

# *Fresh Wisdom*

## Breakthrough to Enlightenment

Making Sense of Life in a  
Senseless World

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An Email Seminar in 16 Parts  
Part 12

We want to hear from you. Please send your questions and comments about this  
Email Seminar to [seminar@FreedomTechnology.org](mailto:seminar@FreedomTechnology.org).

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You are encouraged to do your complete due diligence and research before applying any of the principles covered in this educational material. External references are supplied to aid this research.

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This manual should be used as a general guide, and not as the ultimate source of life instruction. Furthermore, this manual only contains information available prior to the publication date, and will not include information on any subsequent developments.

## Business in the Future

In the previous Wealth Creation chapter, we discussed the concept of money and leverage. We then explained how powerful the Internet is as a tool for achieving massive leverage. We also explained that many failed with their Internet business for one of two reasons:

- Because they do not have the right product or
- Because they cannot connect with buyers for their product.

It is as simple as that.

In this chapter we are going to show you exactly how to identify hot product markets, and then how to easily create products. In the next Wealth Creation chapter we will show you how to find buyers for your product, and you will be blown away how easy it is.

You see, we have applied the concept of leverage to everything we do at Freedom Technology, including marketing on the Internet. So instead of starting with a brand new product from scratch, we plug the product into an existing proven marketing vehicle filled with thousands of thinking individuals hungry for guidance and information.

Before we discuss marketing a product on the Internet, we need to talk about business values and what you wish to achieve in your business. You will not hear any Internet Marketer who wants to sell a 'How To' Manual explain this, so take note. By understanding this section, you will quickly be able to identify the cons online, and there are *many*.

## Definitions

The following definitions are adapted from *The History of Neo-Tech*.<sup>1</sup>

### Mysticism

Mysticism is defined as:

- Any mental or physical attempt to recreate, evade, or alter reality through dishonesty, rationalizations, non sequiturs, emotions, deceptions, or force;
- Any attempt to use the mind to create reality rather than to identify and integrate reality.

Mysticism is a disease -- an epistemological disease that progressively undermines one's capacity to think, to identify reality, to live competently. Mysticism is also a collective disease that affects everyone who looks toward others, or the group, or the leader for solutions to his or her own problems and responsibilities.

The symptoms of mysticism are dishonest communication, out-of-context assertions or attacks, use of non sequiturs, rationalizations, jumbled or nonintegrated thinking -- all leading to mind-created "realities". Those symptoms are most commonly exhibited by politicians, clergymen, union leaders, lawyers, media commentators, university professors and entertainment personalities who wish to con some value from you, instead of producing real value. Real value is produced by aggressively competitive entrepreneurs, innovators, business people and industrialists who, interestingly are often depicted as the malefactors of society by the mystics previously mentioned.

The mystic's life is basically irrational and unhappy with perhaps some scattered islands of rationality and happiness. By contrast, the non-mystic's life is basically rational and happy with perhaps some scattered islands of irrationality and unhappiness.

Turning to one's inner self, mystics find unhappiness, anxiety, and hatred. On the other hand, non-mystics find happiness, equanimity, and love.

### Business

Business is defined as:

- The competitive development, production, and marketing of values that benefits others.

Any and every aspect of business succeeds to the extent that effort, thinking, planning, and action are free of mysticism...or fails to the extent that mysticism is injected into any decision. Business ultimately flourishes in the absence of mysticism or dies in the presence of mysticism. Mysticism is the creating of problems where none exist; business is the solving of problems wherever they do exist. Mysticism represents stagnation and death; business represents growth and life. Mysticism is non-business; business is non-mysticism.

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<sup>1</sup> [www.neo-tech.com/orientation](http://www.neo-tech.com/orientation)

Since the early days of Phoenician commerce, envious and destructive mystics have striven to besmirch the value producers, their business enterprises, and their competitive products. Legions of pseudo-intellectuals, say-much/do-little underachievers, envious non-producers, and mystic-manipulating con men, especially in the media and academe, constantly attack businesses and their creators. With unfounded accusations, the attackers imply that business people lack care, humanity, compassion or social concerns. Such implications contradict the facts. Indeed, only through business and its creators do societies advance and individuals prosper.

## **Laziness**

The choice between exerting effort or defaulting to laziness determines the course of every human's life and ultimately entire generations and civilizations. The three choices constantly confronting every human being are to:

- exert integrated effort,
- default to camouflaged laziness, or
- act somewhere in between (the typical salaried position).

