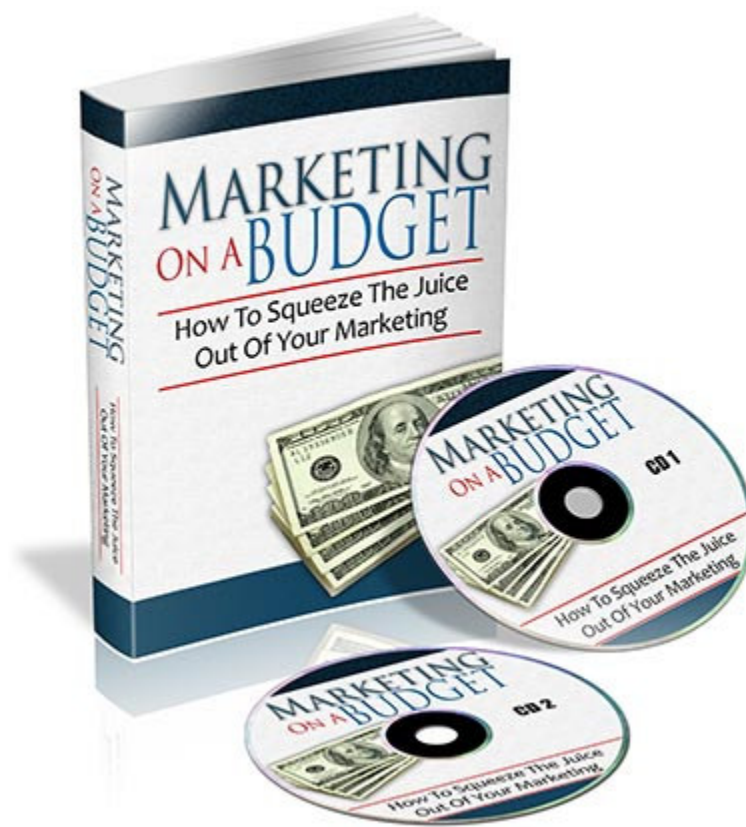


Marketing On A Budget

How To Squeeze The Juice Out Of Your Marketing



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Terry Telford



I'm an international business consultant with experience both online and offline. I specialize in developing results oriented marketing strategies for small and medium sized business owners. My clients own businesses in several industries including internet marketing, education, publishing, and property management.

I own 73 active websites in 19 markets. I'm a professional copywriter and avid internet marketer.

My recently published book, Guerrilla Marketing Breakthrough Strategies, is a joint venture project with Jay Conrad Levinson and focuses on...joint ventures. The book is a step-by-step plan for business owners to triple their sales and quadruple their business in 90 days. The book is currently available in larger bookstores, on my website or at Amazon.com

I wish you all the success you deserve now and in the future.

Terry Telford ☺

<http://www.TerryTelford.com>

PS. I also offer several free business and marketing resources on my website

Terry:

All right, welcome aboard! Today we are very lucky to have Ty Cohen with us. We're going to be working on a Marketing From the Masters Workshop today. Ty Cohen is a multit talented guy; he is a music industry mogul, a real estate industry entrepreneur, and a master marketing coach. He is a very well rounded individual.

If you go ahead and Google Ty, you will see that you get 1.2 listings out there and two pages worth of material (books, courses, etc...) listed on Amazon. I'm willing to bet that he has more marketing knowledge in his baby finger nail than most people have in an entire lifetime. Now, without further ado, I would like to welcome Ty here today and just say thanks for being here today with us, Ty.

Ty:

Hey Terry, I appreciate you having me on a call. I just wanted to say that, when you said 1.2 listings I think you meant to say 1.2 million listings.

Terry:

Did I say 1.2 listings? I meant 1.2 million listings; I have to clarify.

Ty:

You almost gave me a heart attack. I know Google does a lot of dances; they do the Google shake and Google break dance, as I like to call it. So I was like, Google screwed me over overnight... I looked at it last night and it was at 1.2 million or something like that and now I'm down to 1.2 listings.

Terry:

Nope, it's 1.2 million. I got the stats a little bit wrong there.

Ty:

Good, I can sleep easy tonight. I thought it was back to square one for me.

Terry:

Nope, you're still on top, buddy. Alright, Ty, maybe we can start off with your background and you can tell us where you came from and how you got where you are today.

Ty:

Sure. My parents had eight children; I'm the second youngest of eight children. I actually grew up in Bridgeport, Connecticut, which is about

20 or 30 minutes away from New York City. It wasn't always Certs for me. I mean Certs the candy; it wasn't always sweet or honky-dory for me. I grew up in one of the worst housing projects in Connecticut. The crime rate was pretty bad and it was pretty much the ghetto.

I was born with Sickle Cell Anemia, which is a disease that affects certain minorities. Out of the eight children, two of us, myself and one of my siblings, had Sickle Cell Anemia. My older sister unfortunately passed away from having Sickle Cell Anemia. When I was young, the doctors told me I wasn't going to live past the age of 17.

So, that was my outlook; my reality was hearing the doctor tell my parents to have as much fun with me now because I wasn't going to live past my teens and he's not going to become an adult. Hearing a professional person or a role model say that was devastating to say the least, wouldn't you think?

Terry:

I'm just standing here with my jaw wide open. That's unbelievable.

Ty:

Right. And that became my reality, which was devastating to me. I was about ten years old when my sister passed away. I remember to this day getting the call, it was just me and my older brother at home because my parents were at work, and my sister had been put in a hospice; she was about 24 or 25 years old.

