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In a hurry? Print out this issue and take it with you!

I thought that it might be fun to pull back the curtain and give you a "peek inside my week." In the process, I share with you some of how my wacky mind works. So this issue of Limitless Marketing Ezine is all insightful editorial. Let me know what you think of the issue and if you found it useful. If you get lots of use out of the issue I'll do more issues in this format.

I'll pickup from last Thursday, which is when the last issue went out...

Last Thursday I finished coordinating all of the details for a customer appreciation seminar with a few friends. This seminar was originally Kirt Christensen's Customer Appreciation Seminar. I first saw his webpage after he sent me a short email. As I glanced at his webpage, I planned on attending. **Kirt has held seminars where he charged \$10,000 per person**, so I knew that he would have some SERIOUS business people in attendance. **I planned on attending just to meet and explore business possibilities with some of those people!**

The next day, I thought to myself "I wonder if Kirt would like for me to help him get the word out." As I pondered this question, my phone rang, and it was Kirt who asked if I'd like to co-sponsor the event.

After some discussion, we did decide that I'd co-sponsor a customer appreciation seminar - where **only our past customers and clients would be invited**. The event is scheduled for **April 22nd -23rd, in San Jose, Costa Rica**. It's designed to offer a lot of learning and networking. There will be six speakers but we WON'T be doing pitches for our products!

The fact that the seminar is in Costa Rica tied into two themes that seemed to permeate my week. One of the recurring themes was "The Internet Lifestyle." It ties in with being able to choose when and where you work. It ties in with working in exotic and fun locations where you can even combine business with a vacations... and it's often all tax-deductible :-)

Traveling from most parts of the United States to Costa Rica only costs a few hundred dollars. So attending this seminar will be one of the least expensive seminars I've attended all year. I encourage you to attend. Register at: <http://williecrawford.com/customerappreciationseminar.html>

You do need to go ahead and make reservations **because the hotel facility we'll be meeting in only has room for 90 people.** You also want to go ahead and lock in your airline reservations since it's much cheaper when you make the reservations a few weeks in advance. I even provide my clients with a travel "booking engine." It's a search engine that looks through several databases including the Priceline.com database and finds the best deals. I do this largely as a value-added service for my clients. You can check it out at: <http://www.ytbtravel.com/williecrawford>

I know... you're probably thinking, "That Willie's even a travel agent. Man, he's in everything!"

The secret there... is that I heard Wade Cook talk about the benefits of becoming a travel agent on an audio tape he made at a seminar he spoke at in the early 90's. In this tape he was staying in a really fancy hotel, in a really nice suite. He shared with the other seminar attendees that he had a room that normally costs hundreds of dollars per night, but it only cost him \$25 per night. The reason he got the room so cheap was because he was considered a professional in the travel industry. Many hotels, airlines, cruise lines, and all sorts of resorts often offer what they call "fam rates" to travel agents. That's short for "familiarization rates."

I checked out what Wade was teaching because I do a lot of travel. I learned that these places offer deep discounts to professionals because they hope that after seeing their facilities, agents will recommend it to clients. If they have rooms in a hotel or on a cruise ship that they didn't

anticipate selling, why not offer it cheaply to a travel agent who might send them business in the future. I saw that I'd probably save thousands of dollars per year on my travel and vacations, so I became a registered travel agent :-)

Last Thursday, while doing my newsletter and coordinating details of the customer appreciation seminar, I was also making plans to attend a one day seminar sponsored by another company I work with. This company is called Send Out Cards. Amazingly they allow people to send real, physical greeting cards right over the internet. They also allow you to make money by explaining the business to prospects and signing up new representatives. When I looked at this business, I was impressed enough with it that I decided I'd spend my 46th birthday (March 26th, 2005) in one of their training seminars. I had a lot of questions and ideas for the company president who would be speaking at the seminar.

I know... you're thinking again, "That Willie's in everything!"

The thing is... this greeting card business fits in perfectly with where I am taking much of my online activity. You often hear top Internet marketers preach **that you should not make Internet marketing your niche**. They point out that you should **choose less competitive niches where your marketing knowledge would give you a tremendous edge**. I don't just preach this, I actually do this. I fully anticipate earning a seven-figure income this year. I anticipate earning a seven-figure income OUTSIDE the Internet marketing arena.

The greeting card business allows a person to send a real, full-color, personalized greeting card right over the Internet - dirt cheap. I send out hundreds of cards a month, and they cost me 98 cents each... that includes postage.

Let me first of all share my secret for using the greeting cards to make a small fortune.... We all know that email is getting more and more difficult to get through. That's part of the reason I changed this ezine to a PDF format that you download after receiving a short email notification that it's ready. The other reason I changed over is that PDF newsletters have a longer shelf life. People download the issues to their computer and then have a much greater chance to going back to them later. People also both print

out issues and share them with others. Many subscribers have told me that this is the case. I hope that you print out copies and share with co-workers in the job that you plan on leaving soon.