The choice to exert integrated effort or to default to camouflaged laziness is the key choice that determines the character, competence, and future of every human being. That crucial choice must be made by everyone, continually, throughout life. ...That key choice determines the:

- Direction of an infant's life beginning at the first moment of consciousness;
- Development of a child's implicit nascent philosophy which determines that child's developing psychology;
- Development of an adult's implicit and explicit philosophy which develops that person's psychology to determine the quality of his or her life;
- Philosophies that guide entire nations, eras, and civilizations with the resulting cultures, economies, and degrees of enlightenment or darkness;
- Evolvement or regression of human consciousness, power, prosperity, happiness, and love;
- Prosperous survival or eventual destruction of human life on this planet.

Those choosing to live through automatic laziness survive by usurping or attacking values produced by others. Those usurpers and attackers include essentially all politicians and theologians as well as many dishonest professionals, attorneys, psychologists, academics, elitists, journalists, philosophers.

Well-known usurpers and attackers of values include Plato, Hitler, Stalin, FDR, the Pope, Al Capone, Pol Pot, Fidel Castro, Ralph Nader, and Jesse Helms. In addition, research shows that Einstein was a plagiarist, (particularly of his famous equation  $E=mc^2$ ), and cheat of the highest order. While working at the U.S. government patent office he would read all the great inventions of the day before they were published. Many of them were claimed as his own.<sup>2</sup> Thomas Edison is also incorrectly credited with many inventions originated by Nikola Tesla.<sup>3</sup>

By contrast, those who choose to live through integrated effort can thrive by producing or building values for others. Those producers include working people, business people, industrialists, scientists as well as honest professionals, artists, musicians, philosophers.

Well-known value producers include Aristotle, Ray Kroc, Henry Ford, Pierre S. du Pont, Andrew Carnegie, Jay Gould, Galileo, Michelangelo, Beethoven, Nikola Tesla and Ayn Rand.

The choice between laziness and effort determines if one becomes an unhappy destroyer of values or a happy producer of values.

## ***The Freedom Technology Business Philosophy***

The reason we are explaining our business philosophy is because we are hoping that you will become interested in using our services to market something of value which you will create. We will discuss this in more detail shortly.

As you can probably guess from the previous definitions, the Freedom Technology Business Philosophy is one of:

- Using the mind to create, explain, expound on or simplify reality;
- Create value from which others can benefit;

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<sup>2</sup> [www.nexusmagazine.com/articles/einstein.html](http://www.nexusmagazine.com/articles/einstein.html)

<sup>3</sup> [file:///lucidwork/lucidcafe/library/96feb/edison.html](http://file:///lucidwork/lucidcafe/library/96feb/edison.html)

- Embrace the exertion of disciplined, integrated effort to produce real value.

This philosophy flies in the face of almost every Internet Marketer, who will convince you to find other people's content to build your site (laziness), or build sites which attract traffic and then provide Google AdSense Ads (no value creation). No wonder the Internet is in the state it is currently.

By producing real value in the form of original digital downloadable products (eBooks, videos, training manuals, etc) you are immediately differentiating yourself and setting yourself up for long-term success.

The intention is to use existing successful products and overlay the effective Freedom Technology principles to create something useful and of real value. You create the product and we market it for you. You can even do this while enjoying the security of a guaranteed income (while you are still employed). As the results from your efforts exceed your salary, you can confidently leave your job to create even more products, and thus increase your revenue.

As an example, consider the hugely successful *Chicken Soup for the Soul* marketing vehicle. While millions of copies have been sold (already over 75 million!), the concepts explained therein are, shall we say, rather bland. Imagine following the same marketing recipe for success, while expounding the Freedom Technology principles – the result could be phenomenal. Not only in terms of income generated, but the effect on an entire generation or more.

### ***Finding the Right Product***

The absolute key to your success anytime you decide to begin any money-making project online is effective market research. Market Research is where all big profits begin. In contrast, without market research, your failure online is almost guaranteed.

Everyone has their own methods for conducting market research, but we are going to reveal to you five key questions to ask about every market before taking action on a project. We are also going to show 4 free highly effective market research tools. The following section is taken from The Reese Report.<sup>4</sup>

### **Five Keys to Effective Market Research**

Notice that the word “effective” is included as part of this section's title.

