

6 Online Tips that will explode your business - FAST!

A splendid talk given by Andy White at the Newhaven Chamber Breakfast group on Wednesday 17th January 2007.

Feel free to forward this transcript to friends and colleagues

1. Learn on the move – turn your car into a university

How many hours a month do you spend alone in your car?

Get an iPod and a car kit, download iTunes from www.apple.com/itunes/download/ - subscribe to some podcasts relevant to your profession;

Visit www.onthemovemediaco.uk - get some classic business books such as **Think and Grow Rich**, **Zig Ziglar's Secrets of Closing the Sale** and **The Magic of Thinking Big** in spoken audio.

2. Put audio testimonials on your website

The spoken word conveys more trust than just text;

Potential clients trust your clients more than they trust you;

Your satisfied clients + their spoken words = EXPLOSIVE GROWTH!

3. Create a downloadable e-product

Write an e-book on your passion (easier than you think) – do the work ONCE;

Make it available online using www.clickbank.com;

Sell it AGAIN and AGAIN while you sleep.

4. Put a call to action on your website

Does your website tell the visitors what to do?

"Call me NOW!" - in red! The "NOW!" makes a difference.

Join my mailing list in return for a freebie.

5. Collect names and emails

A leading business man once said that if his office caught fire, the first thing he would rescue would be his mailing list;

Have a form on your website;

Use autoresponders;

Your list is like a farmer's field – lets you harvest sales;

Mailing list managers – www.getresponse.com, www.aweber.com

6. Use online networking services

www.myspace.com – don't spam – make a profile to represent yourself
– many bands use it

www.linkedin.com – great networking site – aim to get
recommendations

www.youtube.com -

NOTE:

This document is available on the web at:-

www.summitsolutions.co.uk/docs/6tips.pdf

A recording of the accompanying talk can be listened to and download from:-

www.summitsolutions.co.uk/blog/explode-your-business/