We got the call at about two in the afternoon and my older brother picked up the phone and before I even hear him say anything I see tears coming out of his eyes. He just dropped the phone and at that moment I knew what that call was about, even though I was only ten years old. It didn't take much to figure it out. Nevertheless, that had a traumatic effect on me.

With that in mind, I was also thinking that I had about six or seven years left until I was the next one. When I was about 16 or 17 years old, I started living a destructive lifestyle. I didn't think much of myself, I didn't have much self-esteem, and I didn't expect to live much longer.

Luckily for me, I had a set of strong parents. They had gotten divorced by the time I had gotten into my teens, but my dad always came around and had time for the kids. He always showed us that you're supposed to have a strong work ethic. My dad was not a

professional guy; he didn't have a college degree and he didn't even finish high school, but he always worked multiple jobs to take care of me, my brothers, my sisters, and my mom, even though they were separated.

I think that was a strong point for me, even though I had my mom as a strong family figure. She always encouraged me and my siblings to shoot for our goals and dreams and said that we were always able to accomplish anything that we wanted, so I thank God for having my mom in my life.

Needless to say, I didn't pass away at 17; I'm here right now in my early 30s. My very first job was a summer job that I had at the age of 15, and I worked for a pharmacy called Walgreens Pharmacy. I worked as a stock boy for about two years there, then I quit.

After about three weeks, my mom made me go back and ask for my job back. The reason why she did that, was no because of the money, but because she didn't want to instill that quitter attitude in me. With everything else I was facing, having Sickle Cell Anemia, and living in one of the worst areas in the country, she wanted me to know how important it was to stay mentally focused to reach your dreams and your goals.

So, from going from a stock person at Walgreens, I went to an Assistant Manager in about a year's time. By the time I was 18 I was the Assistant Manager; I was one of the youngest assistant managers in that company's history.

Terry:

Wow.

Ty:

Two years later, I became a store manager. My passion was always comic books and things like that. I used to collect comics; I had thousands of them. I lost most of the in a fire that we had, but I was always passionate about comic books. Even to this day... I took my kids to see Spiderman 3 and I think I enjoyed it than all the four and five year old kids that were there.

So, being so passionate about comics, I started a business. The business that I started dealt with toy collectables, because I always used to collect the comic book action figures. That's a huge industry; there are tons of collectors. These guys have seminars, workshops,

and forums about all this stuff. I really got into this, and when I found out there were other guys like me, there were tens of thousands of guys who love to collect action figures, I was like "Whoa... I'm in heaven." That was my first love.

So, when I was about 22 years old, I started a business. I also still worked at Walgreens for about 10-12 hours, and on the side I was running my business. It wasn't really a business to me because I loved it so much. I was just thrilled that people were paying me money to sit here and talk to them about something I love and to give them insight and share my knowledge with them about my hobby of collecting comics and action figures.

I held nationwide conventions and seminars and things like that. I would attend seminars from state to state and things like that. I eventually quit Walgreens Pharmacy because I was making about ten times more money with my collectable toy business than I was making at Walgreens Pharmacy.

Terry:

What were you doing, Ty? Were you doing speaking seminars, were you selling the toys, what was it?

Ty:

Yea, I was selling the toys. Have you ever been to a movie fanfare seminar? There are seminars where you can purchase a table as a vender and you can sell your merchandise. They would be weekend events or sometimes one-day events. I attended one with my younger brother in Washington D.C. I forget what it was called, but it was a G.I. Joe convention.

We were the youngest guys at the seminar, we had a table, and we looked like no one else who was there. All the other guys were professional: doctors, lawyers... They were all in their 40's, 50's, and 60's, and I'm here, 23 years old, and my brother was 17. We were dressed like no one else there. It was my first event so I didn't know any better.

Needless to say, there were enough individuals there who knew me from speaking to me over the phone from my small business in my bedroom when I was living with my parents still, that I sold over \$8,000 worth of merchandise that first day.

Terry:

In one day.

Ty:

In one day. That's what got me hooked. My younger brother still talks about that till this day. He says, "Ty must have lost his mind that first day because he went to the seminar, made about \$8,000, I wake up the next day and he has room service, caviar, and he ordered me a slice of pizza." Needless to say, that's where I got background when it comes to sales and things like that. I went from Walgreens to running my own business, which was more of a hobby for me.

Terry:

Awesome.

Ty:

That's what got me into Internet marketing in a round about way. I went from attending the seminars and conventions to marketing my catalogues and specialty magazines. One of the specialty magazines is called Action Figures and Toys Digest. Another is called Toy Fair. Another that's been around for ages is called Toy Shop. I used to place ads – they would cost about \$800 for a quarter page ad.

I used to place my ads in these magazines and it worked out beautiful. I was getting orders from all around the globe. I would get orders from Japan, the UK, the US; I would get faxed orders in and phone orders. Sometimes I'd wake up to an order for about \$2,000 or \$3,000 from Japan.

So, I'm in heaven now. I'm pulling about \$25,000 a month in this business. That's what did it for me; I couldn't look back to working for someone else and working for someone else was never part of my reality after that point. I knew how easy it was to start a successful business if you follow certain principles and certain steps. I used a formula, which is what I call a success formula.

Terry:

What is your success formula?

