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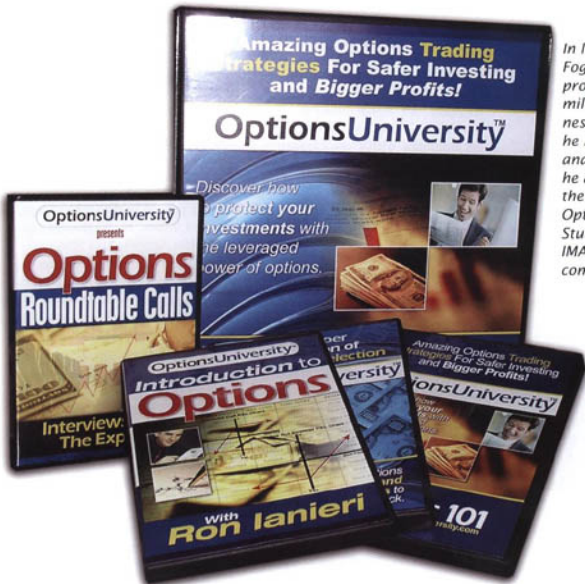
The latest on the information marketing business • The official publication of the Information Marketing Association

BEST BUSINESS PRACTICES OF THE MOST SUCCESSFUL INFO-MARKETERS AROUND THE WORLD

Insiders' Journal

How to Find the Most Profitable Info-marketing Opportunities





In less than a year, Brett Fogle created a new product and launched a million-dollar info-business. For IMA members, he reveals how he did it and the insider secrets he discovered. For all of the details about Brett's OptionsUniversity Home Study Course, visit www.IMAProductShowcase.com/Options.

Building an Info-marketing Business With Joint Ventures

How One Internet Marketer Went From Zero to 7 Figures With Zero Advertising

We often hear about information marketers taking their direct mail businesses and transitioning them to work on the Internet. Brett Fogle with OptionsUniversity is doing just the opposite, going from selling ebooks online to using direct mail, other

media and joint ventures to build his business into a full-scale information marketing business.

Brett's primary market is people who have identified themselves as being interested in stock market trading or options trading. "Options are hot right now," says Brett. "I started

an advisory service three years ago for options, and it didn't really take off. So I temporarily walked away from trading and delved into Internet marketing."

Brett established two criteria for his info-marketing business:

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1. He would sell an information product; and
2. The market would be people with a large amount of disposable income.

"At that point the only two markets I could think of were Internet marketing and stock trading," Brett remembers, "and the Internet marketing field was pretty well saturated. Long story short, I went back to my contact list and found the best options guy I could. I got really lucky because he's probably the best in the country."

"Everybody thought I was crazy," Brett says. "The mail house, the printer and the list broker, they were all questioning why I wanted to use first-class postage because none of their other customers do it that way."

Brett connected with Ron Ianieri, who was a floor trader for 15 years, including four years as the lead market maker in Dell computer options. In addition to being a leading expert in options trading, Ianieri turned out to be an excellent teacher and the perfect match for Brett's business.

When Brett went to the Info-Marketing Summit and heard Dan Kennedy describe the ideal front man, Ron Ianieri fit the bill exactly for the market Brett wanted to reach. "At first Ron primarily helped with the content, but as customers realized how knowledgeable he is, Ron really opened doors for us," Brett says.

In just two years, Brett has been able to grow his business from zero to over seven figures in sales per year. "That's with zero advertising!" Brett exclaims. "I've done it exclusively

through joint ventures."

Brett approached a well known Internet marketer, Steven Pierce, who was also in the stock arena. He had a very successful product called Fibonaccisecrets". Pierce turned down Brett's initial proposal, so Brett tried his promotion with a lesser known info-marketer who was happy to do a joint venture deal.

Once he had results to show Pierce, the two were able to launch a joint venture that did very well. Brett leveraged the success of his first two JVs to land more deals. "Joint

ventures are a very effective way to get started," Brett says. "For anybody who is getting started in information marketing, and specifically online, I would recommend JVs as the easiest and best way to do it."

For example,

Brett has an exclusive marketing deal with a brokerage company that pays a five-figure fee every quarter for referring all of his leads to the firm. He also taps businesses that want access to his customers to sponsor seminars and events.

