

Hello and Welcome!



Nick Nichols

This Digital Web Book doesn't contain the usual recycled content that every Tom, Dick and Harriet is trying to pass off as original material.

This book is different.

The secret tricks compiled here are based on my personal experience, not what I read somewhere and never actually tried.

Here and there you'll meet some of my friends who helped make this book possible. They're the reason you got this book free. I hope that if you see the benefit of what they do, you'll take a moment to visit them for more information.

I hope you enjoy reading what I have to say. If so, please feel free to share this book with your friends. If you have a question or comment about anything in this book, drop me an email. Your feedback is welcome!

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12. How to [know who is opening up your e-zine](#) and other email announcements and who is clicking on your links so you can accurately measure the effectiveness of your efforts and make more money.
13. How to really [hide source code and protect images](#) from casual copying. Not just "disable right-click" but a scheme to foil all but the most persistent and determined snoops and poachers.
14. [Learn three powerful marketing concepts](#) that are overlooked by 93% of all business owners but that you absolutely must understand if you want to outsell your competition and make a lot of money.

01. How to easily create a branded browser icon that will appear in Internet Explorer to set your Web page apart from other bookmarks in your visitors' favorites.

Every once in a while when you bookmark a Web page in Internet Explorer 5.x-6.x an interesting thing happens. A strange image appears in your bookmark menu and before the URL in your browser's address line.

This is a "branded icon" — a special custom graphic that is associated with a particular URL.

In this age of aggressive competition for attention, it's important to use every trick you can to make your URL and bookmark memorable. A branded icon will make your URL stand out from ordinary bookmarks for the majority of Web surfers who use IE.

Your icon will appear both in the user's Favorites list and the History/Address area of the browser. If someone adds a link to your page in his or her Windows Start menu, your icon will show up there, too, as well as on the Desktop, the Quick Launch toolbar, or any other folder or menu. (Wouldn't that be nice?)

In order to create icons, upload them to your Web site and make them viewable in your users' Favorites lists, you must have all of the following: Windows 95 or later, Internet Explorer 5 or later, Icon editing software, FTP access.

Step 1: Creating Your Branded Icon

I've found that the easiest way to create a branded icon is to start with a graphics design app like PaintShopPro, Webster2, or RealDrawPro. A discussion of how to use these apps is beyond the scope of this book, so I'll assume you know how to create basic graphics.

Bear in mind that the final browser icon will be 16 x 16 pixels, which is quite small. It will also be square, which limits your creativity somewhat. Your icon will have to look good at this small resolution, so you need to design it accordingly.

In your favorite graphics app, create a 100 x 100 px square. Depending on your design, the square could be one of your site's colors, or it could be gray.

For example, here are two of my icons:



Note that because the "bullseye" is round, I made the background gray to match the color of IE link panels and pull-down menus. The color I used is #c0c0c0. This is so the bullseye won't have a square white box around it.

When you have a design you like, reduce it to 16 x 16 px for the acid test. You may have to play around with it to get it to look good that small.

Now export it to a .jpg at the highest quality.

Step 2: Convert To Icon File

There are a number of icon apps on the market but I've found the best to be [Icon Translator](#). I like it because you can convert JPEGs, GIFs, or BMPs into icons in seconds. It's easy to install and use. The learning curve is less than a minute.

There are two icon-naming conventions. One is to name your icon "favicon.ico." The other is to use unique names for your icons to distinguish them, which is what I do and recommend.

For example, the icons above are named "nomicon.ico" and "bullseye.ico."

You should save your icon to 32 x 32 so in case people want to add your link in Windows, it will be larger. IE will automatically shrink it to 16 x 16.

Step 3: Add Code to Your Web Page(s)

In order for your icon to associate with your page, you must add the following in your <head> tag:

```
<link rel="shortcut icon" href="http://www.yoursite.com/iconname.ico">
```

Remember that your icon must have a .ico extension to be recognized.

Bonus trick: Add a ! before your page title to make your bookmark appear first or at least among the first if others are using this trick.

Step 4: Upload Icon and Encoded Page to Your Server

Normally, the icon goes in your root folder.

Now bring up your page using IE 5+ and bookmark it. Your icon should magically appear!

02. How to avoid the incredible PDF blunder that 90% of authors of PDF books and reports are making and how to correct this money-losing mistake in less than 30 seconds.

When an Adobe Acrobat (PDF) e-book, report or other document author creates the final output, he or she has the option to save the work using certain security features. These features include the ability to disallow changing the document, disable text highlighting, and prohibit printing.

While in most cases users SHOULD be allowed to print your PDF documents, in most case they should NOT be allowed to highlight and copy text or change your document. This is to prevent theft or modification of your hard work!

Yet I am AMAZED at how many PDF authors are blissfully unaware that their work is wide open to larceny!

You can EASILY protect your PDF files from poachers. After you have created your file, simply open it in Acrobat and then click File -> Save As (filename the same), then select 'Standard' in the 'Security' menu and disallow the bottom three features. Type in your password and save. Your document is now protected from all but the most determined thieves!

03. Here's how you can combine easy, do-it-yourself methods with specially- priced, high-quality paper to make a great impression offline.

There's more to online marketing than just Web sites and email! When my good friend Gary Winner approached me several years ago about helping him create an Internet paper business, the first question I asked him was, "How are you going to be different from the competition, and specifically, the big office supply stores?"



Gary Winner

Gary's answer was simple: Provide the kinds of paper that the other guys can't easily get, at a very fair price.

Gary had been working in the paper business for years, and had developed some special relationships with key paper mills. Gary's contacts gave him small-quantity access to all kinds of specialty papers. And so, Paper2U.com was born.



How can this help you?

