

Online SuperProfits System

December 2009 Inner Circle Newsletter

“The only way you can get noticed is to carve out your own identity, and while its great and wonderful to be influenced by the people you look up to, you can’t go out there and basically regurgitate what everyone else is doing. You need to do something original and innovative and forward thinking to stand out.”

– **Ali Shirazinia**

“In today's market you don't need a USP, but a UCP - Unique Connection Point.”

– **Andy Jenkins & John Reese, Internet Marketers**

The world tour is over. For now. After being away for 7 straight weeks, from Miami to San Antonio to Vegas to Orlando to Tampa to Atlanta back and then back to Orlando, it’s good to have a weekend back in the cool, crisp fall weather of Canada. I have one more trip over to Chicago to help my friend Ed O’Keefe at his marketing seminar for dentists, and then I’m done work travel for the year...although I’m heading down to see Jay Ferruggia in Jersey to train at his place, TheRenegadeGym.com. Should be a good time, and on another travel note, I just signed up for a trip to the Superbowl in Miami from Feb 4th to 7th. I’ll tell you all about it in the March newsletter.

Anyways, when I was in Atlanta, I finally saw the legendary Frank Kern speak, and that guy knows how to do it right. He’s the only guy that can pull off that many swear words in front of a crowd filled with 40 and 50-year old white folk. He also taught some killer content for free, and the lessons were as much from how he did it as from what he did.



Kern put this picture up about 20 times during his presentation and the old geezers in the crowd went nuts for it. Pretty funny stuff.

Jeff Walker, the product launch guru, also spoke – and even though it was his product launch basics, I spent the entire hour brainstorming new product launch plans for 2010. And here’s my first prediction for next year...

Prediction #1 – We will see a 7-figure launch in the fitness info industry. Joel Marion, Vinny D., Jesse Cannone (this month’s OSP audio interview) and Mike Geary (7-8000 ebooks in one week!) all paved the way with big-time launches this year, and I think someone is going to take those lessons and turn it into a \$1-million promo in 2010. That’s a bold prediction, I know, and **next month, I’ll give you my Top 10 info marketing predictions for 2010**. I see some HUGE changes coming our way – and it’s going to result in massive money making for folks who take action. And if you’re just interested in doing your first launch, here are just 3 of the tips I got from Walker’s presentation...

- Don’t forget the launch sequence is a conversation
- Create anticipation for your launch by telling a story
- Do the launch to your list first to prove to affiliate partners that it works

Joel Marion lined up a mega-launch, getting more affiliate partners, making more sales, and putting together even a more perfect offer than the one he had in April of last year.

I can’t say enough about Joel’s vision and his ability to identify gaps in the marketplace to help out everyone’s readers, PLUS his confidence and organizational skills that allow him to just “kill it” when it comes to product launches. The only other guy in his league is Wince Del Monte. You gotta keep your eyes on everything these 2 guys do...

Finally, congrats to everyone in the OSP family who made great strides in their biz in 2009 – from industry leaders like Alwyn Cosgrove (who has the #1 most profitable gym in North America) and Tom Venuto (who released the best fitness hardcover book this year) to young upstarts like AJ Roberts, Elliott Hulse, and “Super Joe Mario”. I’m honored that you are an OSP subscriber and I’m very proud of you, and can’t wait to see what you’re going to do in 2010...especially after I expose all of the hottest new trends next month – you won’t want to miss that issue.

But for now, here’s...

What’s Workout for Me

- KettlebellWorkouts.com

This little website continues to surprise me with its success. First, we double launch expectations because we took my advice of filling a gap in the marketplace and setting up a high-converting upsell, so we attracted big name affiliate partners. That has also helped the sales to keep coming in on a daily basis, but we’re also getting daily sales thanks to organic traffic – and a lot of that has to do with using the straight-forward website name, KettlebellWorkouts.com. As a result, we’re in the top 4 results for “kettlebell workout” and “kettlebell workouts”. And as kettlebells get even more popular in 2010, that will just mean double or triple the sales everyday.