Brett continues to use JVs as his primary business builder because he thinks they are the biggest and fastest way to grow a business. He hired an affiliate manager last year to go out and find JVs for his business. They structure the partnerships so the JV partner gets 35 percent of sales and the affiliate manager gets 10 percent. Using JVs has worked so well that Brett has expanded his business internationally.

Brett recently did an investment cruise attended by several strong international promoters. "We had

partnered with another company who dropped it in our lap and said, 'Let's do a cruise,'" Brett recalls. "We saw it as sort of a test to prove we could do it. It was an extremely short timeframe. I think it was about 45 days from the time we had to start marketing it until the end of the room block. It was successful, though." The success Brett had with the investment cruise has led to seminars planned this fall in the United Kingdom and Ireland. He is considering a seminar in Australia next year.

One of the ways Brett promotes his product is through Google ads. By hiring an experienced copywriter and tinkering with his website, Brett has cut his costs per lead in half.

"We used to have several different ads that sent leads to one landing page for a free report to get the opt in," Brett explains. "Now we have very specific ad campaigns targeted to either beginners or to more advance traders. Each ad goes to a separate landing page that's slightly different. This has boosted our conversions."

Brett is also using direct marketing to promote his products. He started with a sales letter that he tested to five different lists. He also split test using a third-class stamp versus a first-class stamp to see if the more expensive postage would get his mail into the "A" pile instead of "straight into the trash." Even though the first-class postage cost Brett more upfront, his results have been significantly better.

"Everybody thought I was crazy," Brett says. "The mail house, the printer and the list broker, they were all questioning why I wanted to use first-class postage because none of their other customers do it that way.

"But that's one of the secrets of why it works. Dan Kennedy always says if everyone says you're crazy or going in the wrong direction, you're

probably right!"

Brett's business includes several different products, all aimed toward options traders who want to learn more about making money in the stock market. *Options 101* launched two years ago, and over time Brett has made changes to it to keep customers buying. His most recent product is the *Options Mastery Series*, which is a 20-CD set. His products also include binders, videos and roundtable calls.

All of the *Options* products use high-end graphic design, and Brett has turned to outside vendors to help him create products to appeal to his customers.

"I'm a big fan of outsourcing, and I have a very good team of people all over the world," Brett says. "My graphics designer is in New Zealand. My programmer for software is in Siberia. I've got VAs (virtual assistants) in Canada and across the United States that handle different things."

Brett also outsources fulfillment using companies in New York and Georgia to ship product to his customers.

According to Brett, the hardest part of the info-marketing business is having to juggle all of the components of the business at the same time: from marketing to customer

service to product returns to creating new products. "That's why I've made it a priority to outsource more of the non-essential parts like book-keeping and updating the website." By outsourcing, Brett can focus on marketing, creating joint ventures and coming up with new sales ideas.

A New Way To Do Joint Ventures

Brett is doing something brand new to promote joint ventures, and he has given IMA permission to share this idea with our members.

Brett started with email blasts to promote his online affiliate program. He provided ads that his partners could send out to their email lists. "Two years ago, that was enough," Brett says. "As things have become more competitive and people are bombarded with more advertisements in their email, it's getting harder to get email delivered." So Brett decided to try something more creative.

He found that his teleseminars were "incidental" to his success. The real value was in the excuse it gave him to email the customer three, four or five times. Here is how it works. Brett's joint venture partners send an email that says to "look for an email next Tuesday for a special

announcement: you're really going to want to see." This initial email pre-sells the message. Then on Tuesday the JV partner sends an email saying, "Here's where you can register for a free teleseminar we're having on Thursday." The email includes short copy of a testimonial with a strong headline to sell the customers on registering for the call. Then on Thursday they send out another reminder before the call. They record the call so on Friday they can send another email that says, "Just in case you missed it, here's the replay for sale." On Sunday an email goes out letting customers know they have 12 hours left to buy or there are only 20 copies left.

To maximize attendance on the actual call, Brett asks for a telephone number and sends a voice broadcast 30 minutes before the call: "Hi, this is Ron Ianieri. I just wanted to remind you about our call tonight. It's going to be really valuable and here's why. In case you don't have the number here it is again. Also check your email, I just emailed it to you."

Brett has found he receives many of his sales through the product descriptions and calls to action within the teleconference reminder messages. Call registrants read those emails

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