If you have a newer business printer, chances are it's a "large format" printer. This means you need large format paper. You'll probably have trouble finding large format paper at your local office products store, or ANY store for that matter.



As the World's Largest Internet Paper Merchant, Paper2U.com stocks more than 72 different large format papers, including the popular 11 x 17, 12 x 18 and 13 x 19-inch sizes.

Before Gary takes on a line of paper, he does **extensive field-testing** of the product to make sure it performs at or above expectations.

This means that Paper2U.com papers will consistently deliver the crisp, clean, **professional image** you're looking for and are far **less likely to jam your printer** than ordinary papers.



**If you promote your business primarily online,
you may be missing a terrific opportunity to
differentiate your company from your competition.**

Instead of just relying on email for follow-up (like most people do), you can **create a special offer Web page** and print it in color on one of Gary's [high-quality photographic papers](#) and mail it to your prospects using postal mail. I use an overnight courier-style letter mailer to do this so my Web page doesn't get folded.



Web page follow-up mailings definitely work. You'll get more business, because they're so unexpected, so personal, and so professional.

At the very least, you could **print some color copies of your home page** to carry with you in your briefcase to give to people you meet.

You can laminate these pages, or use a [special coating spray](#) that Gary recommends to keep your pages fresh and new looking.

The beauty of this promotion method is that - unlike an ordinary business card - a "Web Page Card" can't be tucked away in a wallet or pocket and easily forgotten. And because this strategy is seldom used, you and **your Web Page Card will stand out and get noticed.**

For best results, I recommend that you make a specific offer on your Web Page Card that will motivate qualified people to contact you.

Here's another Paper2U.com benefit:

Gary is known for his gracious and friendly manner and he absolutely loves helping his customers select the right paper for their needs.

He purchases paper from 14 different paper mills and can usually find you that just right paper.

Weekly



Specials

Call Gary at 508-271-9966, 11 AM - 7 PM, Mon-Sat, or Sunday 8 pm - 10 pm (Eastern Time).

To see Gary's incredible selection of papers, visit Paper2U.com, where free shipping is always included with your \$12 minimum order.

04. How to turn slip-ups made by your Web site visitors into opportunities to make sales. 99% of Web sites will benefit from knowing this secret.

If you are an active online marketer or if you've had a Web site for a while, you've undoubtedly changed pages more than a few times.

If you're like me, you don't always keep track of pages you moved or deleted. Yet these pages are often listed in search engines, or they could be linked from other Web sites.

When visitors click on these links, one of two things could happen. They could get the plain vanilla, highly impersonal, extremely unprofessional "404 Page Not Found" error page, or... they COULD get instantly referred to a custom error page that shows you're still in business.

Setting up a custom 404-error page is easy! Simply create a page like [this one](#) and name it "404.html."

In the <head> tag, insert the following code:

```
<meta http-equiv="Refresh" content="10 ;URL=http://www.yoursite.com">
```

This is a "meta-refresh" tag that will auto-redirect visitors to the URL specified in the number of seconds specified, in this case, 10. You can use this tag to create instant redirects anywhere you want.

For example, you could (and should) put a redirected index.html file in all your passive folders — like your images, cgi-bin, ssi, etc. This will prevent people from viewing the contents of that folder without authorization. Simply create a basic page and insert the above code with a refresh time of 0 and put it in all the appropriate folders. You can use your home page as the forward-to URL.

Next, open up a text editor (or your Web design app) and create a new file named: .htaccess That's: (nothing).htaccess Save this file to the root folder of your Web site on your hard drive. Note: you may have to create a file association for the .htaccess extension to see the file in some apps.

Place this code in that file and save it:

```
ErrorDocument 404 http://www.yoursite.com/404.html
```

Once uploaded with your 404.html page to your Web server's root folder, users will see this page when they type in a non-existent URL.

If you use password protection on your site, you can also create custom 401-error pages like [this one](#) that display a more professional image than the standard message when incorrect access codes are entered.

To do this, just create and upload a 401.html page in the same way as above and add the following to your .htaccess file in the second line:

```
ErrorDocument 401 /401.html
```

All image and other references in the coding of your 404.html and 401.html pages should be absolute — meaning `http://www.yoursite.com/images/graphic.gif`, etc.

And, of course, you should replace "yoursite.com" with your domain name.

Bonus Tip:

A nice side benefit of creating custom error pages is that the search engines will eventually spider them.

This creates an opportunity for you to create pages that are highly targeted for your key words, etc.

05. How to avoid the innocent but costly error that 99% of all affiliate program marketers and online network marketers are making that is causing them to lose sales.

If you're serious about marketing via affiliate programs, or if you're in an online network marketing program, you may want to pay close attention to what I'm about to say.

If you're using a company-provided link to a vendor's offer or order page, you may be losing sales due to what I call "the back-out syndrome."

The back-out syndrome occurs when potential customers that you acquired "back out" (remove) your affiliate or distributor identifier from your company-provided link. I suspect there are three reasons for this.

First, people have a psychological need to feel they're getting a good deal when they buy something. Even though they are usually paying the exact same price via your affiliate link, people nevertheless want to feel like they "cut out the middleman" whenever they can.

Second, people want to feel like their purchase was not influenced by ulterior motives — namely, the desire to make commissions by the affiliate or distributor.

Third, people want to feel like they're dealing with the "source," meaning with the company itself, rather than a "mere" agent.

In other words, even though it was YOU who invested your time, energy and resources to attract them in the first place and (hopefully) pre-sell them on the benefits of whatever, they don't want to make you "rich" by using an obvious reseller link.

Fortunately, there's a simple, low-cost way to avoid the back-out syndrome, while at the same time branding YOU, instead of the vendor. Simply purchase a single-purpose domain name, and then use a "cloaked" redirection service to point your domain to your affiliate or distributor link.