My secret though... is that instead of just sending emails, I often send my offers to clients and prospects in a greeting card. This is especially the case when I'm selling big ticket items. For example, many of the items I sell for \$997 - \$2997 pay 50% commission. So I send select prospects a greeting card where I offer a discount, valuable bonuses, or perhaps a rebate. The greeting card system allows you to upload a digital image to the card. While many people are just uploading photos of people, I'm using graphics of discount coupons. It works beautifully.

The fact is that I get a response rate more than ten times higher with a greeting card than I do when I send the same message in an email. Yes, the email costs nothing to send, and the greeting card costs me 98 cents. However, if you aren't getting a response from your email, nothing from nothing equals NO SALE. If I send out 500 greeting cards selling an item that pays me \$1000 in commission, and I only sell ONE, I've just doubled my money!

I hope that your mind works like that... look at the cost involved in your promotional effort, and then look at the estimated return. If you're making a profit and it's not too involved, then it makes perfect sense to do it.

Here's the thing... the greeting card system allows you to upload a database. So you can pull up a list of past customer, subscribers, whoever, and then import them into the system. Then you can assign them all to a "group" and send that entire group the SAME greeting card. The system will allow you to personalize each card by inserting tags (such as their name). This works much like an autoresponder system, except that it sends out real greeting cards. In fact, you can set up a series of cards (a campaign) and then subscribe individual or entire groups to that series of cards all set to go out at predetermined intervals.

Do you see the power in this? While all of your competitors are send email, and hope that the filters let them

through, I'm sending a nice, warm, "touchy-feely" card, and getting amazing results. Any top Internet marketer who's tested both direct mail and email will tell you that the return on investment is SUBSTANTIALLY higher with direct mail.

Take a look at the greeting card system I use at: <http://sendoutcards.com/willie> If you'd like, we can set you up with a sample account where you can actually send out a few cards. If you send them to someone in your household, you can see what they look like when they arrive. **To have me do that, just send an email to willie@williecrawford.com with the subject "Request Sample Card Account."** You need to include your physical address along with this request. The way this works is that we actually allocate some of the postage and stamps we've paid for to an account you can use. As soon as the account is set-up, we send you a username and password that lets you log-in and use the system.

I'm very big on this system because IT WORKS. It's sending me a lot of business!

You can also make money by telling others about the system. I personally earn \$150 every time I sign up a new representative... and I sign someone up practically every day! Few of the individual Internet marketing products I sell are doing THAT well. To get full details on how to become a representative, click on the link labeled Income Opportunity at: <http://sendoutcards.com/willie>

After reading that first page, click the link at the very bottom. It will ask for my representative number. Enter 2663 and it will show you the compensation plan. After that, drop me an email if you'd like to know more.

I mentioned that this theme of "The Internet Lifestyle" permeated my week. There was not a single day that went by where I didn't have someone using that phrase in conversations. On Tuesday, March 29th, Andrew Morrison had me as a guest on his radio show. His show is called "Internet Living LaVita - Living The Internet Lifestyle." The 30 minute segment we did was aired in the New York area. We had several callers during the show. I also gave out my url and toll-free number during the show. I did get website visitors and a few consulting leads within

minutes of doing the show.

If you're not doing radio interview you should be. It's great free publicity. When you come across a radio show that you'd like to be a guest on, you basically need to let the host know that you'd make a great guest. You do this by sending them a press release and letting them know that you have a bio and "Q&A sheet" that you can send them if they want it. These last 2 documents basically make the interviewer's job very easy. They don't have to do any research to interview you...

The bio tells all about you, and many interviewers will just read it when introducing you.

The Q&A sheet is just a list of questions that you suggest that they ask you. Throw in a few that sound challenging or confrontation, and you're a "shoe-in." Interviewers look better to their audience if they come across as really grilling you :-). I've done many interviews where the host just ran down my list of question. **I was in total control of the interview on THEIR show.** That's very powerful!

The other theme that kept popping up in my week was the theme of things happening when you focus on them enough. Great teachers have frequently taught that when you focus on something long enough and hard enough that the universe just lines things up to make your desire a reality. I thought about that after I partnered with Kirt for the customer appreciation seminar.

A number of other things happened during the course of the week... basically very lucrative joint ventures just dropped into my lap. Several of the projects still in the exploratory phase have multi-million dollar potential. What I've had proven to me is that when you really, really focus on a problem, your subconscious mind often finds the solution when you least expect it. An example of this is actually a medication that I'm exploring the potential of marketing. This medication solves a common problem that I've been concerned about for over 20 years. Recently, a doctor friend of mine casually mentioned a home remedy that he'd use. This home remedy used an item available at the supermarket for about \$5. Research showed me why this remedy worked and that the product

wasn't being marketed for this purpose.