Anyone can do research online, but unless you know how to properly tie all of that research together into usable information that reveals whether or not you should proceed with a project idea, you are simply wasting your time. Here are the five keys to effective market research:

1. **Is The Market Already Buying Something Similar?** Many people teach Internet Marketing beginners to start off by promoting something they have an interest in... a hobby, profession, talent, etc. This is not an effective business strategy because regardless of how much you enjoy something, it is pointless to build a web site and try to earn a living from something if people are not buying what you are selling. Now, there is nothing wrong with building a site on something just as a hobby, but if you are wanting to build a business, the first key is to figure out what people are spending their money on, and then build a business around a related product or service. It matters little that you absolutely *hate* a certain type of product. If you find that people are interested in that product, and more importantly, willing to spend their hard earned money for that product, you need to find a way to get in on the action. Remember, it is not what you like that matters. It is what your potential customers like that matters.
2. **Is The Market Big Enough?** Using tools to do keyword research is an effective way of establishing the number of searches done any given month for a certain keyword phrase. These tools include the *Overture Search Term Suggestion Tool* (Yahoo now calls it their Keyword Selector Tool)<sup>5</sup> and *Wordtracker*.<sup>6</sup> The ideal is to target keywords which enjoy between 10,000 and 20,000 searches per month. The point is that you want the market to be large enough that you are able to have enough exposure for you to determine whether or not your idea is worth all of the effort.
3. **Can I Reach The Market Cost-Effectively?** Apart from waiting for and relying on unreliable free search engine traffic, the most common form of marketing online is Pay-Per-Click, in which you bid for the placement of adverts on websites. Every click on your ad generates a targeted visitor and will cost you anything from a few cents up to hundreds of dollars. It does not do you any good to go into a market where you have to buy clicks for \$20-40/click unless you are selling a product for thousands of

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<sup>4</sup> *The Reese Report* by John Reese, [www.reesereport.com](http://www.reesereport.com)

<sup>5</sup> <http://inventory.overture.com>

<sup>6</sup> [www.wordtracker.com](http://www.wordtracker.com)

dollars. You have to keep your click costs below 30 or 40 cents for a \$30 or \$40 eBook, for example. Otherwise, you simply are not going to make a profit no matter how good your conversions are, for the most part.

4. **Are There Multiple “Back Door” Markets That Connect To The Market?** This next step is the exception to the rules that your market has to be big enough, and that your marketing must be cost-effective. The idea of “back door” markets consists of directing people to products or other resources that, on the surface, appear totally unrelated to the original product or market, but are also consumed by or purchased by a prospect that is active in that certain niche. For example, how similar are golf and travel insurance? They are not similar, are they? Well, the idea is to think about what other markets “connect” to your target market, create sub-sites for those other markets, and then link to them from your original site. Then, as you think of other back door markets related to those sub-sites, you can make sites for those markets, and before you know it, you have a chain of sites that seem unrelated on the surface, but allow your prospects to lead themselves along that chain, gratifying their needs and wants along the way.

Let us say you create a site about golf. Obviously, other sites related to golf like golf courses, golf clubs, and so on would make sense, but what about golf vacations? Did you know that people actually take vacations strictly to play golf? That being the case, does not it also make sense that these people who are wanting to go on golf vacations may also need some travel insurance for their trips? If you were to create separate sites for each of those keywords, just think of all the possibilities for other sites that could branch off from this little network. By using “back door” markets, you may turn a site that initially does not make much, if any, profit because the market is not big enough, or because you paid too much for advertising, into a profitable entry way into a successful network of web sites. Brainstorm a little and see if there are some back door markets that you might be able to tie into the markets you are currently promoting to.

5. **Are There Existing Partners In The Market?** Competition on the Internet is not only a good thing, it is a great thing. If you create your own products, you want partners who you can sell your products through. By setting up an affiliate program and finding related businesses who would like to offer your products to their customers and/or prospects, you are leveraging the traffic that these partners are generating.

## **Market Research Tools**

### **eBay**

One of the most effective free places to conduct market research when you begin a new project is at eBay<sup>7</sup>. When considering selling some sort of product, you can usually find that product or topic on eBay.

If you visit eBay you will notice the “Categories” section on the left side of the page. This is an excellent place to start if you are looking for related sites to add to your back door markets for some of your products.

By using eBay, and other big companies on the Internet, you are exercising the principle of leverage, because they have already done all of the research for you.

They have huge teams of people who are trained to research different markets and drill down as deep as possible to find all the related segments of those markets.

For instance, if you click on “antiques” under the categories section on eBay, you will see a whole list of subcategories, each with its own list of even more precise categories.

One way of looking at it is that “antiques”, for example, is the generic keyword, and each subcategory, such as “Asian antiques”, are more precise keywords or specific niches.