Cloaked redirection works like this. You set your URL to point to your reseller link so that your URL will appear in the browser's address line instead of your reseller link. All but the most astute users will think the underlying Web page is at your domain — your cloaked URL. [Click here](#) to see an example.

This is easy to do using [Redirection.net](#). You can use this service to cloak an existing domain for just \$5 per year. Or you can register and cloak a new domain for \$18.50 a year.

Another benefit of using a cloaked URL for reseller programs is that if you get a good enough name, it will be much easier to say and publicize. My cloaked URL in the example above is godin.nicknow.com, which is MUCH easier to remember than the "real" link. It also looks better in print ads and is much shorter than the real link.

Bonus Tip:

It's amazing, but with a little research it's still possible to find "good" domain names. Here are three free resources that I use all the time:

[Nameboy](#) • [Domain Wizard](#) • [Domainator](#)

I recommend that you find your name using one or all of these and then register it at [Redirection.net](#). That way, you'll have cloaking and redirection in one account.

Another benefit of using Redirection.net is that you get virtually unlimited sub-domain capability, as well as virtually unlimited email aliasing.

This means that if you have more than one reseller link for the same product or service, you can create multiple cloaked pointers. For example: [GoTo.NickNow.com](#)

06. How to capture Web form information and post it automatically to a database to easily view it, change it, download it, and broadcast email, faxes or telephone messages to customers with a few mouse clicks from an Internet-connected computer.

The number-one mistake I see online marketers making is the failure to create a compelling offer that will motivate qualified prospects to submit their contact information for follow-up.

Aside from making a sale, this should be your number one priority! Yet, far too many Web sites are woefully ineffective at this, and many don't do it at all! What a shame! And what a waste of money — to maintain a Web site without attempting to learn who your visitors are!

Fortunately, there's an easy, inexpensive way to create custom Web forms that will capture contact and other information about your visitors and post that information to a "virtual database manager" so you can follow up.

And you can integrate a toll-free number, faxing, and voice messaging at the same time!

What's a "Virtual Database Manager?"

It's a highly sophisticated "server-side" software system that resides off premises on a Web server provided by a third party. This virtual database manager can be accessed 24/7, worldwide — wherever there is an Internet connection.

The virtual database manager I use and recommend lets you create custom Web forms on the fly using a simple, point-and-click interface. No HTML knowledge is required!

Once your form is created, you press a button to generate a simple JavaScript code to place on any Web page. The code links to the form and causes it to appear where you place it.

And here's the best part. When you change the form in your interface it automatically updates your live form! You can also create fancier forms using an advanced feature that requires HTML knowledge.

When users complete your form, their information is automatically posted to your database on the server. You can create auto-response campaigns that are triggered when someone submits a form. You can send single messages to your entire database, or any portion thereof.

The virtual database manager I use lets you make unlimited forms, create unlimited auto-response campaigns, and you can send unlimited announcements to your database. Both text and HTML messaging are supported!

Let's say you run an affiliate program or you're a sales manager or network marketing leader and you want to create a message series for your people to use. It's easy. Just create the campaign in your account and set it for export. As long as your people have a virtual database manager account, they can import your campaign directly into their accounts!

A telecom option lets you create voice messages that can be sent to other users. They can retrieve those messages at no additional charge via a computer and Internet connection anywhere in the world!

You can also send and receive faxes, and send and receive telephone messages. The "follow me" feature notifies you when you have a call on your toll-free number. And you can even set the system to message your cell phone!

Imagine the positive impact this will have on your prospects and customers! They complete a Web form at your site and seconds later you call them to acknowledge the receipt of the data and continue the sales process!

By the way, you've already experienced this system in action when you registered for this book. The form you completed posted your information to my database. The processing script delivered a thank-you page, sent the download URL to your email inbox, and subscribed you to the *My Secret Tricks* newsletter. This all happened automatically!

What's the name of the Virtual Database Manager? Earnware! By special arrangement, you can get the basic [HBN/Earnware system](#) for less than what other companies charge just for autoresponders alone! For just slightly more, you can add the telecom package that includes your own US-based toll-free number.



If you're in the network marketing or home-based business industry, and you'd like to attract qualified prospects like a high-powered electro-magnet, then you'll want to check out my Yes to Wealth Marketing Machine System that integrates seamlessly with the Earnware virtual database manager. The System "sifts and sorts" so that people who complete your Web form will be serious prospects. To see the Yes To Wealth System, please [click here](#).

07. How to get dozens of quality inbound links to your site with a little-used but highly effective strategy that will take you about 30 minutes a day to set up.

One of the most targeted but neglected ways to promote yourself is through forum and discussion list posting. This is where you post a question or answer to a forum, discussion list or message board that is related to your business.

As other participants read your post(s), they will see your name, and possibly your URL. Some of them will visit your Web site and some of them will buy from you.

How to find forums, discussion lists and boards

Start at Google and type in: "+wwwboard +your keyword" then "keyword forum" then "keyword discussion". You'll get links that are related to the keyword you selected.

Many forums and discussion lists let you include a hotlink in your posts. As long as you are subtle and don't blatantly advertise, you'll probably be okay.

The key is, before you submit a post with a hotlink, do some research. Read at least ten posts and threads to get a feel for what is acceptable.

For example, if someone asked for help creating an e-book, you could reply with some advice of your own, along with, say, three links to e-book resource sites. If one of those sites happens to be yours, that's probably okay. Just be helpful and subtle.

Most boards and forums let you set the title of your post. This is a promotion opportunity for you. Here's why. Many people reply to a post with "RE: Blah, blah, blah."