Ty:

My success formula, and we'll get into it in more detail later on in the call, is just finding something that you love; that's the first step. I actually bumped into it; I was a comic book collector who would stay up until three or four in the morning reading comics and doing

research to learn about it all. It was to the point where it didn't seem like work for me because it was a love of mine.

Then, when I would talk to my customers, it still didn't seem like work because that was enjoyable as well. It was like me talking to you on the phone right now, Terry; it's enjoyable. It wasn't like I had a customer who would give me an ulcer and I was like, "Please tell this guy to go away." It was like, "I got Bob on the phone and I know he wants to talk about something cool today," or, "I know he's got something cool that he wants to trade or share with me or purchase." So, when my phone rang, I jumped to get that thing.

Terry:

Beautiful. So that was really the first big break for you then; the toy collecting and the toy business.

Ty:

Yea that was actually one of my first big breaks. I've had a few since then, but that was actually the first big break for me.

Terry:

Now let's just back up for a moment. These ads that you're placing in the toy magazines... are they ads for people to order a specific toy or to order a catalogue?

Ty:

Well, no, I didn't have a catalogue; it wasn't that advanced at that time. I placed two types of ads. The first was a want ad where I would buy collections from people to sell to other people. So, let's say that you had a collection in your basement and you wanted to get rid of it, you could call up and say, "Ty, I have this collection and I want to get rid of it. I don't know how much it's worth or anything, it's a bunch of junk/toys, how much would you give me for it?" I'd say, "Ship it to me." When they sent it to me, I'd look at it and I'd give them an assessment and an honest opinion of what it was worth and I'd usually pay half of what the resale value was on those collectables. That was the first type of ad I made: want ads.

At first I was spending more money than I was making, because it was a hobby for me; I wasn't business minded at that point. It's like a lot of Internet marketers who spend more than they make because they are jumping in on all the new ways to make money or to get traffic to your site or some new way to get leads. You're always spending more money initially until you get those "ah-ha" moments. The "ah-ha"

moment for me was when I realized that I should be placing want ads as well as sell ads.

So, I started with 1/8 of a page want ads, then I would have a 1/2 of a page sale ad where I would list 50 or 60 items that I had for sale and then that ad grew from a page to two to three and my ads just got bigger and bigger. There was a point where I was spending a couple of grand a month just on advertising alone.

Terry:

So, you used the ad space in the magazine as your little catalogue.

Ty:

Yea, exactly. That was it. That was my catalogue. I had a list at that time but I didn't know it was a list. Sometimes we do things without knowing that we're taking the right steps and we're always second guessing ourselves. But, I had a list, but it wasn't until about five years later that I knew the importance of having that list and building with your clients and customer base. I had a list of people that would order from me, and I always kept a record of these individuals so whenever I got new inventory I would fax them a new inventory sheet.

Terry:

Excellent. That's absolutely super. What other niches are you in? Are you still in the toy niche or has that faded?

Ty:

Yea that's kind of faded. Once I got girlfriends and stuff like that I kind of got out of the toy niche and my interests went somewhere else.

Terry:

Bigger toys.

Ty:

Right. Real toys. But it got to be a really competitive market and I really wasn't into business as much as I should have been. I have a slight form of ADD as I'd like to say, so my interests... I'm always jumping into new markets.

Terry:

Yep.

Ty:

I'm always into different things and always into trying new markets and testing my old markets and stuff like that. I still collect toys this day; my attic is filled with them. My wife always says, "You need to sell some of those things... get them out of here." So, I'm no longer in the toy market. My next interest after the toys was getting into the music industry, which is my staple market right now, among other niches. I attended a concert one day... I forgot what concert it was... I think it was John Cougar Mellencamp back in the day. Are you familiar with him?

Terry:

I am. I love all that 80's music.

Ty:

I got my kids loving it too. I attended a John Cougar Mellencamp concert one day; I'm a huge John Cougar Mellencamp fan, but I was amazed by the guy in the background who gave him directions and instructions on what to do. It turns out that that was his manager at that time, and because of that I wanted to get into the business side of the music industry.

Living in Connecticut, we were not that far from New York so I would take the train to New York and started to intern for some of the larger record labels there. I did that about three or four times a week. On the train it was about an hour and 15 minute commute. I would just do this because it was a love of mine; I loved being able to work around the record label and I love being able to see, or even get a glimpse of, one of the artists who came into one of these buildings in downtown Manhattan... so that was a high for me.

Terry:

Cool.

Ty:

At that point, the next thing I thought was that I wanted to start a record label. I had no idea what I was getting myself into when I said that. So, at the age of about 25 or 26, I started a record label. I used most of my savings; I blew through about \$150,000 in one year starting this record label. Little did I know, it was way more involved than just saying that I want to start a label.

You had your label cost, your production cost, your artist cost, studio cost, manufacturing cost, promotion and touring cost... everything. On

top of that, I felt like a big babysitter. We would do tri-state tours, which was Connecticut, New York, and New Jersey, and we would go to the radio stations in those three states, along with Vermont, Massachusetts, and New Hampshire. It was like pulling teeth to get these guys to appear on a cable television show or on a radio show. You'd think that that's what most artists want, but it was like pulling teeth.

That was one of the turning points for me; that's when I thought that being engaged in the music business was not for me. I wanted to be behind the scenes a little more, and that's when I started to develop a lot of products for people that have labels, that are managers, that are artists and things like that. With that experience in the music industry, I got to see first hand that a lot of musicians just see themselves as an artist and not as a business entity, which in a sense is what you are, especially for an independent artist.

