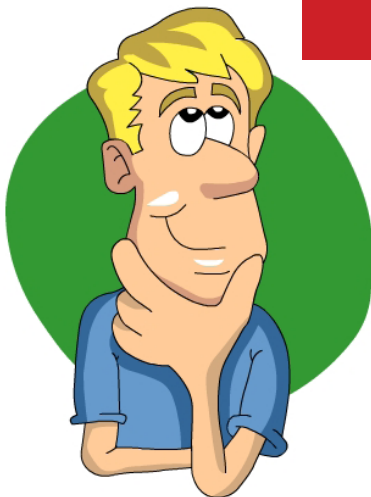


In politics there's an old saying, "... if you can fake sincerity, you've got it made."

Well, I'm talking about *authentic sincerity* and true empathy to close more sales. These two components can turn good sales copy into GREAT sales copy.

So go ahead and "love" your customers, subscribers, and visitors. Tell the truth, show compassion, convey your empathy, and let this sincerity shine through in all your business communications. People will love you back and reward you with their hard-earned dollars. But beware! Don't try to fake sincerity. It has to be part of who you are to work wonders in your business for the long term.

This Month's Quote:



“In this ever-changing society, the most powerful and enduring brands are built from the heart. They are real and sustainable. Their foundations are stronger because they are built with the strength of the human spirit, not an ad campaign. The companies that are lasting are those that are authentic.”

~Howard Schultz



Yours for OUTSTANDING success on the Wild, Wild, Web! 😊

— Jimmy

P.S. In case you missed the [January 2014 issue](#) I served up these tasty dishes:

Meat... Will I See You in January or February?

Potatoes... Social Media and a Glass of Wine

Dessert... Watch THIS Video Every Morning? Yes!

[Click here](#) to read the January 2014 issue of the "Meat 'n' Potatoes eMarketing Report."