The trick is to write your response title in such a way that it creates interest so people will read it.

For example, I recently replied to a post from a woman who wanted a critique of her classified ad. The title of my response was, "How to Write a Killer Classified Ad." I gave her some basic advice and referred her to one of my Web pages. She replied with a thank-you. I know from my server logs that other people clicked on the link. This is targeted traffic.

Many people like to remain anonymous in their posts, but you shouldn't! Sign your posts with the name you are known by on the Net.

When using this strategy, be sure to post only to places that are relevant to your area of expertise.

If possible, try to find posts that are at least a year old. Often, old posts go unmonitored by the board's administrator. If this is the case, you might "get away" with a less subtle promotional post.

Once your submission with hotlink and name gets posted, you should submit the URL of that page to the search engines. Eventually these pages may get spidered and indexed. Every instance of your name and URL on other servers helps ALL your search engine submissions!

Bear in mind that you will also be effectively creating doorway pages to your site on dozens — even hundreds of different servers, so make your posts count.

The way many boards operate is the post is repeated in the text box section of the "respond to this message" portion of the page. This works to repeat the page text twice to those search engines that can read the form portion of the page.

Many wwwboard pages rank high on certain searches because of this "repeat text." Use these boards if at all possible.

08. How to set up a tracking system that's easy to use and costs nothing, to help you make your ads, banners, text and graphic links much more profitable.

It's amazing how many marketers — online and off — are clueless when it comes to tracking the effectiveness of their advertising and promotion. If you are one of them, don't worry, help is right here!

First, I hope you are using a hosting service that allows you to view your server logs to check traffic activity. If not, you're leaving money on the table.

There are plenty of low-cost hosts that DO offer server log analysis tools — usually at no extra charge — so you really have no excuse not to use one of them.

Anyway, if you are analyzing your logs, you'll discover a certain amount of "no referrer" traffic from people who found you from an email or they manually entered your URL in their browser.

You'll also see traffic to your Web pages that comes from the various ISPs, but you can't tell what generated that traffic.

Here's an easy way to set up a tracking system. Simply add a ? (question mark) followed by a short tracking code to the end of your Web page link. For example,

<http://GetSalesNow.com/index.html?tricks>

Adding a question mark at the end of a specific page link has no effect on accessing that page but DOES create a unique server log entry for that code.

By specific page link I mean a link that ends in htm, html, shtm, shtml, etc.

When someone clicks on your encoded URL your server logs will show that traffic so you can know for sure how many times that link was clicked.

How can this help you? Let me count the ways! You can use encoded links in email, with banners, in classified ads, in forum posts, at other Web sites, or anywhere that makes sense.

About the only place you shouldn't use this strategy is with printed advertising links, because it will probably confuse people.

09. How to dramatically increase sales of your e-books, special reports, software and info-products in one easy step!

Do you sell info-products or software? Do you offer e-books or special reports? Do you have an e-zine? Are you planning to do any of these things? Would you like to skyrocket your results? If so, you might want to **pay close attention** to what I'm about to share with you.

If you were going to sell a tangible product on the Internet, would you try to do that without a high-quality picture of that product on your offer page? Of course not! People want to visualize what they're buying. They want credible evidence to justify their purchase. Seeing is believing!

The same is true for intangible products, like e-books, special reports, software, e-zines and other info-products. Yet it's amazing how many intangible product sellers have poor-quality representations of those products!

All the top Internet marketers will tell you it's the words that sell. While this is absolutely correct, what happens if the look and feel of your offer pages doesn't match the quality of your words?

Answer: **You lose sales** because many people expect to see a professional graphical presentation in addition to great sales copy! Strong copy will generate sales, but just add some high-impact graphics, and **watch your sales take off like a rocket!**

This doesn't mean you need to spend a lot of money for fancy Flash videos or completely redesign your pages. It means that if you haven't done so already, you should seriously consider hiring a pro to help you create a coordinated page header and graphic for your offer.

But don't even THINK about doing this until you read the next paragraph!

Many graphic designers are artists at heart and they've never learned how to sell. I've found that many graphic designers are more interested in winning awards than in winning customers. And many designers can produce great looking work for print, but haven't figured out how to create clean, crisp, fast-loading graphics for the Web!

I discovered this the hard way! Over the past five years, I've gone through one graphic designer after another to try and get some decent-looking covers for my e-books, special reports and how-to products. It's been a very frustrating (and costly) experience!

It got to the point where I even started designing my own covers. This was okay, but since I'm "graphically challenged" this wasn't what I really wanted and needed. I knew there must be a better way, so I kept on searching.

Then I found a person who not only is an extremely gifted designer, he's also a very talented copywriter! At last, **the best of both worlds!**

His name is Brian Terry, and he hails from merry old England. I engaged Brian to create the cover for this book to see what he could do. I completed his simple profile.

Within three days I had a great looking cover!

But unlike ordinary e-book cover designers, Brian created a **matching page header** to complement my cover — **at no extra charge!** In fact, Brian gives you a cover (or box) and a page header for what the other guys charge for the cover alone!

I told Brian he was crazy to do this (after I ordered two more graphic sets!) but he insists on keeping his price affordable! What a guy! And here's an added benefit, **Brian is refreshingly courteous and delightfully easy to work with!** It's been a genuine pleasure doing business with him! I urge you to [click here now](#) to visit Brian's Web site and learn more about how he can help you!

10. How to avoid the email formatting mistakes that are killing sales for many businesses large and small.

It's amazing to me how many companies (meaning the people who work there) are totally clueless when it comes to sending commercial email.

If you're like most active Internet users, you get a lot of mail from various sources. If you're like many people, you scan those messages for relevance to your life. If you're like me, if it's not IMMEDIATELY OBVIOUS to you why you should read a particular message, you DELETE IT!