Now, record labels want to see an entire package; they want to see an artist that has talent and can also market himself and has a fan base in their local area. Also, that has a fan base that is actively looking to see this person in concert or on stage. If they know you have a fan base that you've marketed yourself to, they can easily duplicate that formula that you have put together and apply that same formula across the nation or across the entire globe and grow you into a star. Just coming across a lot of artists, I saw that that's not what these guys saw. A lot of the artists and musicians and singers and people out there didn't look at themselves as a business entity and I saw that there was a huge market for that and to teach these guys that.

Terry:

And that's where your product development had started where you got all your books and courses to teach musicians to actually run their business instead of just being the artist.

Ty:

Instead of being an artist, right. My initial approach was, I don't want to be the guy who... as an artist, you get a small percentage... I don't want to be the guy getting 3%; I might as well go back to Walgreens or work a 9-5 job. I always wanted a bigger piece of the pie, and I always thought that there were a lot of musicians out there that have some great talent, that sound a lot better than the guys on the radio, but they're not making any money; they're working for pennies or you hear about them having a platinum album one day and then two years later they've gone bankrupt.

Terry:

Yup.

Ty:

Or they owe the taxman a ton of money or whatever it is. So I wanted to go out and educate these guys and that's where it got started. My first product actually was a software program that I had created for \$100, and I'm not going to tell you how much money I've made from that now because you'd probably fall out of your seat, but I had that first software program created for \$100 and it's a program called 101 Music Business Contracts.

We sell that thing all over the place right now. It's in different formats also; it's not just a software program, today we have it in multiple different formats. That just goes to show you that it doesn't take a lot of money to get started. You just have to be creative and passionate about what you're doing, which are two of the steps in my success formula.

Terry:

Excellent. Now, you just touched on something there with multiple formats. This contract piece of software, what other formats are there other than software?

Ty:

Well, it's also available in an online format, where people can just go online and print off their contracts, it's available in a CD format where we physically mail them a CD, and it's available in a booklet format, where the contracts are already pre-printed and they just have to go in and fill in the blanks. So we have three different formats. We have customers who want to order one format and they don't want the other formats. A lot of our clients are attorneys and other professionals like managers and record labels and things like that. We'll get a lot of attorneys who may not be tech savvy, so they don't want the software or online format; they want the printed version.

Terry:

So what's the breakdown when it comes to what's selling? Are they each selling equally, or are you selling more of one format than another?

Ty:

Well, about 70% of our sales for this particular product is from the downloadable format. Another 20% would be from the physical format, and the other 10% would be from the online format where they could just go online and print the contracts from their computer. The key point of that is, had I just stuck to the software version I would have still been making a lot of money, because the printed version we sell for almost \$200, where as the software version sells for just under \$100.

Terry:

Right, yup.

Ty:

So, it comes down to just being able to fill out your marketplace and knowing what they need, what they want, and what their comfort levels are. You need to know how skilled they are with operating a software program. Most of our customers are attorneys who don't have a technical bone in their body.

Terry:

Right, yup.

Ty:

Had I assumed that the software program was easy to use and everyone would be able to use it, I would have lost a lot of money. The birth of all those different formats came from our customers asking us about them. Just listen to your customer base; it will help you make a lot of money as well as save a lot of money.

Terry:

Now, something else you've done that's really unique especially in the Internet marketing, or just marketing, community, is you've taken the approach that made it available to buy not just online, but by phone, fax, or check in the mail.

Ty:

Right.

Terry:

What's the breakdown on that? How many people are ordering online compared to how many people call you?

Ty:

I'll be honest with you, I don't like to miss out on any money. I also was stuck in my own print advertising ways, which is what originally got me started in marketing all together. Remember when I told you I had the toy collectable business?

Terry:

Yup.

Ty:

I was not using an online address for people to go to at that point in time; the Internet was around but I wasn't that advanced at the time. So, my mentality was that you give them a phone number, a mailing address, and a fax number. I think that I was advanced at that time for including a fax number. It just became a part of my habit.

You and I were talking yesterday and you mentioned something that Gary Halbert said, which is, "If you want to maximize your profit, you want to give your customers multiple ways to order from you." If you have multiple ways on your website, you boost your credibility instantly.

Terry:

Yup.

Ty:

Many people nowadays are terrified of ordering online but it's getting easier year-by-year. If you only give your customers the option of ordering online, you'll lose a high percentage of your customers. I get a high percentage of people who call up our offices and order by phone because they're not comfortable with entering their credit card information over the Internet.

One of our products is a child development product. I get a lot of moms who order and send us a money order or a check because they don't want their husbands to know they've ordered this online. If they use their credit card, their husbands might find out.

Terry:

Right.

Ty:

So you've really got to listen to your marketing, I know it sounds cliché, but think a little bit out of the box.

Terry:

That's absolutely true. So what's the breakdown then when it comes to percentages for each different method of ordering?

Ty:

About 90% of our orders come from online. About 8% of our orders come in as phone orders. Then we get a very small percent that come in as mail orders. The thing is, even though phone orders make up 8% of our total orders, we get a lot of people who call up first to make sure we're a legitimate company and to ask us questions that they might not be able to find on the sales letter, or that they simply missed on the sales letter. Then, when their comfort level has been reached, they'll go back to the website and order. So again, that goes back to being able to make your customers as comfortable as possible, by giving someone a phone number that they can call. We actually have a number that people can reach us 24 hours a day.

