

# Dr. Mani says...

October 2005 - Issue 2

I could keep this issue absolutely short and say:

## Go Read My Blog!

Yes, almost everything in here is already on the blog, with a few exceptions.

<http://www.EzineMarketingCenter.com/drmani-says/>

Let me give you a quick run through - and then we'll delve into a very important concept you're going to hear a lot of in the week ahead, as Jeff Walker releases his 'Product Launch Formula' - it's the power of social proof.

Now before you think this is a product pitch, I'll tell you this. I am NOT going to be promoting Jeff's course - simply because I've not had a chance to look at it, and at that price point, I will not recommend it sight-unseen.

Instead, I'm going to give you a 'peek behind the scenes' of another SECRET LAUNCH - of my own new product. It's exclusive - only owners of one of my niche marketing products have even heard about it, and already, in the first 24 hours,

**We've Made a Profit of \$1,430.24**

It's ALL going to charity - and the story of how that decision came about is pretty interesting itself. It started with a 'rant' about joint ventures that I posed on my blog. Read all about it and about my 'Blog Challenge', it's going to be on Yahoo! News in a day or two!

<http://www.EzineMarketingCenter.com/blog/>

So, why tell you about this amazing new hot-selling product if you can't even take a look at the sales page?!

Well, I'm limiting the promotion to only 250 copies - and from the look of things, it's going to sell out from my customer list alone. But in the chance there are any left, I'll be offering it to you and other subscribers first - and at that point, there won't be much time to THINK.

## **You'll Barely Have Time To REACT - And Reserve Your Copy**

I'll give you just a 'sneak' into how powerful it is. I've set up a blog entirely filled with feedback from clients - good and bad - about the line of products on niche marketing, of which this new release is the LATEST.

<http://www.Reach-n-Relate.com/niche-proof/>

## **Ok, so what next?**

I've been busy creating a very special report. It's a **HOTSHEET**. It's about a very critical topic that's in the news EVERYWHERE.

I wrote it because there's so much fear-mongering in the press, it's almost impossible to get an unbiased realistic viewpoint... and guess what? The TRUTH is so scary, it really isn't even necessary to throw in hype or scare tactics!

**Yes, I'm talking about BIRD FLU - or Avian Influenza.**

Get the 'Bird Flu Facts HOTSHEET' absolutely free from here:

<http://www.TheBirdFluFacts.com>

And if you know anyone else who might find the HOTSHEET helpful, please spread the word.

In a future issue, I'm going to discuss the use of HOTSHEETS - I read about them in an excellent special report I bought from Gordon Jay Alexander of [www.SowPub.com](http://www.SowPub.com) - it's called the HOTSHEET on HOTSHEETS!

A couple of reminders...

# AUTO-INCOME SECRETS

Neil Shearing's excellent guide to creating a hands-free income stream based on pay per click services including Google AdSense -

It's a VERY simple, elegant - and PROFITABLE - system that he's outlined. What I liked most is the step by step detail it's explained in, along with screen shots of the software tools used to build the system.

Neil's AUTO-INCOME SECRETS gets my strong recommendation

Details at: [www.reach-n-relate.com/autoincome.htm](http://www.reach-n-relate.com/autoincome.htm)

But get it only if...

\* You are committed to putting in the time and effort involved - if you don't want to work, this ebook will just add to the electronic e-dust cluttering up your hard drive!

\* You understand the difference between learning a 'system' and executing the projects based on one. Let me be crystal clear about it - you will need some tools to implement the system.

Yes, it costs some money.

Yes, I think it's a good investment.

Yes, you can make back multiples of it - fast

\* You believe 'virtual content empires' - websites based on niche-focused keyword-rich content - have a future. And that PPC ads are viable income streams.

Of course, Neil's system is based on more than that, but if you think Google AdSense is the 'flavor of the month (or year)' - well, you'll probably not be as keen in implementing the ideas

Guess that's it - you know by now if **Neil Shearing's AUTO-INCOME SECRETS** is right for you - or not.

If it is, grab your copy at the introductory discount of \$10 - and that'll last only during the launch.

Here's your link:

<http://www.reach-n-relate.com/autoincome.htm>

# **THE ULTIMATE SUPER-TIP**

**by Harvey Segal**

When we were little kids, we used to play a game at birthday parties.

We'd sit around in a circle, passing around a big parcel as music played in the background.

When the music stopped, the person holding the parcel would peel off the outer 'layer' - and find a token s/he could exchange for a gift.

Squeals of delight would shake the room as one child after another got a lovely present.

And today, when I saw this new thing Harvey Segal (a.k.a. Mr.Clickbank) has released, it reminded me of this... with one tiny difference -

## **All The Goodies Were For ME!**

It's the work of a masterful genius.

- \* Just observing the process would be a graduate education in power-marketing.
- \* Plus, the high quality content in the free ebook is worth at least \$47.
- \* Also, the neat, simple, yet brilliant 'promotional tweaks' made me stare in amazement
- \* All the while, my brain was exploring new possibilities, storing away every little detail for future reference.

And the biggest wallop is packed in the viral element - which allows YOU to profit massively from Harvey's work

In short, this is a MUST-READ. For everyone. Anyone. Yes, that includes YOU.

No cost. A true ZERO dollar investment. And an option to learn, earn - or simply sit back and applaud a very intelligent piece of marketing on the Net.