And even if it IS relevant, if the message is poorly formatted, the probability that you will read ALL of it diminishes as you grow weary of trying to read it.

This is ESPECIALLY true of messages that span the entire width of the email reader, and/or are comprised of LARGE BLOCKS of text. For example, here's a paragraph from a recent message I received:

How do you recognize future leaders of Central Florida? You nominate them for Orlando Business Journal's Up and Comers Awards. Each year, Orlando Business Journal recognizes emerging leaders in Central Florida - the people who are destined to shine both in the community and in business. This year, we've made the nomination process easier. Just go to <http://www.bizjournals.com/orlando>. The nomination form is located under the local networking section of the Web site. It's that easy. Make sure your favorite "Up and Comer" isn't left out.

Did you read it all? Or was it just too much trouble? So it is with way too many messages from way too many companies. It's not rocket science, my friend, yet the sad part about the message above is that it came from a NEWSPAPER company. Why is that significant?

Most newspapers (including the example company) use NARROW columns in their printed editions because they're easy to read. But when it comes to text email, they ignore their own convention.

This particular message was the first of a "letter from the publisher" series — which in and of itself is a good idea. However, I suspect that many readers like me quickly became frustrated with the hard-to-read format and deleted the message without reading it all or unsubscribed altogether. What a shame.

You can avoid this blunder by formatting your text email messages using the following guidelines. They're not cast in stone, but I've found they get a good reception from my readers. A couple of people have told me I'm too picky with these, and that it's too much trouble to follow them.

Maybe, but you know what? I've discovered that **when you go to the trouble of making it easy for people to do business with you, you make a lot more money!**

How to make your email messages more effective:

First, get yourself a text editor that allows you to format your messages. Notepad and WordPad are fine for casual use, but for professional email you need a professional editor. I use and recommend [NoteTab](#). They have a light freeware version, and a paid Pro version.

NoteTab lets you do all kinds of neat things with your text mail, like adding indents, removing carriage returns, and setting column widths. (More on that ahead.) It's a nice little HTML editor, too, with both code and WYSIWYG modes, so it's great for creating rich text email, too.

Now for the guidelines:

1. Use a "from" address that your recipients will recognize! This is SO important. Some email inboxes (like AOL's) do NOT display the sender's NAME, only the email address. This makes it EASY for people to overlook your message or mistakenly delete it. Always use a branded email address!
2. ALWAYS use a compelling subject line! Depending on the nature of the message, you might want to start the subject with the recipient's first name, followed by a brief, relevant and interesting teaser. (More on this in Chapter 11.) Use relevant subject lines even for personal mail.

3. ALWAYS use a personalized greeting! I think it's downright rude not to start a message with, "Dear Tom," "Hi Sandy," or at least, "Fred,". Email is so one-dimensional as it is. Yet I'm shocked by the number of one-to-one messages that omit a personal greeting and just go right into the body of the message.

This MIGHT be okay between close friends as part of a back-and-forth exchange on the same topic. But I think it's very unprofessional in most other cases to not use a personal greeting. When I get a non-personalized one-to-one message, the sender's credibility AUTOMATICALLY goes down at least a notch.

4. When responding to a one-to-one inquiry, ALWAYS start off by THANKING the person for writing to you. I say something like, "Dear Sally, Thanks for asking about how I can help you make your home page more effective..."

5. ALWAYS close on a positive note, and "sign" your message with your FIRST name, followed by your signature file. For example,

Thanks again for thinking of me.

At your service,

Nick

6. Opinions vary on this, but I recommend that you format your text messages no wider than 50 mono-spaced characters **so they will be easy to read!**
7. Most people scan email, so use sub-headlines where appropriate. Make your paragraphs short - no more than one complete thought and try to use five lines or less.
8. For easier reading, put TWO lines between paragraphs, instead of one.
9. To stand out from the crowd, try INDENTING your message five spaces. Indenting creates the illusion that your text is "floating" on the page - making it easier to read. Note: Use this for mail where you really don't expect to get "in-context" replies. Otherwise, the indents might cause problems.
10. ALWAYS spell check your messages! Nothing lowers credibility faster than misspellings — or poor grammar. It's okay to take some poetic license, just make sure you don't abuse the language!
11. Finally, write in a conversational tone and avoid insider jargon. Read your message out loud — especially if it's a sales message. If it doesn't flow naturally, rewrite it. And be careful with humor. It doesn't work well in email.

11. How to double or triple your e-zine and email readership using my secret source for more than 6,000 great subject line ideas that are ready to adopt and adapt.

In the last chapter I talked about the importance of formatting your email messages for maximum readership. The most crucial element of getting people to read your messages is the subject line.

In today's world of ever increasing email clutter, you **MUST** create compelling subject lines if you want your messages to be read. The subject is the headline for your message!

Since most people are primarily interested in themselves first, I believe it's important to start your subject with the recipient's first name in most cases. Some emailers use "For Bill," or even "Hey Bill!" but I think a "preword" is an unnecessary waste of precious space. I just use, "Bill," or "Bill: ".

By the way, if you're not asking for people's first and last names along with their email addresses, you should **START NOW!** Using a first name in your subject serves to differentiate your message from spam. (Note: Some people purposely use false names to identify certain types of messages, so this is not foolproof.)

The dilemma in creating compelling subject lines is that they must be short so they are less likely to be truncated by a recipient's email inbox settings. I try to shoot for five to seven words. It's a real challenge even for experienced copywriters to think up zingers every time.

There are two schools of thought on writing subject lines. The first says to be intriguing enough to motivate opening the message without revealing exactly what the message is about. In other words, trick the reader into opening the message. The second says to tease the reader with an interesting subject that is directly related to the message content.

