

Date: February 21, 2007

How To Accomplish More In 30 Days Than Most Marketers Accomplish In A Year

Welcome to another edition of Michael Rasmussen's Internet Marketing Success Newsletter. In this issue, you'll learn about one of the most important aspects of building your online business... namely, scheduling and planning out your marketing calendar.

There are very few people online talking about this subject, because most people don't understand it or even know that they SHOULD understand it. From what I've seen, the people online who are the most successful are the ones who write everything down, and plan everything out. As you're about to discover, marketing doesn't happen by accident. We've got a lot to cover, so let's jump right in.

The Most Important Tool In Marketing

You see people online all the time pushing this product or that software program, all promising to make your marketing easier, smarter, faster, and better. There is one tool, however, that has proven itself over time to be the MOST powerful of them all. I'm talking, of course, about the pen.

"Aww come on, Michael... a pen?! I thought you were going to reveal some super-secret magical tool that, if used, would allow me to completely dominate my niche, make tons of money, look younger, and become a marketing God."

Actually, a pen will help you do all that, and more (except look younger) - if you use it the way I teach you here.

One of the most important parts of being a marketer is creating a marketing calendar. You've got to schedule your marketing, or it will never get done. You've got to work from a list every single day. If you do that, you'll accomplish more in 30 days than most people accomplish in an entire year.

When you have everything in writing, there's no risk of forgetting anything, and all your important tasks actually get done. Most people don't do that, however. Most people just 'wing it' every day, and wonder why they're not making enough money to quit their job and do Internet marketing full time. So now that you know why it's important to schedule your tasks, let's talk about...

Which Tasks To Schedule

Rather than bore you with an exhaustive list of every single task (which could end up taking up an entire eBook), I'm going to cover the most important 'big picture' ones here. They are (in no order of importance):

Copywriting - You should be doing something at least 3 times a week (preferably every day) to improve yourself as a copywriter. That could involve studying your favorite copywriter's sales letters, or you could copy out those sales letters in your own handwriting every day for 30 minutes. Unless you outsource your sales copy, you need to dedicate yourself to mastering this art. It's a lot like learning to play an instrument... it takes a while and a lot of dedication, but after a while, you'll be able to do something that other people wish they could do.

Pay Per Click - After Google changed their landing page algorithm, a lot of people gave up on their PPC campaigns. This is a huge mistake!

First of all, Google is not the only company offering PPC. You should be out there working on your Overture, Findwhat, and MSN ads (among others). Also, just because Google has changed doesn't mean you should drop your campaigns. Work on them, and find a way to make them profitable. Spend time split testing your ads, and improving your clickthrough rates. Spend time learning more about PPC from people like Perry Marshall (www.PerryMarshall.com).

Placing Ads - Every single week you should be looking for new places to advertise. If you don't have time for that (or any of these tasks), see the section below on outsourcing.

Loading up your autoresponder - You probably have some kind of email capture form on your website that leads to an autoresponder, right? How many messages do you have pre-loaded in that autoresponder sequence? If you have less than a year's worth of messages (yes, a YEAR), you might want to consider adding a new message every week until you have at least 50 messages total.

Increasing your back end - No, I'm not talking about eating more fast food to increase THAT back end :) I'm talking about adding more products and services into your 'product funnel'. The more good stuff you have to sell, the more money you'll make from each customer on average.

Product development - One of the smartest things you can do as a marketer is to continue to develop newer and better products. If you're not working on something new these days, then just realize that your business is not growing more valuable. Always have SOMETHING new in the pipeline.

Split testing - You want to make the most possible money from your efforts, right? Well split testing your sales copy is one of the most important activities you could ever do. Schedule a split test every single week, and keep working to improve your conversion ratio.

You can speed up this process of trial and error by hiring a copywriting expert to give you suggestions on what to parts of your letter to split test, and what alternatives to try.

Market research - This is one of those non-negotiables. If you're going to kick butt in any market, you've got to know that market inside and out. You need to keep a file on who your competitors are, what discussion forums are out there, who is advertising on eBay (and what they're selling), etc. Do something every single week to learn more about your market.

Practical Application

There are essentially 3 things you want to do when you're writing down and scheduling all your marketing tasks. Doing all 3 of these will help you get a lot more done, and with a lot less effort. They are:

Create a monthly marketing calendar - What I usually do is go into Microsoft Word and use their calendar wizard to fill in my marketing calendar. If you don't have Word, then you can download Open Office (www.OpenOffice.org), or find a similar program that creates printable calendars. Schedule at least one marketing task for every day you work.

Create daily 'to do' lists - Every single day I write down a list of everything that I want to accomplish, and I carry it around with me. One of the easiest ways to do this is to write it on an index card, or get yourself a little pocket-sized notebook. Your lists should include all the things that are scheduled for that day on your marketing calendar, plus whatever else you'd like to get done. Make it a goal to do everything on your list before the day is over.

Keep a marketing journal - Whenever you place a new ad, run a split test, or roll out a new product, you want to keep a journal of the results that you got from your actions. If you sent out an email to your list, and got 41 sales totaling \$1,785, then make sure you write that down.

Also document how much money you spent on your ads, and how much profit each ad brought back. Review these at the end of the month and see which ads you want to repeat.

When You Don't Have Time For All Of This

Out of all the new developments that have come along since I started marketing years ago, the outsourcing/freelance websites are among my favorites. Never before has it been so easy and so inexpensive to find quality help for a bargain price. The reason this should be especially important to you is because you're probably not going to want to do all those tasks I mentioned above.

Sometimes I don't know what kind of products to add to my back end, and so I hire someone to evaluate my competitors (and I give them the money to buy their products), and I see what they're doing. Often times, I'll just ask my competitor if they're willing to sell me the resale rights to their product.

Perhaps copywriting is not your strong suit. You could simply hire a copywriting expert to make over your sales letter. Hire a programmer to install a split testing script for you, and then teach you how to use it.

What I'm trying to say here is that you should not try to do everything yourself. If you do, you'll be like a balloon that can only expand so far before it pops. When you have other people doing your 'grunt work' for you, then you are freed up to do the things that you're strong at.

In Conclusion

Whenever I tell someone that I work from home and make money on the Internet, they always tell me how lucky I am. Granted, it's true that we are lucky to be alive at the perfect time when the Internet is just getting started, but luck isn't why I'm successful.

As you've seen in this newsletter, being successful in marketing takes a lot of planning and dedicated hard work. You can make your life a lot easier these days thanks to outsourcing, but it's still up to you to schedule in all these things to be done. I promise that, when you do, the rewards will far outweigh the effort.

Good luck building your business, and as always... if you know anyone who you think would benefit from this premium newsletter, please pass it along to them, but then also ask them to sign up for a free subscription themselves. They can do that here:

<http://www.MichaelRasmussen.com>

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