Terry:

How do you give someone access to you 24 hours a day? Do you have people working in your office 24 hours a day?

Ty:

No, we use a call center. We switch over our lines at 6 in the afternoon and get them back at 10 the next day.

Terry:

Talk to me about a call center, because that's something that is going to be very new for people who are just starting out in the online world.

Ty:

Well, basically a call center is stacked with people who know about that product; they know the answers to the most frequently asked questions and know how to take that order. You can have them e-mail or fax those to you. That's what a call center pretty much does. You can get a call center to answer your calls for as little as 30 cents a call, especially if your volume is not that high. It also depends on the hours you use them and the call center that you use because there are thousands of them out there. You can do the research and find a call center and project a corporate image on your website. People will never know, even if you run it from your home or your bedroom.

Terry:

Do you have a recommended call center that you can give out?

Ty:

Yea, there's a place called Ansa Fone and they're based in Florida and in California. Our rep's name is Ted and you can tell him that Ty Cohen sent you.

Terry:

You know what? If you can have a contact, especially in large businesses, that can be your friend, you can get stuff pushed through a whole lot faster, not just in call centers but in ClickBank and PayPal and anything that's a large company. If you have a good contact, you're miles away from everybody else who has to send in their e-mails to support and wait for two or three days and that kind of stuff, so that's awesome information.

Ty:

Definitely.

Terry:

What other niches are you involved in?

Ty:

Along with music, I'm into real estate investing; that's one of our niches... we have a couple courses on that. Another is self-improvement and motivation. Some others are business development, men's health, dating, and there are a few others like gardening, childcare, and a few other sites. Most of them are things that I've become passionate about, that have peaked my interest, or that something that my wife is interested in.

Terry:

Do you have a set marketing formula that you just plug in whatever niche you're interested in, let's say gardening for example, you've got mostly music but then you start the same type of thing in the gardening industry. Do you have a specific marketing formula that you just plug into?

Ty:

Yea, definitely. Let's take business development for example. It has to be something I'm interested in and the market needs to be passionate about their business. Most business owners are passionate about their business and it shows because most business owners work long days and long weeks so they should be extremely passionate. Let's go back to the comic book and toy collecting. That was an

extremely passionate market. I could get some of my customers on the phone for hours because we were just that passionate and that's a very good sign.

The third thing is that there must be multiple targeted ways for me to reach them. You want to be able to get as much exposure as possible, and what I mean by that is that there should be specialty magazines that you can advertise, mailing lists that you could purchase, forums, conventions, workshops, meet up groups etc.... So, there should be multiple ways to contact your market so you can reach out to them and get your message in front of them.

The fourth thing is, personally, I love to talk to my clients; it must be a fun, communicative group. I love being on the phone and talk to them. I'm not much of a talker but when it comes to something I'm passionate about, I love to share time with customers and what makes them tick and how I can help improve their lives and their goals and dreams.

Terry:

Excellent. I think that's one of the big keys: building relationships with each individual customer. You probably won't be able to build a relationship with every customer, but at least the ones who take the initiative and make a call, and then you can build a relationship with them. Then, you have a lifelong customer once you've build that relationship into a friendship as opposed to someone whom he/she is buying things from.

Ty:

That's crucial. I mean, you don't know how many of our customers that I've spoken to over the phone who may have been interested in one of our products and after talking to them they've bought everything that we had, they've joined one of our coaching clubs or they've come to a seminar or workshops or something like that. Or, that have gotten us referral business just from being able to talk to a live person; going on a website or e-mailing or instant messaging has no personalization at all.

Terry:

Now, you've got a fairly scientific way... you were talking about the business development... it's pretty scientific the way that you're bringing people into your sales funnel. Can you actually, before we go into that, can you explain what a sales funnel is? You mentioned your

marketing in several different ways of marketing. How do you use that to bring people into your sales funnel?

Ty:

Well, the traditional meaning of a sales funnel is that you get someone into your sales funnel and it's sort of like a real funnel. If you take a real funnel, you have the larger part at the top and the smaller part at the bottom. You bring someone in usually by giving them a free report or letting them attend a free workshop or seminar or letting them listen to a free audio, and then, by that, you build their comfort level with you. They get reading material, they get to figure you out, and they get to know that you're actually someone that they can relate to. "This is the company I want to do business with. They seem like an ethical company. I don't think I'll have any problems with them. They seem to know exactly what my problems are and might know how to solve them." Normally, that's how you would get your clients into your customer funnel.

It's sort of like real estate agents. My wife is a real estate agent. When people get into her customer funnel... we place ads in real estate magazines like "Homes for Sale," "Home Buyer," and, "Home Seller." She offers these home buyer and home seller kits. It's pretty much a kit that gives you all the stats of North Carolina, where we live, and it tells you about the educational level, some of the schools that are around, the tax rates, the average pay rate, and things like that. That's a way to get people to feel comfortable with her as an individual. Hopefully, she'll get them on the phone and she can show them homes that are available to sell. Traditionally, marketers say you should start off with a low price or free item like a free mp3 or free report. Then, up sell that customer to higher priced items on the way – from free to \$17, to \$27, to \$97, to \$297.

I don't take that traditional model; I take a customer to a particular product that I think they would be interested in. Whether it is a \$17 product or a \$3000 retreat or seminar. So, I go against the grain and against the long, drawn out process where we say that we're going to bring a customer from a price point to the next price point to the next. I send them from free to \$997 if that's what their need is.