I prefer the direct approach because trickery usually backfires. I want people who really are interested in the subject to open the message. These will usually be much better prospects for me. I try to put my ego aside and prefer that people who are not good prospects for me unsubscribe. Better to have a list of 100 people who really like what you have to say than 10,000 who could care less.

By the way, in Chapter 12 I'll show you a way to tell with a high level of accuracy how many people are opening up your email messages. This is the only way to really know what your email "reach" is and how productive your efforts are from a viewership standpoint.

Here are five tips to writing compelling subject lines:

- Be direct and matter-of-fact
- Stress a benefit to the reader
- Ask a question that piques curiosity
- Tease the reader into clicking to learn more
- Tie in to current events

A good source for email subject examples is [Newslix](#). They send you a twice-daily feed of Internet-related news stories from various sources. They rarely use more than seven-word subjects and you can get lots of ideas sent to you free. I use the Newslix feeds to create a subject swipe file.

Recently, I found an even better source for short, high-impact subject lines: [Radio-TV Interview Report](#). It takes a little research time to go through the site, but there are more than 6,000 great examples to adopt and adapt. Simply hit the "search database" button and enter your subject keywords and you'll probably get several hits.

Between Newslix and RTIR, you'll always have fresh ideas!

12. How to know who is opening up your e-zine and other email announcements and who is clicking on your links so you can accurately measure the effectiveness of your efforts and make a lot more money!

Let's face it. Getting permission to mail to someone is one thing. Getting that person to open your message, read it and take your desired action is quite a different matter.

With ordinary email distribution systems, **you really have no idea how many people are opening your messages.** And unless you have a very sophisticated tracking system that keeps a record of your click-throughs, it's a challenge to tell which text and graphic links got pushed.

Why is this important?

Let's say you have a semi-monthly e-zine with 20,000 subscribers. And let's say you offer a few ad spots in your newsletter. Conventional wisdom would say to offer those ads at a certain cost per thousand subscribers, or "CPM."

Now, let's say that you get approached by a savvy media buyer who asks you what your "open" rate is — meaning what percentage of subscribers actually open your zine. What would you tell her? Most people have no idea.

So if you don't know how many people actually open your e-zine, how can you really set a true CPM? Why on earth would a smart advertiser want to pay for 20,000 when your actual open rate might be far less?

Here's a **real-life example** of how an e-zine I was considering advertising in lost the sale because of "list ignorance."

It's a list of 34,000 subscribers to a weekly sales tips zine. The offer I wanted to promote was a residential flat rate long distance service. **I asked the list owner two questions.** What percentage of subscribers are home-based sales people and what percentage open up the zine on average? He said, "Uhhhh, I dunno!" No sale!

I mean, why would anyone with a brain want to buy an ad in an e-zine without knowing the open rate?

As a smart email broadcaster, you're probably asking yourself, **"How can I leverage my list to the maximum if I don't know who is paying attention?"**

What if there was a way to identify the people who consistently open your e-zine? What if you could see which links they clicked on? **How much value would that have** for your own promotion purposes?

Fortunately, there IS an **easy-to-use, low-cost way** to send out professional-grade email broadcasts and be able to track their effectiveness. It's called Maestro. And it does all the following and more:

- **Real-time tracking** of daily and historic responses for a campaign. Measures include: messages sent, messages opened, click rate, detail of click rate per hyperlink, unsubscribes, invalid addresses, etc.
- **Detailed analysis** to see which contacts performed a given action. Open, click, detailed click, bounce, unsubscribe.
- **Follow up on any tracked behavior.** For example you can email, sms, fax or call all contacts who clicked on any specific link, or opened a message a certain number of times, on any given hour or day.
- **Personalization** of From, Reply to, Subject and Body fields in text and HTML, and delivery of custom content.
- **Multi-format delivery** of messages in AOL, HTML and text; recipient e-mail software uses the appropriate format.
- **Contact lists can be imported** as a standard file. Modify the names of fields and apply e-mail addresses and wireless phone numbers to appropriate fields.

This incredible technology helps you:

- **Acquire** new clients at a minimal cost.
- Significantly **improve** client retention.
- **Standardize** customer service.
- **Optimize** cross-selling opportunities.
- Better **manage** relationships with large database.
- **Reduce** marketing expenses.
- **Facilitate** better decision-making.
- **Improve** your return on marketing investment.

How does that sound? Not sure?

[Click here to try Maestro free](#) and see for yourself!

13. How to really hide source code and protect images from casual copying. Not just "disable right-click" but a scheme to foil all but the most persistent and determined snoops and poachers.

If you're like me, you're curious about how your competitors structure some of their key Web pages. You like to view the source code to see the nuts and bolts of how they did it.

Or maybe you've happened upon an offer for a free report or e-book that you get only AFTER you complete a Web form. Maybe you like to be sneaky and search the source code for the "result URL" so you can go directly there and avoid completing the form. (C'mon, I've done this, too!)

While I'm all in favor of sharing ideas free of charge (hence this book), SOMETIMES I'd rather NOT make my source code easy to "borrow."

