

Hi

I've just got back from The Business Start Up Show at Olympia . . . not quite as inspiring as I'd hoped but there were a few interesting and potential profitable ideas.

The one I probably won't be sharing though is the one stand that had somehow cooked up a business opportunity introducing English gentlemen to beautiful Czech 'ladies'!

Hmmmm . . .

Anyway, today, I'd like to share a short and simple lesson: If you want to make money, go where the rich people live.

"Duh yeah Nick! Tell me something I didn't already know!"

But hold on! There's something so obvious here it's often overlooked.

On Halloween, my 4yr old son was all excited about going out trick or treating. He invited a few friends over, had their faces painted and dressed up as 'trainee devil', witch and skeleton.

Ever the entrepreneur, my wife, Heloise, hatched a cunning plan to generate the biggest haul of sweets from the least effort.

She targeted a single street in Islington, London. But this wasn't any ordinary street. She selected the most prestigious street in the borough - a place where houses go for £2 million plus each.

These households would be more likely to have plentiful goodies for children.

And it gets even better . . .

From a bit of neighbourly nosing around, Heloise discovered that many of the people who lived on this street were American ex-pats. And we all know that Americans LOVE Halloween. Next to Thanksgiving and Christmas this is one of those days where they pull out all the stops to celebrate in style.

As Heloise grew up in an area with a lot of American families she knew that they were the most likely to hand out the best goodies.

So not only did Heloise focus in on an affluent area BUT she also figured out that the target audience were highly qualified.

And sure enough, Zac and his friends came back with buckets of enamel stripping sweeties - enough to last until next Halloween!

Can you see how I'm going to draw a useful parallel here?

It doesn't matter if you are selling on eBay, running a retail outlet or online publishing business, finding the right people (The LIST) is one of the 3 core elements you must master to make money (after OFFER and COPY).

So a few questions to consider:

1. Have your prospects made a commitment before?
The best names to target will always be those who have already made a purchase of a similar product before. That's why it's so important to go back to your existing customers with new offers. If they have bought once, then chances are (if they were happy with your product or service) they'll come back again. So if you are on eBay, capture all buyer and enquirer details and keep in touch with a regular ezine. And that goes for any business. Your customers are gold dust. You have already spent time and money bringing them in. So keep in contact and make sure let them know when you have new products or services.
2. Have your prospects show an interest before? Next to laying money on the line, the best list (potential customer) will be one who has shown a clear interest.
3. Can your target audience afford your product or service? What's the point in marketing to tyre-kickers

or window shoppers? Yes, you'll get plenty of interest, but conversions will stink!

4. Follow the leaders - it's far better to be the 2nd or 3rd in a proven market than to be first in an unproven one! Take display advertising for example. If you are trying to sell a business opportunity (or anything else for that matter), only place ads where you find other repeat advertisers. HINT: In the biz opp world, this tends to be the Sunday Times and Mail on Sunday Business Section. You'll see all the big names there with ads that have been running for months if not years. They have spent money testing and wouldn't be appearing if they were seeing a profit!

Only 6 Places left on Ant n' Dec's Internet Marketing Masterclass!

No, not the real Ant and Dec. I'm talking about those cheeky chappy internet marketing gurus the '2 Neils' - Neil Stafford and Neil Travers.

I've got a lot of time for these guys . . . even if Neil Travers decided to call me 'Laighty' within minutes of meeting me for the first time in that knock-about-oop-north-pally-kind-of-way!

Anyway, unlike other so-called internet gurus, they don't take themselves too seriously, are highly approachable and don't upsell you to silly money seminars and courses at every opportunity.

More important, they know their stuff!

They've made money online from projects outside of the business opportunity world (including football coaching, caravans and witchcraft!), so when they offer advice, you know it comes from real experience.

They are great presenters and passionate about helping others to make their way online. I recently heard they were putting on an event. Unfortunately they really did have limited places (58 I think) and had sold more than 50 places by the time I heard about it.

I've just checked and there are 6 places left (and no this isn't some marketing trick). If you're interested in starting an online business or want techniques to help

boost your existing business, then it's definitely worth a look.

Check out full details here:

<http://www.UKGoldEvent.com/nl>

Best regards

Nick

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