

# Jimmy Sweeney's

# Meat 'n Potatoes

## eMarketing Report!™

For HONESTe Online Members Only



Volume 42, July 2010

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**APPETIZER** — Welcome to the July 2010 issue of the “Meat ‘n Potatoes eMarketing Report”... the patriotic edition! 😊 I’m “cooking up” this “Meat ‘n Potatoes” serving on July 3rd the day before I take my annual vacation on [Catalina Island](#).

My wife and I are taking the boat over early on July 4th so we don’t miss the afternoon parade. A spectacular fireworks show over the water at Avalon Bay will take place that night. We’re meeting approximately 50 friends and family members for the week and have been doing so for many years. If you’ve never been to Catalina Island, GO, GO, GO!

**Quick rant to my fellow Americans:** These days it seems as if our publicly elected officials in Washington have forgotten that THEY work for US. It becomes clearer by the day that the majority of these pompous, narcissistic, career politicians on both sides of the aisle are so detached from reality they actually think WE work for *them*. Well, since we can’t pick random names out of the phone book to replace them all (damn!)... vote carefully this November! 😊



## And remember...

“Entrepreneurs and their small enterprises are responsible for almost all the economic growth in the United States.” ~Ronald Reagan

My vote will go to those individuals who truly support small business, free market capitalism and limited government. All of which go hand-in-hand with individual liberty. Otherwise I'd just be voting for another self-interested career politician fascinated with the concept of growing government. End of rant. 😊

## Fun 4th of July Trivia...

- In 1778, General George Washington marked July 4 with a double ration of rum for his soldiers and an artillery salute. Across the Atlantic Ocean, ambassadors John Adams and Benjamin Franklin held a dinner for their fellow Americans in Paris, France.
- Held since 1785, the Bristol Fourth of July Parade in Bristol, Rhode Island is the oldest continuous Independence Day celebration in the United States.
- Nathan's Hot Dog Eating Contest (started in 1916) in Coney Island, Brooklyn, New York City supposedly began as a way to settle a dispute among four immigrants as to who was the most patriotic.



## Let Freedom Ring!

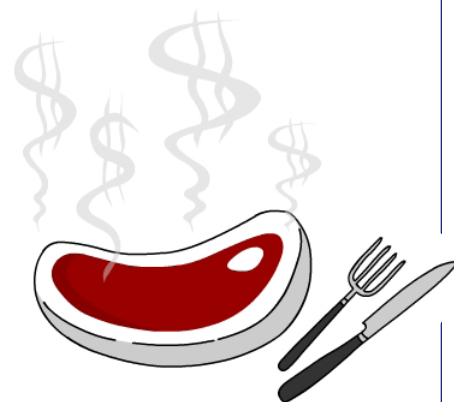
—“Chef” Sweeney

*Happy Independence Day*

**“Dinner is now served...”**



**MEAT** — **My BIG Amazing eBook Secret:** For today's main course I'd like to reveal my favorite "secret" you can use to add spice, sizzle, and the "WOW" factor to all of your digital products. I sell some software and eBooks online and to add to my customers' overall experience I make sure to use plenty of cute, descriptive, appropriate graphics to enhance the learning and overall enjoyment. It really brings to life all digital products such as eBooks and software. It also adds to the perceived VALUE which is always a good thing.



I've talked about this before but it's such an important ingredient to my product development and success. And it's so easy to do! I have a wonderful and affordable graphic artist I use for the vast majority of my products and projects. I'll simply send him a finished Word Doc or an outline and he will illustrate it. Then I have another person finalize the layout and turn it into a PDF or whatever format I'm going to use to deliver this digital product to my customers.

## There are so many benefits to hiring a graphic artist to illustrate your eBooks and information products.

Would this "Meat 'n Potatoes eMarketing Report" be the same without all these friendly and fun images? Of course not. Without them you'd just have a PDF full of text.

**My graphics guy** is Kirk Werner from Washington DC, of all places! No, he's not a politician. 😊

Take a look at [Be Safe Online](#). Kirk did all the graphics for this eBook. It's outstanding.

By the way, you can brand [Be Safe Online](#) with your HONESTe affiliate link AND your website's name and description and give it away to your visitors and lists. It's a terrific eBook.



To brand a copy for yourself, simply [login](#) to the members' area and you'll see a link at the top of the members' home page followed by simple instructions.

Not only did Kirk fully illustrate [Be Safe Online](#) he also created these original "Meat 'n Potatoes" graphics as well. He's affordable, super-talented, and a really nice guy.