- TTBootcamps.com

Another gap-filler is paying off handsomely for me. By listening to customer feedback and getting to know all of the types of customers that TT was bringing me, I realized I had an underserved market in the personal trainer/bootcamp leader. Since launching the TT Bootcamp ebook in April, I've created a six-figure business in just over 6 months. And as bootcamps get more popular, it's only going to do better. Plus, because of the unique angle of this program, I'm able to tap into a new affiliate market...so think, what gap in the marketplace exists that you can easily fill? There has to be something.

- Planning to Add 20% to My Weekly Income

I'm 3 weeks into this experiment, and it's working brilliantly. Here's what you need to do to score your 20% boost in business too...

First, take a look at how much money you are making during an average week (when you aren't having a sale or promo).

Second, set a goal of how much you want to increase that total. For me, I chose 20%. So let's say I was making \$1000 per week online...I've now set my new baseline goal to be \$1200 per week.

Third, write down everything you can do to make more money for your online business. That means launching a new product (and be specific about it, don't just write down, "new product"), or affiliate promotions, creating recurring billing products, or offering higher priced versions of current products.

Fourth, go through at least 3 and preferably 6 months of 2010 and insert all of these extra money making ventures into your calendar. By planning your calendar with promotions and product launches, you can boost your income because you have a plan and system for generating more sales.

Fifth, every time you do NOT reach your new baseline goal, institute some type of punishment – for example, donate \$100 to an organization you hate (i.e. if you're a democrat, make the punishment donating to the republican party). You can use a cool site like Stickk.com to hold you to this commitment. And of course, when you succeed, make sure to reward yourself. The bottom line is that if you plan and prepare, you can make more money online.

Of course, to boost your business in 2010, you need to have...

Big Plans for the New Year

Here are the 2 biggest things I have planned for 2010 to boost my biz...

- 1) Launch the “TT for Abs” follow-along workout DVD’s
 - After years of reader requests, I’m finally filming follow along workout DVD’s for all of my Turbulence Training programs. It is a huge market as P90X has proven.
- 2) Clickbank continuity
 - My goal is to get more Turbulence Training customers immediately on continuity through Clickbank. I’ll be having a sale first thing in the New Year using a few continuity stick methods and you’ll learn all about that in 2010 newsletters.

And if I can figure out the logistics of how to film these without killing myself trying, I might do...

- 3) Follow along monthly workouts
 - As I mentioned in previous newsletters, the more product you have, the more money you will make. Follow along workouts of the month allow me to introduce a new monthly continuity level, PLUS I can sell packages of monthly DVD’s and I can make individual DVD’s available for lead gen and one-off purchases.

Those are just a few of the things I’m doing to boost my baseline income by 20%, but I will also be doing more targeted affiliate promos for the products I truly believe in.

Traffic Update

Wow, a 665,300% increase in traffic! Yep, I achieved that in just one year...of course, the site that is getting me 665,300% more traffic didn’t exist last year. But below you’ll see a year on year comparison of my top website traffic sources. My biggest “real” improvement was from natural/organic search, but I still have a ways to go to get amazing amounts of traffic. The chart also shows you how effective my TTFatLoss.com blog has become in just 7 months, and you’ll see that I’ve double my amount of monthly traffic from youtube (although it is still a relatively small amount). Finally, you’ll see that Ezinearticles.com doesn’t really send a lot of traffic, even though I have hundreds of articles on there...so just realize that article directories are not a great use of your time.

1. direct / (none)					
October 1, 2009 - October 31, 2009	33,822				
October 1, 2008 - October 31, 2008	23,757				
% Change	42.37%				
2. google / organic					
October 1, 2009 - October 31, 2009	22,445				
October 1, 2008 - October 31, 2008	7,525	4. youtube.com / referral		11. ezinearticles.com / referral	
% Change	198.27%	October 1, 2009 - October 31, 2009	2,687	October 1, 2009 - October 31, 2009	1,269
3. tffatloss.com / referral		October 1, 2008 - October 31, 2008	1,438	October 1, 2008 - October 31, 2008	943
October 1, 2009 - October 31, 2009	6,653	% Change	86.86%	% Change	34.57%
October 1, 2008 - October 31, 2008	1				
% Change	665,200.00%				

If you aren't tracking your numbers, you're CRAAAZY. By the way, Youtube traffic has been converting higher in the last few months due to (in my opinion), the fact that I have over 200 videos now, and that I do more social media promotion of the videos, and because we are connecting all of my videos together with the Youtube annotation feature. Should be interesting to see these traffic sources in a year from now...