Get your copy today at no cost.

<http://www.EzineMarketingCenter.com/superlinks.htm>

# "START YOUR OWN SIMPLE ONLINE BUSINESS"

The biggest impact of this report by Paul Myers will be for newbies - folks who,

"...are new to online business. So new, in fact, that they've never created a product or sold a thing through an affiliate program."

But here's the thing. There are so many finer points, nuances and tweaks of every single one of the issues covered so comprehensively in this report - that

## **Anyone Can Benefit From Them!**

It's a quick, easy read. And that's the problem - coz you are likely to read it, think a bit about it, and shelve it away!

## **I Will NOT Let That Happen**

So I'm going to make you a very special offer today.

Join the program now. I'll send you the first section of the report right away. Read it. Then participate in a group discussion on a private forum for the next week.

Ask questions - I'll answer them (if I can)... or try and find someone to help

Share ideas - We'll get some great ones - and the collection will be worth many times more

Suggest tweaks - I've got some experience there, of what works well - and what doesn't - and will share them too

Post insights - You'll be amazed how many new concepts come to light when a collection of minds attacks a problem

Form alliances - I've found great partners in groups like this - and by far, this is the BIGGEST benefit in this offer

Then, after you've read the first section, participated on the forum, and are ready to move to the next stage, I'll conduct a short 'test' - a kind of self-assessment. And only if you 'pass' will I allow you to join the next session!

## **You Can't Lose - Because I Will Not Let You**

All you'll 'risk' is the first installment of \$6.95

To grab your special deal - rush to

[www.Reach-n-Relate.com/paul-offer.htm](http://www.Reach-n-Relate.com/paul-offer.htm)

Only 97 seats will be filled - and then the class is closed!

And finally, let's end with a brand new article that'll open your eyes to a brand new way of building credibiity with your audience and prospects - using blogs!

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## **How To Build Your 'TESTIMONIAL BLOG' - And Skyrocket Your Profits Effortlessly!**

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If you know how to blog, already sell a product or service, and have customers or clients, you have all the ingredients to set up an ultra-powerful system to convert a mind-boggling fraction of your prospects into customers - without lifting a finger.

Think I'm pulling your leg? Well, I'm not. This short how-to guide will show you exactly how to tap into a primitive human instinct that guides everybody - including your prospective buyers - and use it to position you, your business and your product or service as their best choice.

I'm talking about the immensely powerful factor called 'Social Proof'.

In a book based on groundbreaking research, Dr.Robert Cialdini revealed the power of the 'herd mentality' in marketing to a crowd. It is an automatic, instinctive reaction of animals (and humans) to follow a crowd - because, in the majority of cases, it is protective, beneficial, and can even determine survival.

That's why we gather in communities, seek opinions and feedback, are influenced by peer pressure. Going with the majority opinion means you don't need to research every single decision you make

every day - and without this support system, life would be extremely complex and stressful.

But how is this relevant to marketing your business with a blog?

Simple. The highest form of social proof a potential buyer is looking for is validation of your product or service by peers.

- \* You want to know what your friends think about a movie  
- before going to see it.
- \* You ask your colleagues about the food  
- before eating at a new restaurant.
- \* You talk with employees and staff  
- before thinking about working at a new firm.

By offering an easy way for potential buyers to discover the great things about your business and what you offer, you've short-circuited the process and can get a hesitating prospect to make a buying decision almost instantly.

How to do it? Use your blog.

There are 4 steps to the process:

- \* Set up your blog to allow comments and feedback from visitors
- \* Start discussions about various facets of your business
- \* Invite clients and customers to participate in the interaction
- \* Steer the conversation to your strengths - and showcase it for your prospects

The hardest part is getting your clients and customers to post to your blog. Be proactive about it. Invite them to share their thoughts and opinions about your product. Ask them to write about their experiences doing business with you.

- What did they like most?
- What did they find most useful?
- How did your product impact their life, make it better?

On your 'testimonial blog', lead the discussion to specific topics. Post a short note and invite comments from your clients. When visitors to the blog read the exchanges, they get priceless insight into your company's culture and values - and that's practically impossible to share in any other way.

But simply putting up a 'testimonial blog' and wishing that your clients will flock there to post messages just won't work. You need to offer them an incentive.

You may post special offers on the blog frequently, so clients will keep coming back. You may offer discounts to customers who regularly leave feedback or post comments. You could give away gifts and coupons in exchange for their suggestions. Give them a place in the spotlight by featuring their success story in your newsletter or promotional material.

Get creative. Put yourself in your customer's shoes and think about what might make them excited about posting to your blog.

Be careful, however, not to cross the line where you are perceived as offering a 'bribe' in exchange for testimonials. Your role should be a facilitator of discussion about your product and service, and should not try and manipulate the nature of the feedback itself.

If you give great quality to your clients, that will become obvious in the conversation on your blog. But if you are not offering value, beware - this ultra-powerful strategy could turn against you and become deadly to your business.

Social proof is a double-edged sword. Grab it by the handle, and you'll have more business than you can manage!

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**ABOUT THE AUTHOR:**

Dr.Mani Sivasubramanian is an expert at using blogs as a powerful marketing medium and is author of 'Blog Profit Ideas Exposed' - <http://www.BlogProfits.com> You can visit his 'Testimonial Blog' at <http://www.SmartNicheMinisites.com/blog/>

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