Terry:

So, how do you do that on a large scale? If you're getting, say, 5,200 customers a day... you can't talk to each customer.

Ty:

No, you can't, but we make all of our offerings available to them. So, we give them a free report on our page then on the side, give them a list of our products and services and websites, so they have access to everything right there. They can click on our websites, whether it is a site for an eBook or for a seminar we're holding that month or a coaching club we're holding.

Say you're looking for an eBook on how to care for your Japanese coy fish. Coy fish is one of our markets. You may be a beginner and download our free report eBook and it gives you some great information, but you might say, "Yea, I'm a beginner, but I want to go from A to Z. What do you have; I don't want to take these steps." I might say, "Okay, John. I have this course here that's available on the side of our website and you can click on that and see the course. It's a \$500 course that teaches you everything you need to know about coy fish from care to maintenance to temperature level to pH levels etc.... It includes manuals, booklets, and videos they can watch. You may never know where your customer is in their process. You should never assume. I think one of the biggest mistakes marketers make is that they assume everyone is a beginner.

Terry:

Right.

Ty:

Let's say I assume I have a musician that's just getting into this thing and all I offer him is a beginner kit, then I'm going to lose that guy. Quick.

Terry:

Right.

Ty:

But if I'm able to offer him something that can relate to his experience level at that moment, I can keep him and hopefully get a chance to up sell him on higher ticket products along the way as well.

Terry:

So you'll take a niche and offer a catalog of products that you can offer to people at all various different levels in that particular niche.

Ty:

Exactly. You don't necessarily need to start out with an entire catalog because it will probably take you forever to get started. Start with something small like a free report and see if it grows and if there is a market for it. Then you can grow it at that point; start with the eBook then take that eBook and turn it into an audio book. Then take that audio book and turn it into a video. Then, you have an entire course that you can sell. Throw in some one or two page reports and now your course is complete. Now, you have multiple different products that you can offer to them.

Terry:

Excellent. Now how do you go marketing that? Let's go back to the report for the coy fish; let's pull in some examples of how you exactly market the coy fish report.

Ty:

What we do is, depending on what it costs for us to advertise in different places, we take ads... when I say ads I mean ads in specialty magazines, which is where I got my start, so I'm kind of stuck on that, which is good because it works like crazy.

Terry:

In the beginning, are we looking at quarter page ads or...?

Ty:

No, we're looking at classified ads.

Terry:

Oh, okay.

Ty:

Yea, you're traditionally going to go into a market that's passionate. If they're passionate, they're not going to pass classifieds either. Some of my music magazines I'll read from cover to cover twice or more. So, if you have someone who's passionate about it, they're not going to meet these ads, which are quick and cheap ads offline. Online, you can start by putting up some articles. Hopefully, you know enough about your market that you can write a one or two page article and submit it to places like Ezine and things like that and start getting some traffic to your site as well.

Another thing I suggest is try pay per click advertising. If you're first starting out with pay per click, I don't suggest you going to Google ad

words, not by a long shot. Start out small; start a Yahoo! Overture account and set a small budget and see if you can get some clicks, then see if you can get some clicks and test and tweak that thing and grow and scale it up from that point.

Terry:

Why Yahoo! and not Google? What's the difference there?

Ty:

With Yahoo! you're going to spend less money and you're going to receive less clicks. With Google, if you turn around and blink you can go through \$100. That's devastating for people starting out; you set up your campaign and you see the next day you went through \$400 or \$500 worth of clicks overnight. That could be the first thing that makes you say, "This market isn't for me," when all along you could be sitting on a goldmine.

Terry:

500 clicks, you're sitting on a goldmine.

Ty:

You're doing pretty well, unless you're in a pretty universal market, or it's something generic like mp3 or car or something like that; that may not be good for you.

Terry:

That's true. Now, are you driving people from pay per click and from your classified where people can leave their name and e-mail address for the report or are they just able to download the report?

Ty:

No, we drive them directly to an opt-in; we don't do anything without an opt-in. It's all about the leads; it's all about the list. My thing is, if they're not serious enough to leave their name and e-mail address, and answer questions that I may or may not be asking at the time, then that's not someone who would be interested in spending money with you in most cases. You have to determine that on a market-to-market basis; depending on your market, you have to figure that out.

What I suggest is you do a little bit of testing and find out what works for you. In most of our markets we do very well sending them to an opt-in page where we describe the product they're going to get in an mp3 or a video. Then, they usually don't have a problem with leaving their contact information.

Terry:

Okay, so do you target specific types of advertising to specific types of products? For example, with the coy fish, you'd be using classified ads and pay per click to get people to download the free report so they could get into your sales funnel and get into purchasing other products that are in that niche and industry. Would you use postcards and direct mail to hit that list as well?

Ty:

Yea, I would use direct mail and post cards. Say it was an offline publication, if the classifieds are working out for me pretty well, usually that's a good indicator that you can go in and purchase that subscriber list from that magazine or a mailing list to mail some direct mail pieces to the subscriber list as well. I'm going to go off on a tangent for a minute, when purchasing subscriber lists, you want to go to the paid subscriber list. You don't want the bill-me-later subscribers; you want the subscribers who have actually paid for a year or two. Those are the ones who will spend money.

Terry:

Excellent. So, the process then would be to use the classified ad in that magazine as a little test to see if that subscriber base is actually worth sending direct mail to.