Check out more of his artwork here: [Itchy Dog Productions](#)

You can email Kirk at: [kirk@itchydogproductions.com](mailto:kirk@itchydogproductions.com) if you'd like him to do some work for your eBusiness. Tell him Jimmy sent you and you'll get the royal treatment. 😊

And by the way, I do not make one thin dime from referring you to Kirk. I'm just letting you know who I use because he's done so much outstanding work for me over the years.

### ***POTATOES*** — "Bird Droppings" from Heaven:

I stumbled upon this five-minute video and have now watched it three times. Drayton Bird is a legendary direct marketer/copywriter and the following video shows what a brilliant guy he is. If you sell products or services online and are interested in improving your sales copy, watch this several times. Drayton is soft-spoken, yet extraordinary.



[Drayton Bird Droppings Video](#) (You'll need to scroll just a few inches to see the video.)

Keeping with the theme of copywriting tips from the masters, here's a power-packed little article detailing eight quick tips from eight different pros.



## Following are eight copywriting tips — all from copywriters other than myself:

By [Bob Bly](#)



- 1. The “so what” test...** After you write your copy, read it and ask whether it passes the “so what” test. Copywriter Joan Damico explains: “If after reviewing your copy, you think the target audience would just respond with ‘so what,’ then keep rewriting until they’ll say something like, ‘That’s exactly what I’m looking for. How do I get it?’”
- 2. Use the key copy drivers...** Make sure your copy hits one of the key copy drivers as defined by Bob Hacker and Axel Andersson: fear, greed, guilt, exclusivity, anger, salvation or flattery. “If your copy is not dripping with one or more of these, tear it up and start over,” says Denny Hatch.
- 3. The drop-in-the-bucket technique...** “You have to show that the price you are asking for your product is a ‘drop in the bucket’ compared to the value it delivers,” says copywriter Mike Pavlish.
- 4. Know your audience...** Understand your target market — their fears, needs, concerns, beliefs, attitudes, desires. “My way to be persuasive is to get in touch with the target group by inviting one or two to dinner for in-depth conversation,” says Christian Boucke, a copywriter for Rentrop Verlag in Germany. “I also call 15 to 40 by phone to get a multitude of testimonials and facts, and go to meetings or exhibitions where I can find them to get a first impression of their typical characteristics. Ideally, I accompany some of them in their private lives for years. By this, I understand better their true underlying key motivations.”
- 5. Write like people talk...** Use a conversational, natural style. “Write like you talk,” says Barnaby Kalan of Reliance Direct Marketing. “Speak in language that’s simple and easy to understand. Write the way your prospects talk.”
- 6. Be timely...** “Pay very close attention to goings-on in the news that you can and should link to,” suggests Dan Kennedy. “Jump on a timely topic





and link to it in useful communication with present clients, in advertising for new clients and in seeking media publicity.”

**7. Lead with your strongest point...** “When I review my writing, or especially others, I find they almost always leave the most potent point to the last line,” says John Shoemaker. “So I simply move it to the first line. Instant improvement.”

**8. The Tremendous Whack Theory...** “I employ Winston Churchill’s ‘tremendous whack’ theory, which says that if you have an important point to make, don’t try to be subtle or clever,” says Richard Perry. “Use a pile driver. Hit the point once. Then come back and hit it again. Then hit it a third time — a tremendous whack.”

If you’re looking to hire a great copywriter, here’s Bob Bly’s list: [Freelance copywriters for hire](#)

**DESSERT** — **In-House or Out-House?** I am a raving fan of outsourcing as much as possible so I can focus my energies on the most important tasks at hand: marketing, profits and cash flow.



**One area I’d like to expand on today** is whether or not you should have your own merchant account, manage your own affiliate program, affiliate payouts and every little detail that goes with this decision. Yes, you will keep a little more money per sale if you have your own merchant account but you will be forced to do or delegate more work in-house if you run an affiliate program as well. You’ll have customer service issues, affiliate payouts, tax laws, 1099’s and the buck stops with YOU if you’re doing anything wrong — whether you know it or not!

I’ve had my own merchant accounts and I’ve run my own affiliate programs and affiliate payouts before but those days are OVER for me. With third party total solutions like [Clickbank](#) and [ECSuite](#) I have all of these minor headaches fully outsourced and never have to worry about any of them. I smile just thinking about this fact. 😊





If you go in-house it costs you time and money. If you go out-house like I do, the small transaction fee is paid to Clickbank and ECSuite from each sale. For me it's a no-brainer. I'd argue it would end up costing me MORE money doing it in-house.