Email Data Update

Playing around with open rates is always a good time, because the more people you can get to open your emails, the more will read your message, and the more will click on your links and buy your products. So here are a few of my best performing headlines from the last year. But it's important to note the one funny thing about email open rates...as your list size increases, it is a GUARANTEE that your open rates will decrease. I'll show you proof in a second...first, here are some good headlines you can "model"...

<u>Email Subject Line</u>	<u>Open Rate</u>
7-Day Abs Plan	28%
Abs – Free Workout	30%
Top 10 fat loss foods	29%
Your grocery list	28%
[Name], 3 things you must NOT do	29.5%
5-day per week workout program	31% (this was a surprise)
Ab exercises NOT to do	28.5%

Also, as I mentioned before, open rates go DOWN as your list size INCREASES. Just take a look at these two emails we sent out to our small kettlebell list (and the open rates are still climbing...)

<u>Sent Date</u>	<u>Subject</u>	<u>Opens</u>
11/16/09 01:53 AM	<u>A Kettlebell Circuit that is Killing P</u> (Also sent to: tt_kettle_cust) (Excluded: ttbootcamp_cust, ttbo	1,584 (49.5%)
11/10/09 12:07 AM	<u>{!firstname fix}, holiday nutrition</u> (Also sent to: tt_kettle_cust) (Excluded: tt, ttaffiliates, ttcust, tt	470 (49.8%)

(The top subject line was, "A Kettlebell Circuit that is Killing Personal Training" – another killer email subject line if you want high open rates.)

Wise Words from Internet Marketers

In the past month Internet Marketers like Andy Jenkins and John Reese have been releasing a ton of great content through free videos. Here are the best tips they've laid out...

Reese & Jenkins

- Instead of chasing new opportunity all the time, focus on taking what's already working and make it better
 - 80% of sales comes from 20% of your efforts, so isolate the 20% and do MORE of what is WORKING
 - That's why you must be tracking and reviewing analytics
- In today's market you don't need a USP, but a UCP - Unique Connection Point
 - How do you connect with clients in a way that is different from competitors?
 - Need to be more patient, understanding, and empathetic
 - You also want to make sure you have your list segmented
 - The more segmented your list the easier it is to connect with them because you'll be able to write more specific emails
- Big mistake people make is thinking untapped market is best place to go
 - Fast track to success is picking busy markets where the action already is
 - Niche products into big markets is where the money is
 - I.e. Fat Loss for ____ (insert niche market here)
 - Find out what your user search behaviors are
- Mindset
 - A lot of what drives us to take action is when our backs are against the wall
 - If you want to accelerate your money and business to grow, need to envision something that you don't currently have in your life that you want, reverse engineer the numbers of what it would take to buy the thing

Adding to that is Dave Kekich, author of the Kekich Credos that I review each day, and here's Kekich Credo #21:

“Always have lofty explicit goals and visualize them intensely. Assume the attitude that if you don't reach your goals, you will literally die! This type of gun-to-your-head forced focus...survival pressure mindset, no matter how briefly used, stimulates your mind, forces you to use your time effectively...and illuminates new ways of getting things done.”

More Mastermind Updates

Here are some of the biggest tips I got from the multiple mastermind meetings I attended over the last few months...

1) Think bigger

If you stay at home and never get around other successful people, all you will think about is how you can make a couple of sales per day. But when you get around others in a Mastermind group, you'll think bigger, about making \$200 or even \$2000 (and more) per day...which is possible for everyone with a good product.

2) Focus = results

You know all those people that say they have "ADD". Well, they probably don't. They're really just undisciplined and lazy. And when you get in your Mastermind group, you'll be driven to get your focus back and get the work done – and stop making excuses.

3) So many intangibles

Aside from expert advice and amazing contacts and resources, you get healthy competition, accountability, and support from other like-minded business people. Tough to put a price on it...that's why I spend so much time in Mastermind groups. It's the secret to getting to the next level.