Ty:

Exactly. That's an inexpensive test that you can run right there. If the direct mail piece works for you, don't abandon the classified; we run classifieds continually to see what works better. We're testing different headlines, word content, and words. If you get one thing working for you in the classifieds, then move on to direct mail, continue to move into other areas to build your customer base. Then, you can do radio ads if you think it's a niche you can reach through the radio. You can move into cable television ads; they're not as expensive as people think. You can get a cable television ad starting at \$1,500.

So, just try different ways to reach your market. Make a list of all of the different ways that you could reach your market. Are there specialty magazines out there, websites out there, competitors out there with forums or message boards, conventions held that my market place attends? Just try to make up a list of as many different places that you could reach them.

Terry:

Excellent. Now, I'm just going to back up to the magazines again, if we look at the specifics, say we find, Coy Fish Weekly for example, is working really well and you're getting quite a lot of traffic from the classified ads. Do you go directly to the magazine and ask about buying their list or do you use a list broker?

Ty:

You can use a list broker. In order to go directly to the magazine, you'd have to use the services of an ad agency. And what we've done is set up our own ad agency. This may be a good idea if you're going to be purchasing lists on a regular basis. The reason I say to do that is that ad agencies usually get a 20% discount. So, you can save yourself 20% if you have your own in house ad agency. It doesn't have to be anything complicated. Now, if you're not comfortable than doing that, then you can go to list houses, like Info USA, which is one of the biggest ones out there. They're pretty good.

Terry:

Okay.

Ty:

Our rep's name is Greg; I'm not sure of his last name but I'm pretty sure he's the only Greg there. So, if anyone wants to call Info USA they can ask for Greg, and you can tell them that Ty Cohen referred you. There's another place called The List Company, and their website is www.tlclist.com, and they're another great reputable list service that I've used before. You have to be pretty careful with other services, because you have to make sure they're giving you up to date contacts and fresh mailing lists and stuff like that. Those are two that I have not have problems with.

Terry:

Excellent, thank you. I think that saves people a whole lot of time and money going through a lot of lists knowing where the good ones are.

Ty:

Exactly. That's pretty devastating as well; if you send out a lot of post cards and only get a 3% response rate.

Terry:

And you won't get your money back that you spent on the list; that's a bit of a problem. Now, once you've got all this marketing material out in the market, you have classified ads going out, and you're in two

different magazines, how do you track everything coming in? How do you know if Coy Fish Weekly is doing really well but Coy Fish Monthly isn't bringing in anything? How do you track all of that marketing material?

Ty:

Well, what we do is, we keep spreadsheets of everything. I've actually got a whiteboard in my office that I track different ads and things like that on. Another way to do it is using extensions on your phone numbers. If you have a toll free number, you can use extensions.

Say you're doing Coy Fish Weekly, you might have your number be 1-800-Coy-Fish extension 2 in the May issue. In the June issue you have 1-800-Coy-Fish extension 3. Now that allows you to test where your calls are coming from because then you could log into your toll free number account and one of the companies we use is called Freedom Voice, which has that tracking capability which allows you to track where your calls are coming from. You can log into your account and see where the majority of your calls are coming from and what's working for you and what's not working. Obviously, you stop the ones that are not working for you.

As far as testing magazines, say you're testing in Coy Fish Weekly, and you also have the same, identical ad in Coy Fish Journal, the ads may be identical but the only thing that has to change in that ad is the extension number. Coy Fish Weekly's extension number might be 3 and in Coy Fish Journal it might be 4. Or, if you're sending them to your mailing address, you want them to mail in a self stamped envelope to receive their catalogue. You would send them to P.O. Box 1733, Wichita, Kansas, department KW6, to signify June. That's how you would know which are from your ad in Coy Fish Weekly's June addition.

Terry:

Right. That's great. Now, on the website side, how do you site and track there?

Ty:

Well what we do on the website side, we usually set up extensions. You can set up extensions but that might be a little bit confusing for some people. What I suggest is that people suggest \$40 or \$50 and buy about five or six domains, or whatever it is that you need, that are all similar. Let's use the coy fish model again and you have five different domains: coy fish 1, coy fish 2, www.coyfish3.com,

www.coyfish4.com, www.coyfish5.com. Use each one of those domains in each of your different advertising methods and then just redirect that domain name to an ad tracker, and we'll talk about ad trackers and how you test a track on your ads and the effectiveness of your ads maybe later on in this call. Or maybe we can get into it now.

Terry:

Yea, I was going to say to get into it now; this is a good time.

Ty:

So, we have www.coyfish1.com and we have www.coyfish2.com. Coy fish 1 is for the ads that you've place in Coy Fish Weekly and coy fish 2 is for the ads you placed in Coy Fish Journal. When people go to www.coyfish1.com, you would have that domain name to redirect through your ad tracker and your ad tracker would be the URL that you get from your ad tracking software like 1 Shopping Cart or Pro Analyzer and it keeps track of everyone who visits that domain name through that ad tracking URL.

Not only that, but it would also be able to keep track of everyone that opted into your list and that eventually made a sale from you. So, then by logging into your 1 Shopping Cart let's say, you'd be able to see which ads were most effective for you... effectiveness with opt-ins and with actually sales.

1 Shopping Cart has a great service that they offer, which is the ability to track where your leads and your sales are coming from. I definitely recommend anyone who is just getting started in Internet marketing to start on the right foot and that is by testing and tracking everything; that is the quickest way to increase your returns and to find out what some of your profit pullers and some of your losers are. Cut loose your losers and spend more money and time on your profit pullers.