### **How to Find the Hottest Items in Any Market**

eBay can also tell you which items are most in demand by their web site visitors. By tapping into this valuable information, you can create information products geared towards these hungry markets.

Let us go back to the “antiques” example from above. Once you click on the antiques link under “categories”, find the section on the web page entitled, “Category Community Links”. Then click the link that says “Read the latest Seller Newsletter”.

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<sup>7</sup> [www.ebay.com](http://www.ebay.com)

Next, notice the “New and Improved Hot List” section. Click on the “Hot List” link within that paragraph. You can go into this area and you will discover trends and analysis for different types of products within each of the main subcategories, including the hot search terms.

This information is fantastic for determining the hottest topics to create information products for.

## **Yahoo**

Yahoo is another example of a huge company that has spent thousands of man hours on researching the thousands of markets available to us, and we are going to show you how to profit from the work they have already done for you.

If you visit their web site<sup>8</sup>, you will see the different categories listed on their home page.

By clicking on the “Real Estate” category, you will be able to tell within seconds exactly what people are looking for when it comes to real estate.

Notice all of the links within the column that appears on the left side of the page. These links are exactly what people are looking for... how to sell a home, rent an apartment, loans, refinancing, homeowner’s insurance, and on and on.

Let us look at another category... “Health”.

If you scroll down the page that comes up, there is a section that offers different Yahoo Groups that you can join in order to get in touch with others who are concerned with certain topics.

The six categories they have listed, currently alternative medicine, depression, diabetes, fitness & nutrition, pregnancy, and weight issues, are the health related issues that are the most searched for or discussed within Yahoo’s interactive groups.

If you decide that you want to create an information product on health related issues, these six topics are definitely subjects you will want to cover.

Everything that you find on this health page, or any page for any other category, gives you clues as to exactly what topics are hot right now with consumers.

Currently, there is a poll on the health page that asks for people’s main skin issue concerns, and out of about 5600 total votes, acne is the biggest concern (33%).

You can find this information by clicking on “View Results Without Voting” which appears within the poll box.

With maybe 10 seconds of research from the time it took to visit Yahoo, click on “health”, and click on the “View Results...” link, you now have some key information that will help determine what type of information product you should consider. Obviously we are just using these categories as examples of how the system works.

Go back to Yahoo’s main page and click on “Financing”. Do you think that all of the categories and subcategories that appear along the left column of that page might be what people are most interested in when it comes to investing and personal finance?

We cannot emphasize enough how powerful this web site can be for you and your business. Yahoo, eBay, and even Google are amazing tools that allow you to develop profitable online businesses, and to think that they have been right under our noses the entire time.

## **Google Zeitgeist**

This is a fantastic little tool that “exposes interesting trends, patterns, and surprises”, according to their web site<sup>9</sup>.

This site shows what searches have increased in frequency the most during a given week, as well as those searches that have declined the most in a given week.

Another great feature with this tool is that you can see what the most popular search terms are for various categories, such as popular women, popular men, popular brick & mortar companies, popular travel queries, etc.

You can also see what the most popular sports, video games, and cars are, for example, in terms of which items are searched for the most.

You definitely want to keep your eye on this site to keep your thumb on the pulse of what people are searching for on a weekly basis.

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<sup>8</sup> [www.yahoo.com](http://www.yahoo.com)

<sup>9</sup> [www.google.com/press/zeitgeist.html](http://www.google.com/press/zeitgeist.html)

Another cool feature of this site is their archived section of trends over the last few years. You can click on “2001”, for example, to see what people were searching for, and you will be able to correlate those searches with the trends that were hot at the time.

Although this is a great little tool for pinpointing different trends, you want to be careful not to create full blown businesses based on trends alone because trends usually become money makers and not long-term businesses.

## **GoogSpy**

You can use this fantastic tool to spy on your competitors in order to find out what keywords they are bidding on at Google Adwords.

But you can also use GoogSpy<sup>10</sup> to have your competitors show you what other markets you should be considering.

Simply type in a term into the search box, click on one of the keywords that the results give you and it will give you the URLs of the sites that are buying Adwords for those keywords.

You can then click on one of these URLs to discover all of the keywords that that company is bidding on.

In this way you can “borrow” keyword ideas from your competitors, but for our purposes, we want to look at all of these other keywords these companies are using, and think about all the different markets these keywords represent.

For example, let us use the example of “corvette”, click on “corvette engines”, click on the first URL that comes up, and we find that this company is bidding on dozens of keywords.