For YEARS I wondered how to hide my source code. Then one day, I decided to figure out how to do it without resorting to fancy programming. I wanted a way to quickly create a "cloaked" page that would be difficult or impossible to defeat. After much trial and error, I came up with the following scheme that is 99% effective:

How to create a "view source"-resistant Web page:

1. Create three basic Web pages and name them: index.html, offer.html, and control.html.

2. Place the [following code](#) in the index.html page:

```
<html><head><title>Your page title here</title><meta
name="description" content="Your description here"><meta
name="keywords" content="your keywords
here"></head><meta http-equiv="imagetoolbar"
content="no"> <frameset framespacing="0" border="0"
rows="0,600*" frameborder="0"> <frame name="control"
scrolling="no" noresize src="control.html"> <frame
name="stage" src="offer.html" scrolling="auto" noresize>
</frameset> </head> <body> <noframes> <p>Your
description here. This page uses frames, but your browser
doesn't support them.</p> </noframes> </body></html>
```

3. Add your own page title, description and keywords.

4. Add 100 carriage returns ABOVE the <html> tag. This is so when people view the source of this page, they won't immediately see anything and they may get discouraged at this point. (Don't worry, seeing this code doesn't matter.)

5. DO NOT add carriage returns in the source code above. This is so if people DO scroll down, they'll see one long line, making it difficult to read.

6. Place the [following code](#) in the control.html page, add your title, etc., add 100 carriage returns ABOVE the <html> tag, and DO NOT add carriage returns in the code itself:

```
<html><head><title>Your title here</title><meta
name="description" content="Your description here"><meta
name="keywords" content="Your keywords here"><meta http-
equiv="Window-target" content="_top"><meta http-
equiv="imagetoolbar" content="no"></script> </head>
<body> </body> </html>
```

7. Place the [following code](#) between the head tags in your offer.html page:

```
<script language="javascript" type="text/javascript">
if (top.location == self.location)
{ top.location.href = "index.html"}
function hidestatus(){
window.status=""
return true
}
</script>
```

(Additional code snippet on the next page goes below the snippet above inside the <head> tag.)

```
<script language="javascript" type="text/javascript">
var isNS = (navigator.appName == "Netscape") ? 1 : 0;
var EnableRightClick = 0;
if(isNS)
document.captureEvents(Event.MOUSEDOWN||Event.MOUSEUP
);
function mishandler(){
  if(EnableRightClick==1){ return true; }
  else {return false; }
}
function mousehandler(e){
  if(EnableRightClick==1){ return true; }
  var myevent = (isNS) ? e : event;
  var eventbutton = (isNS) ? myevent.which : myevent.button;
  if((eventbutton==2)|| (eventbutton==3)) return false;
}
function keyhandler(e) {
  var myevent = (isNS) ? e : window.event;
  if (myevent.keyCode==96)
    EnableRightClick = 1;
  return;
}
document.oncontextmenu = mishandler;
document.onkeypress = keyhandler;
document.onmousedown = mousehandler;
document.onmouseup = mousehandler;
</script>
```

The offer.html page is where you'll put your content in the way you normally would.

The beauty of this scheme is that no matter which page people try to view, they won't see the content of your offer.html page! And they can't copy any images, either (unless they do a screen capture).

I'm reluctant to explain exactly why this works — because I know there's SOMEONE out there who may want to figure out how to defeat it.

But the key is, the content of your offer.html page will be safe from all but the most sneaky and persistent snoops!

I don't recommend that you use this scheme on all your pages, only the ones you want to keep private.

And since I just recently started using this scheme myself, I'm not sure how it will affect search engine spidering. To be safe, I submitted both the offer and index pages. Time will tell what happens. So it might be better NOT to use this strategy for pages you absolutely want the spiders to crawl.

14. Three powerful marketing concepts that are overlooked by 93% of all business owners but that you absolutely MUST understand if you want to outsell your competition and make a lot of money.

If you want to be really successful, you MUST master the following three strategies. Most people don't even know what they are, and many who do know don't bother to implement them. What a shame! They're leaving thousands — even MILLIONS — on the table for someone else!

Concept #1: Identify the single most important benefit that your product or service delivers to your customers.

In other words, determine what the obvious result will be when people buy what you offer. Describe this benefit in such a way that it's so clear, there will be absolutely no doubt about how what you do will help qualified prospects.

An easy way to do this is to use the "Which means? — So what?" tests. Whenever you make a statement about your product or service, stop and ask yourself one or both of these questions. Here's an example of what I mean...

Let's say you sell drill bits. You're writing some sales copy and you say, "Our drill bits are made out of hardened carbon steel." So what? "...so you'll never have to sharpen them!" Then you say, "We have a great selection." Doesn't everybody say that? Wouldn't it be better to say, "We have 27 different drill bits, from 1/16" to 1" thick." Then you say, "Our drill bits are competitively priced." Which means? "We sell our bits for an average of 32% below other bits of comparable quality."

The answers to the "Which means? — So What?" tests are your method of insuring that when you describe a feature of your product or service (like type of metal, selection or price in my drill bit example) you are FORCED to add a corresponding BENEFIT statement!

If you REALLY want to be effective, you need to identify the most IMPORTANT benefit of what you offer. This is easier said than done. But with measured testing, it's possible to make this determination.

In my drill bit example that benefit might be, "So tough it never needs sharpening!"

Can you see how powerful and obvious this benefit statement is? Good! Now, we're ready for the next step...

Concept #2: Justify and support your benefit statement.

In order for your benefit claim to be credible, you MUST give people reasons to believe what you say will be true. There are several ways to do this, and the more you use, the better.

The first way to support your benefit is the "common sense" approach. This is where you describe why your product or service performs using simple, plain words that are easy to understand and relate to. For example:

"Our drill bits stay sharp because we use triple-hardened, cobalt steel, the hardest metal available."

"Our selection is based on customer feedback gathered over ten years as to what the most popular sizes are."

"We know our prices are low because we retain an independent consumer shopping service to monitor the competition weekly."

The second way to justify your benefit is using the "actual experience" method. This is where you let people try your product or service to see if it does what you say. This could be accomplished three different ways...

You can offer samples, give demonstrations, or simply let people taste, touch, hear, smell or see your product or service first-hand.