Terry:

So, just to summarize what you're saying, you're going to target which magazine is bringing you the most leads and which is bringing you the most sales. Then, you can actually look at your statistics and say that Coy Fish Weekly brought me in 2,000 leads but only made me 50 sales where as Coy Fish Journal brought me in 1,000 leads but made me 500 sales.

Ty:

Right, exactly. And if Coy Fish Journal is the one that is bringing you in the least amount of leads, the next thing you might want to do is pay for maybe two classified ads and make them look totally different from each other. One might say, "Get everything you need to know to raise healthy, vibrant coy fish at www.coyfish1.com," and your other classified ad might say something like, "Free report: get all the free secrets to help raise a healthy coy fish at www.coyfish2.com." You can test those specific classified ads to see which one draws the highest amount of responses and then you just continue running with that classified ad and increase your advertising methods.

Another thing is, if your classified ads work, then you might want to scale that up and get quarter page ads or half of a page ad and test those to see if they can make you money as well; it's all about the testing process. That way, you're never guessing, you always know what's working for you, you can pinpoint exactly what's working for you and what's bringing in the sales and leads, and what's not.

Terry:

Excellent, now what if somebody is starting into a niche on a shoestring budget, what kind of a process can they go through and, at the low end, what amount of money would they need? Say, for the coy fish market, what if somebody is coming in on a very limited budget, when you start doing classified ads in Coy Fish Weekly for example, and you have your websites, for all the other additional expenses, what would we be looking at to start into a market like that?

Ty:

I think if you're just starting into your market, you're never going to use print advertising at first. The first reason is because print advertising can usually take some time to find out what your results are. Chances are, your ad won't be printed in a magazine for about a month or two or three months after that. I would always recommend that someone starts online using pay per click advertising and always set your daily budgets on the minimum so you can constantly monitor and tweak those ads.

Another way to try to start on a shoestring budget is to see if there are any competitors out there in the market that you're going after. Align yourself with those competitors who may sell complimentary products. Let's say, if your eBook is all about raising healthy coy fish, and you have a competitor who sells coy fish, you can say, "I've got a coy fish eBook that I think your customers may be interested in. Would you

like to send out a mailing to your customers or would you mind if I purchased some ad space in some of your newsletters or on your thank you page or something like that." Now, you guys aren't competing with each other in a way because you're selling complementary products. I think that that's one of the best ways to find out if your market is a strong market and to start on a shoestring budget.

Another way is article marketing. We do a ton of article marketing that's primarily how we have so many listings out there. As we said at the top of the call, there are over 1,000,000 listings on my name or my company's name on Google. A lot of that is through the use of joint ventures and article marketing. So those are two ways you could get started.

Terry:

Excellent. And what kind of a time frame would we be looking at? Could you do that in about 30 days or is that more of a six month process?

Ty:

You can do that in the matter of a couple of weeks. I'd say about two or three weeks. If you line yourself up with joint ventures, you can actually do that in a matter of days. If you come across the right joint venture partners and the right people to approach. As a matter of fact, there were two individuals that I had one of my affiliate managers contact yesterday and this morning he sent me a reply e-mail and we already have a deal on the table for a potential joint venture partner who wants to send out a mailing of our products next Monday. So, you can get these things running pretty quickly.

What I recommend is if you're seeking out joint venture partners, try to give them a call verses sending out an e-mail. Everyone gets tons of e-mail these days, so if you could find a number on their site, or just find their number somewhere, give that individual a call, introduce yourself, explain a little bit about yourself and your products or services to them. Also, point out how your products compliment each other and how it would be a benefit to their customer base to get exposure to your product as well.

Terry:

Excellent. You've just given us an absolute university course in marketing, Ty. This is absolutely fantastic. Just before we wrap it up,

do you have any last words of advice or anything maybe we've missed along the way that you'd like to fill in?

Ty:

I think one of the biggest things for people, whether you're starting out or already in this thing, one of the biggest things people could be doing is aligning up with mentors and just studying other individuals. Just go out and spend time studying how other people advertise or how other people do things when it comes to online marketing.

Also, study the things that they don't do. If one of your mentors or someone you admire is a fairly decent Internet marketer, you may see that he may not mail out to his list as often and there may be a reason why. Or, he may not advertise in certain publications or online newsletters and there may be a reason why he doesn't do that. Study what they do as well as what they don't do. I think that will be one of the biggest ways to cut to the chase and be a little bit more successful in a shorter amount of time online.

Terry:

Excellent. And if somebody wants to get in touch with you, Ty, how would they go about that?

Ty:

They can reach me by phone at 1-866-752-9962. That's actually to our offices here. They can visit our websites at www.mindcoachuniversity.com or at www.sixfigurecoachingclub.com. What Six Figure Coaching Club is, is a coaching club for newbie Internet marketers where we take their hand through a four-week process where they will learn how to develop their market or find their market at first, and learn how to approach their market and put together products. It's an intense course where we show them everything from A to Z that they would need to get started Online.

Terry:

Excellent. Well, thank you very much Ty. You have been an educator and an inspiration for not only myself but the listeners also. I just want to say thank you for taking the time to be with us and really giving us the marketing education that you have given us.

Ty:

No problem, I appreciate you having me on the call.

<http://www.TerryTelford.com>

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Terry:

No problem Ty. Take care.

Ty:

Thank you, Bye.

Terry:

Bye.

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