Some of these keywords include jeep engine, mini cooper parts, superchargers, and so on.

If you are thinking about creating an information product related to corvettes, you could come up with some other ideas for related sites.

Also, there is a list of that company’s biggest competitors along the left column of the page. You can click on each one of these company’s URLs and repeat the process to develop even more ideas for information products.

So not only can you develop a large number of keywords to use in your marketing as a result of using this tool, you can also develop a whole list of other markets that you can create information products for.

## **Wordtracker**

You no longer have to guess which markets are the most lucrative online. While this is not a free tool, Wordtracker<sup>11</sup> is by far the best research tool to discover niche markets which you can advertise to. Use this tool to establish exactly how many people searched for a particular keyword phrase in the last 2 months. It even suggests related searches. We will not provide examples of how to use this tool here, because they have a detailed User Guide. If you are really serious about your research, this is one tool worth having – try it for a day or week to get an idea of the power behind this excellent tool.

## **How to Create Your Product & Run Your Business**

The real secret to building wealth online is creating a powerful ‘organization’. A perfect example of this is Michael Green’s *How To Corporation*<sup>12</sup>. If you visit that site you will see a huge range of products, all supposedly generated by one person. But “Michael Green” is in fact a pen-name for a hugely successful British publishing empire which generates significant revenue for their small family-run business.

But do not panic. We are not suggesting that the key to making the big money online is to go and lease an expensive office and put 60 people on a payroll.

However, until you can learn to leverage the time and resources of others, you will never make as much as you possibly can, or reach as many people as you possibly can. That is just a fact, and is one of the core principles of Freedom Technology.

There is one proven fact that will never go away no matter what – you only have so many hours in a day that you can work on your business. Even if you do not go to sleep that is still 24 hours. You will never be able to work 25 hours in a single day – trust us, we have tried.

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<sup>10</sup> [www.googspy.com](http://www.googspy.com)

<sup>11</sup> [www.wordtracker.com](http://www.wordtracker.com)

<sup>12</sup> [www.howtocorp.com](http://www.howtocorp.com)

Because of this time limitation, how do you make more money in your business (regardless of what stage it is currently at) if your time is limited?

It is easy. You must leverage the time of others. You must embrace (and effectively utilize) the ability to outsource. In order for you to make maximum cash from your efforts, you absolutely – positively - must start outsourcing. You must build and run your profit-making organization by leveraging other people.

## **Outsourcing**

The best way to start building your organization is to start by using just one other person to do something for your business. You can hire this person to do some work as a freelancer, and only pay them when you need work done.

A great example of this is to hire someone anytime you need web pages designed and created. Maybe you are already creating web pages yourself. If so, we strongly recommend you stop doing it.

Why? There is no money in it.

Pay someone \$100 to make a site for you and use the time you saved from doing it yourself to work on your product creation or marketing. Remember, marketing is where the real money is made – not creating web sites, doing programming, creating cute graphics, etc.

You can go to [elance.com](http://elance.com)<sup>13</sup> or [rentacoder.com](http://rentacoder.com)<sup>14</sup> and find plenty of freelancers who will do a wide variety of things for you. You can also do a Google<sup>15</sup> search for “freelance XXXX” (substituting XXXX with designer, programmer, writer, etc.) and you can find many people that way.

So, if all you do is find someone you can pay every now and then when you need web design work done, you have freed up many hours of your time for you to put into your business. This is a great place to start.

The small amount you will pay for someone to do that grunt work for you will more than pay for itself.

The second thing you should be looking to outsource is HTML programming. Do not even think about learning any of this nerd code. Or, you might already be a programmer yourself. But, guess what? There is no money in it. Again, it is all about the marketing. Find a freelance programmer who can do some work for you when you need it - such as working with your shopping cart, creating a custom autoresponder script, or anything else you need programming for.

You should be noticing a trend with what we are saying. Pay someone only when you need the work done. That means do not go hiring someone full-time. In most cases that is just idiotic.

If you hired a construction team to build a house for you, are you going to keep paying them after the house is built? Of course not. Internet marketing is the same way. It is made up of web pages, some programming (if necessary), and content. That is basically it.

All of those things are created one time and produce results for a long time. There is no reason to keep paying someone after something has been created. You only pay them if you want something NEW created.

## **Ghost Writing**

The next type of person (or people) you need to hire to do work for you are ghostwriters. These are people who will write content on your behalf, but still allow you to market the product as your own.