To make a long story shorter :-)... a group that I formed is now on the verge of pushing a product out to market that's based closely on the formula used for the other product. The product's been around for so long that it's no longer protected by patent. However, we'd repackage the product with a new look, "new smell," and a fresh image. This is the same thing we've done for years with reprint rights! The difference now is that instead of earning tens of thousands dollars, we're looking at millions. It's truly amazing what comes up when you just let it happen.

My ability to think in this fashion has come through years of practice and study. For example, I often recommend my clients go through an inexpensive audio course called, "**Know How To Be Right.**" The course is by Dr. Robert Anthony, and it can be picked up interesting enough at:

<http://theinternetlifestyle.com/> The course does literally teach you how to be rich. It's in MP3 format and you can get it instantly at the url above.

On the topic of joint ventures. I'm actively involved in, or orchestrating, a number of very lucrative joint ventures. I think that I've shared with you before that the real money is in brokering joint ventures. That's where you find someone with a product, and you find someone to market that product. You earn a percentage just from putting things together.

In the Internet marketing arena, the way you broker a typical JV is that you set it up like a 2-tier affiliate deal. You put yourself on the first tier, and then you go out and find second-tier affiliates. That way, affiliate tracking software does all of the accounting for you.

One JV that I brokered was for the ebook "Success Alert" which you'll find at <http://success-alert.com/> I basically went to dozens of super affiliates and offered them 50% commission on a new ebook that they would be the only ones allowed to sell. We launched the product with a closed (by-invitation-only) affiliate program. This was more attractive to the super affiliates. I got dozens of people with very large lists to read the ebook and then do reviews or recommendations. We sold nearly \$60,000 worth of this \$47 ebook in the FIRST 30 DAY. I earn a percentage

on every copy sold since I basically signed people up as if they were my second tier affiliate.

We later opened up the affiliate program, but I still earn commissions every month on those JV partners I recruited!

On the JV above, I probably put in 10 hours doing most of the work. I won't tell you how much money I made, but it was substantial! Brokering JV's is now even easier. For example, **you can now BUY a list of the top 316 Internet marketers.** So if this was your target marketer, 90% of your research is already done for you. In case you're wondering if the person who compiled this list thinks you're in the top 316 (based upon his criteria), you can check out the names on the list or get a copy of the list at: <http://www.jamesharkin.com/ultimatejv/williecrawford/index.htm>

If you're interested in this list, you need to grab a copy now. He only plans on selling so many copies (so that the people on the list aren't too bombarded with people looking for JV's) then he's going to stop selling it.

I mentioned that I do broker JV's. My partners on many of these will earn more than the average American earns in a year in as little as 2-3 days. I've recently watched JV partners and associates generate over \$100,000 in sales in a single day! What I'm telling you is that when you know what you're doing, joint ventures and brokering JV's is where it's at.

I'll be telling you about a complete course on brokering JV's ... it will be available in about a month. It will be 6 DVD's plus supplemental material. Be watching for it. It'll blow your mind when you see how EASY it is.

If you'd like to be a part of some of the JV's that I'm putting together send me an email. Send it to willie.crawford@gmail.com Include your name
email address
mailing address
phone number
list or website details
the type projects you're interested in
... Most likely I have something that would interest you

AND make you a lot of money :-)

WOW, I've been rambling on for a while. I do have some other things that I wanted to share with you, but if I go on too long you're probably going to unsubscribe :-)

So, let me know what you think of this format and maybe I'll use it more often.

I'll close with a couple things for you to do:

1) Register for my customer appreciation seminar at:

<http://williecrawford.com/customerappreciationseminar.html>

2) Check out the greeting card system I told you about at:

<http://sendoutcards.com/willie> (email me for more info or to try out the system by sending a few cards at my expense).

I can afford it :-)

3) If you're interested in doing JV's with Internet marketers, grab a copy of James Harkin's list at:

<http://www.jamesharkin.com/ultimatejv/williecrawford/index.htm>

4) Email me in if you're interested in doing some of the dozens of joint ventures I'm involved in.

5) Drop by my discussion forum and leave a note. It's at <http://williecrawford.com/cgi-bin/index.cgi>

That's it for this week.

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P.S.

This week we will have our networking and brainstorming call on Saturday. It will be at 11 AM - 12:30 PM Central. On the call, we'll do a live critique of 3 websites. Register by sending a blank email to my autoresponder at: willie3-56875@autocontactor.com

After registering, submit your site for a free critique.

P.P.S.

check out my seminar/speaking schedule here:

<http://williecrawford.com/willie-crawfords-schedule.html>

I'll now be in the U.K. in June.