The third way to validate your benefit is through "credentialization." This is where you explain how your product or service came to be developed, or how it is designed, created or produced. For example:

"Our manufacturing is done in a dust-free environment that virtually eliminates impurities from contaminating our steel."

"Our technicians go through a ten-week training program before they are even allowed to touch a production drill bit casting machine."

"We operate our own coal and mineral mining operations and only select the purest ingredients for our steel. We turn over the rest to a commodities broker who sells them to someone else."

The fourth way to corroborate your benefit is via testimonials. There are two types: customer and expert. Testimonials can be a powerful tool in supporting your benefit if used correctly. Many companies miss the mark here, though, by using spurious or vague-sounding testimonials. Here's how to use testimonials correctly...

ALWAYS use full names (with permission, of course!) and try to get city, state/province and country, and if appropriate, email address, URL and phone number. Be careful with listing contact details, though, because you don't want your testifiers to be abused.

Try to get testimonials that are specific about the results your product or service delivered. For example, "I bought my first Acme drill bit set when I was 16. Now I'm 42, and the bits are as sharp as when I first got them."

The fifth and most powerful form of reassurance that your benefit will be delivered is a strong guarantee. Sears has a pretty powerful one: "Satisfaction guaranteed or your money back." But we could improve on it by saying something like,

"You MUST be utterly delighted with everything we sell or we will replace it with something else or refund your money, no questions asked. It doesn't have to be new and you don't even need a receipt!"

Would YOU shop at a store that had a guarantee like THAT? I know I would! Now, of course, you have to balance your guarantee with reality. How, for example, can you guarantee a swimming pool "or your money back?"

Unfortunately, there's no practical way to uninstall an in-ground swimming pool. What COULD be guaranteed, though, is the workmanship and materials, backed up by a generous warranty or performance bond.

Whatever you say that supports your benefit, make sure it's relevant! Better to have too much support than not enough. And don't let success go to your head! Keep on using your support statements and find new reasons why people should trust you!

Concept #3: Your "only one" advantage.

This is where you overtly differentiate your company, product or service from the competition. I've found that this is the most important yet most difficult of the three concepts to implement properly.

This is because many people think it's not practical or possible to be meaningfully different from their competitors. These people should THINK AGAIN! **If you want to be the obvious choice in your industry, you MUST be perceived as being different - even if you are pretty much the same as everyone else!** Please read that last sentence again! Creating a meaningful difference in the minds of your customers as to why you are better is the most important strategy you can develop! Here's why:

People are prone to inertia, which is defined by Dictionary.com as, "Resistance or disinclination to motion, action, or change." What this means is that people usually won't change their behavior or buying habits unless they have a compelling reason to do so!

In other words, if you want people to buy from you, you **MUST** show them how doing so will have a significant impact on their lives versus doing nothing.

There are basically two steps that people take when making buying decisions.

First, they compare the consequences of buying your product or service versus not buying it and then they compare your price with the alternatives.

So in order to make a sale, you must either offer compelling positive results or a great price. The more you can sell on results, the higher your profit margins will be. The more you have to rely on price to make a sale, the lower your profits will be. It's that simple.

Many companies believe that low price is the primary purchase motivator and, as such, they try to make price their main differentiator.

This is surprising, because studies on buying behavior consistently demonstrate that price is NOT the most important buying criteria in most cases. When people say they want the best price, what they usually mean is they want the best VALUE.

If they perceive the value (meaning positive results) of your product or service to be high enough, then price may not be much of a factor at all.

For example, if you were seriously injured in a car accident, and the nearest hospital was the most expensive in town, you wouldn't ask the ambulance driver to take you to a free clinic instead, because the VALUE of getting immediate treatment far outweighs ANY price consideration.

So this is the secret to ultra success: Position your product or service as the most desirable alternative and you can charge a premium. And if you're considering taking on a new product or service, you MUST determine how it can be meaningfully differentiated from the status quo. If it can't, you should pass on it.

The key is to be able to communicate your unique value better than your competition. If you can do this effectively, it's possible to triple your sales in a short period of time.

Here's a little exercise that you can use to put these three concepts in perspective. Complete these sentences:

Our company is/was the first to offer (single most important benefit).

You should believe that we'll deliver on this promise because: (support statements).

What makes us dramatically different from our competition is that we're the only company that offers (only one advantage).

I call this your "Power Positioning Statement." What's fascinating about this exercise is when you distill what you do into a Power Positioning Statement, ***you either shine with brilliance or you learn that you need help!***

So, dear reader, how did you do? If you didn't do as well as you'd like, don't worry. **I can help you create a Power Positioning Statement that will allow you to realize the full potential of your business!**

Simply [click here](#) (NicholsOnline.com/profile) to complete a confidential business profile. Doing this will help you get a better idea of how to craft an outstanding Power Positioning Statement. It will also give me the opportunity to evaluate your situation to see if I can help you.

I hope this book has helped you!

If so, please feel free to [tell a friend](http://MySecretTricks.com/taf) (MySecretTricks.com/taf)
Or simply forward this book to anyone you wish! **There's no limit on the number of people you can share this with!**

Also, as a subscriber to "My Secret Tricks" newsletter, you'll be privy to EVEN MORE money-making tricks with each issue.

If you have a secret trick that you'd like to share with my readers, please feel free to send it to me at:

<mailto:Nick@MySecretTricks.com>

If I use your trick, I'll pay you cash or give you a promotional blurb in the newsletter, depending on the value and uniqueness of your submission.

Thanks again for reading my book!

Best wishes,

A handwritten signature in black ink that reads "Nick Nichols". The signature is written in a cursive, flowing style.

Nick Nichols