The Internet is based on content. You have to have it for your web pages, your autoresponder series, your newsletter issues, your articles, etc. Much of this you can pay a talented writer to research and write for you – for practically any market imaginable.

Writing is not only very time consuming, but for many people it is a dreaded task. So, why not just pay someone to create content for you that you will use for your marketing or your info product?

Once again, if you do this, you will be freeing up more of your time. This gives you more time that you could be spending on marketing your business or creating additional product ideas.

## **Customer Support**

The next thing you should strongly consider outsourcing - and for many this will be the first thing - is customer support.

If you have a business that requires customer support (i.e., your customers email and call with problems, or need refunds, or just want to complain, etc.), you need to run, not walk, to outsource your customer support.

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<sup>13</sup> [www.elance.com](http://www.elance.com)

<sup>14</sup> [www.rentacoder.com](http://www.rentacoder.com)

<sup>15</sup> [www.google.com](http://www.google.com)

Almost every business has customer support tasks (if not all of them) that can be outsourced. You can train someone one time to handle certain problems, and they will always be able to handle them for you.

Ninety-nine percent of your customer support requests will be duplicate requests you will receive from customer to customer. Unless you absolutely love to handle your own customer support (which if true you are probably insane!), you should look to outsource it. We highly recommend [workaholics4hire.com](http://workaholics4hire.com)<sup>16</sup>. They are currently handling the customer support for many online marketers – and doing a fantastic job. They will take really good care of you and your business.

Another huge benefit of outsourcing your customer support is that you will not be faced with any negativity that comes from complaining customers, refund requests, etc.

You obviously want to keep up with the feedback of your customers so you can address certain things that need to be changed or improved. But, many complaints will be the same - and you reading more than one copy of those complaints is not going to do you any good. In fact, it can harm your productivity.

For example, every business that sells a product or service is going to experience refunds. That is just the nature of the business. No matter how great your product is there will always be a small percentage of people who want their money back.

There is no question about it, you will take it personally each time someone requests a refund. It reminds you that someone was not happy with your product – even though studies have shown that 90% of refund requests come from people who made up their minds to return a product even before they purchased it.

So, if you outsource your customer support, you will not be seeing all these refund requests. The service handling your support will just promptly issue the refund and take care of that customer. Trust us when we say that by not being faced with every single refund request, you will make more money. By not being faced with that negativity, it will make you much happier and allow you to focus on more positive aspects of your business.

That reason alone is why you should outsource your customer support ASAP if you are trying to handle it yourself.

There are many other things you should be outsourcing in your business – accounting, legal, tax preparation, product fulfillment, and more. And the main reason for you to outsource as much as you possibly can is simple. It is so you can focus all of your time and effort on what you want to do. If you structure your organization properly, you can focus on those tasks and leave the rest of the “operations” to others.

It does not matter if you are just starting out with a brand new, tiny business with a tiny budget, or you are trying to grow a business that is already making millions. The principles are the same and you need to understand them. The reason why we want to make sure you fully understand the concept of building your organization is because that will truly allow you to build wealth with your business.

Most people marketing online are doing everything themselves. This is a huge mistake. For pennies on the dollar, you can have other people helping you do things for your business that will allow you to put more time into the things that bring in the big profits.<sup>17</sup>

### **Connecting with Buyers**

Now that you have created a killer information product which adds real value to others, the next challenge is to connect your product with people hungry for that information. We will not kid you – this is not an easy task. There is an entire science behind generating targeted traffic to your website, and to make matters worse, the algorithms are constantly changing. Staying on top of the latest trends is a full time endeavor.

But that is where Freedom Technology comes in. In the next and final Wealth Creation chapter we will explain exactly how our unique and rather effective concept will assist you in connecting your product with people hungry for your information. This is another way in which you can outsource a critical part of your business.

If you *are* interested in finding out about the science behind getting traffic to your website, we can highly recommend Michael Green's *How to Promote a Product Online*.<sup>18</sup>

We hope you are starting to get a sense of how powerful the Internet can be. It is a passion for us, and we hope will become one for you too.

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End of Seminar 12

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<sup>16</sup> [www.workaholics4hire.com](http://www.workaholics4hire.com)

<sup>17</sup> Extracted and adapted from *The Reese Report* by John Reese, [www.reesereport.com](http://www.reesereport.com)

<sup>18</sup> [www.howtocorp.com/sales.php?offer=mbh66&pid=22](http://www.howtocorp.com/sales.php?offer=mbh66&pid=22)