OSP Mastermind Alert

- I now run a Mastermind group with Bedros Keuilian. If you want to be first in line for this life-changing coaching group, send an email to cb@cbathletics.com with the subject line, "Mastermind Details Request"

15 Opportunities in the Fitness Industry

Now finally, before I give you the exact 15 opportunities that I think remain in the fitness industry, I want to share a simple success formula...

- Identify a problem in your niche market.
- Create a product that solves it.
- Make sure the solution has a Big Idea/Hook.
- Market it with personality.
- Build an entourage of raving clients.

Of course, you might need to start at an even more basic level than that, by asking yourself these questions:

- è Who is Your Who?
- è What is your Unique Ability?
- è “What problem do people have and what solution am I offering?”
- è What info product can you create that sets you apart from all the other info products out there right now?
- è What niche can you dominate?

If you still need help finding your niche market, here are the 15 fitness info product categories that could still be dominated in 2010...

1. Nutrition, Nutrition, Nutrition
2. “How to Lose Cellulite”
3. Golf workout manuals (focusing on home gym/bodyweight exercises)
4. Follow along DVD’s for women
5. Hardgainer workouts
6. Hardcore no-frills Kettlebell workouts
7. Simple Beginner Resistance Band Workouts
8. No-Equipment Bodyweight Exercises (“Desert Island” workouts you can do anywhere without a single piece of equipment)
9. More blue collar “anti-gym” workouts
10. Circuit workouts
11. Really, really easy beginner workouts for folks intimidated by the gym
12. Fitness expert for newly divorced women
13. The fitness expert who is also a sex expert
14. A funny fitness expert
15. All fitness experts need to become better storytellers...the fitness expert who can dominate video will be next Superstar!

Getting Everything You Can Out of All You’ve Got – Jay Abraham

Recently I read two books by Jay Abraham...one was called, “Getting Everything You Can Out of All You’ve Got” (thanks to Bedros Keuilian for that one), and the other was Jay’s newest book, “The Sticking Point Solution”. I recommend the former if you’re just going to choose one.

Here are the top lessons I got from Jay’s books...

- Most people don’t measure, compare, or quantify results, or even have a detailed plan

Don’t be like that. Instead, you must break down your numbers and find out what works. To do that, you must use analytics (google, clickbank, etc.), by doing that you will discover the fastest & easiest ways to make a difference in sales.

Abraham popularized the classic, “3 Ways to Grow Your Business”, which are:

1. Increase client base
2. Increase ATV
3. Increase transaction frequency

Use those 3 strategies when putting together your plan to increase your business 20% per week or month. It’s pretty simple. List all the lead generation methods at your disposal, all the products you can promote, and all the follow up products you should create.

Abraham is also big on positioning yourself as the pre-eminent expert in the market. That means you should surpass all others and strive for greatness in your impact and contribution to the marketplace. By doing that, you can add to brand equity by doing more, caring more, contributing more and provide a better outcome for your clients, proving you are a better investment than ANYONE else in your market.

Alright, that’s it everyone. Merry Christmas and Happy New Year, and I’ll talk to you in 2010!!!

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In January:

- How to Get Affiliates
- Top 10 Info Marketing Trends in 2010
- Secret Weapon of Top Marketers
- The Problem BIGGER Than The New FTC Rules
- How to Overcome Your Internal Resistance & Break Down the Barriers to Success
- All this, plus my regular articles, book reviews, and more! Look for that issue in early January. Stay tuned!

Don't forget...

As a subscriber to the OSP print newsletter, you'll receive the latest Internet Marketing Secrets each month to help you sell more of your fitness information products.

When you ordered the OSP Seminar-in-a-Box you also signed-up for 2 FREE issues of the Monthly OnlineSuperProfits print newsletter. After the 2nd month, you'll be charged \$49.95 per month unless you wish to cancel.

If you want to cancel at anytime, please email cb@cbathletics.com. Let me know if you have any questions.

Helping you make more money online,

Craig Ballantyne, CSCS, MS

PS – And don't forget to email in your recommended topics you'd like to see covered in future Online SuperProfits Newsletter.