**Both Clickbank and ECSuite run very tight ships and I couldn't be happier.**

### **Clickbank:**

**Processes all of my online orders** accepting all major credit cards including PayPal. Clickbank takes their small cut on each sale and pays me the rest. They ALSO track and pay 100% of my affiliates. I don't have to lift a finger. Clickbank is responsible for making the adjustments to new tax laws, regulations, etc. They also process all refunds on my behalf via email and phone. They are the total e-commerce solution. You can make trial offers, use their recurring billing feature for membership sites, and they now allow you to sell physical products as well. And there are so many more features and benefits you can check out for yourself.

### **ECSuite:**

**This is the sister company of CCBill**, one of the largest third-party payment processing and affiliate management companies in the world. They offer 24/7/365 phone and email support to my customers AND affiliates. They process all of my billing, pay my affiliates once a week and allow me to work on my business instead of hiring others to handle these details.

**You can do HUGE numbers with either company**, no minimum or maximum as long as you're running an honest business, the more sales the merrier. Not always true with a new merchant account. There are usually minimums, maximums, approval procedures and credit checks to deal with.

**And with all the new laws, taxes and regulations coming down the "e-pike"** I'd rather let these companies stay on top



of that as my first line of defense instead of dealing with it in-house. Who wants to keep up with all that?

My friend, Kevin Hutto, a fellow Internet marketer and HONESTe member, has a similar take on this topic but he mainly focuses on the pros and cons of running an in-house affiliate program.



This is an informative article...

### [The Pros and Cons of an in-house affiliate program](#)

If you go out-house like I do, make sure you use a TOTAL Third Party Solution that will process your orders, offer customer support AND track and pay your affiliates. Clickbank and ECSuite do it all and are terrific. For me it's a TOTAL solution or I'd go in-house.

**Like I said, with all the probable regulations, new state taxes,** possible VAT taxes, regulations and Internet laws sure to be hitting us on a regular basis my thoughts are to go out-house instead of in-house or you just might wind up in the 'dog house.' 😊

Keep in mind there are plenty of smart folks that would strongly disagree with me, but I'm a happy camper doing business on the Internet this way.

***FOOD FOR THOUGHT*** — I've never been accused of being a math whiz but I think the main reason was my total lack of interest in it. As I became a direct marketer in the mail order business and now for many years online, I've found that I actually do have a pretty good mind for math if for no other reason than I want to know certain critical numbers... I'm interested! 😊

For example, the other day I had concluded a split test of the new HONESTe seal against the current seal and I forgot how to calculate the math equation that would give me the conversion percentage increase of an A/B split test winner. When I stopped the A/B split test of these two web seals against each other the webpage displaying the current seal had generated 525 sales and the NEW





WINNING seal (we'll be switching to it soon!) produced 549 sales of the same product. I wanted to know the increase in sales conversion as a PERCENTAGE and I forgot how to calculate this. It was driving me crazy because I've known this formula and forgotten it several times in my life. So I turned to Google and found this really cool site that has several fill-in-the-blanks calculators for all sorts of mathematical equations.

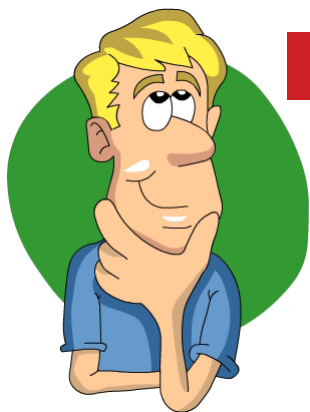
**Bookmark this one!** Here's the calculator I used called:

[Calculate Percentage Increase/Decrease](#)

By the way, the new HONESTe Online web seal beat the current seal by 4.57%!  
Pretty cool.

Boy, this was one of my longer "Meat 'n' Potatoes" issues. I hope you enjoyed it.

I'm looking forward to doing "nothing" on Catalina Island! 😊



### This Month's Quote:

“All great change in America begins at the dinner table.”

~ Ronald Reagan



Yours for success on the "Wild, Wild, Web!" 😊

— Jimmy

**P.S.** In case you missed the [June 2010](#) issue I served up these tasty dishes:

**Meat... 7 New Ways to Grow Your eBiz FAST!**  
**Potatoes... "eShelf-Life" Secrets of the Pros**  
**Dessert... Keyword Research Made Easy!**

[Click here](#) to read the June 2010 issue of the Meat 'n Potatoes eMarketing Report.

