



We all know the statistics about succeeding on the internet... less than 5%.

Pretty lousy, right?

But somehow, it doesn't faze too many people... they just keep buying more junk and wasting more time.

Hope spring eternal.

Every day we are inundated with more shiny objects, more pushbutton systems that promise the moon, and promises of "an easy \$10K a month."

And we keep hoping that "one of these" will work. And solve our problems.

But most of us know what works... and what doesn't.

I'm going to give you something today that will work for you... if you use it.

Yes, I said "give". Totally free of charge.

This is such a simple thing that I honestly would feel guilty selling the advice in a WSO... Yes, it is that easy and simple... but...

A lot of you won't use it and a lot of you will not believe that it works.

Now...we all know that bonding with your list works... and we all know how important creating trust is.

But what I am about to share with you goes beyond that... way beyond.

And I can tell you that IF you use this with your list you will absolutely, positively increase your ROI and your revenues by huge amounts. And yes, I mean HUGE.

I literally had people throwing money at me...

Honest...

Keep reading , because you don't want to miss this... you really don't.

In order to be successful in the internet marketing world... no matter what you choice of product is... you need:

1. A product or service that is in demand.
2. Traffic.
3. A way to convert the traffic to a sale (or rather, ENOUGH sales to ensure that you stay in business and keep the wolves at bay).

No matter what you are selling or "trying to sell" you need the above... whether it be Kindle books, niche marketing of any kind, success coaching, website design, offsite marketing, traffic generation products, list building... you name it...

"There is one thing that everyone needs IF they want to rise above the rest of the crowd... and yeah,

it's a big crowd out there with a lot of competition.

“So... is it the product that makes you successful?”

Sometimes.

“Is it the amount of traffic that does it?”

Well, sure helps and if there is enough AND you are good at it driving it ... you will make money.



Same thing if you can convert traffic to sales... you will make money... probably a lot of money. If you keep your nose to the grindstone and don't lose focus.

But there is one thing that will always keep you “head and shoulders” above the rest... assuming the rest are followed even to an average degree.

It is HOW YOU RELATE TO YOUR CLIENTS AND POTENTIAL CLIENTS.

Oh sure, everyone admits how important copywriting is... but I'm not talking copywriting. And everyone talks about gaining trust... and giving away "free stuff" so that people LIKE you

I am talking about relationships... and how your clients see you...and ***how they feel about you.***



When I look at the "big names" in the business, everyone pretty much knows the same people... because their names and sometimes their products are everywhere.

But do you know anything about them?

Probably not much.

Sure, you may have picked up a few tidbits from webinars, seminars even gossip online... but it's really not much is it?

I want to share with you how I used a “form of copywriting” to build relationships with my clients, email list, and potential clients that enabled me to sell well over \$25,000,000 worth of real estate in a foreign country... when I had no experience whatsoever... and it even allowed me to get my face on Newsweek Magazine.

... AND what it did for the rest of my business.



My name is Randy Berg and I'd like to give you a little background...

My wife and I ran a commercial print shop and a couple of retail copy shops during most of the 90s. And, if you have your own business (especially if it's “brick and mortar” then) you know about long hours and frustration. It was a rare day that we worked less than 10-12 hours.

We had taken one of our rare vacations in the winter just before the start of the new millennium... to Costa Rica. And we fell in love.

And I immediately started talking to Rhonda about “retiring” there. Of course, we KNEW it was a fantasy but we all have our dreams... after all, sometimes dreams are all we have.

And then 9/11 hit. And we both looked at each other and said “it’s time.”

And we sold literally everything we had... the business, the house, everything else went to the kids or in the dumpster. And after a year... we landed in Costa Rica with two suitcases apiece and our two dogs, Tubby and Beano.



It was gorgeous and we loved it... despite nearly everything being completely different than I had read on the internet and in print. How could a little frustration stop us? This was our “great adventure!”

We built our first house... and again, it was nothing like what was written or portrayed on the internet. But it was worth it. This was now our new home.

I grew bored.

And... remembering all of the troubles we encountered buying property and building, my wife and I started a real estate company. And we quickly grew.

I started writing about our “adventures” and what we encountered in Costa Rica as an expat. Never mind that I had no experience writing or in real estate... no one else did either! We were instant experts!

We grew quickly... and branched out into construction and development. And as a result received a ton of publicity... starting with Newsweek magazine, and then into Investors Business Daily and others.



We did a lot of things wrong ... and a lot of things right. We have no experience with real estate, construction ... or any of it. We learned as we grew.

It was a heady experience for two “middle aged” gringos from Minnesota... publicity, money rolling in... and regarded as being among the top real estate experts in the country.

I had never written before and was suddenly being asked to contribute to different local and national newspapers as well as being asked to contribute chapters and more to books on real estate and construction. We did ... and our reputation continued to grow.



In retrospect... we didn't really know what we were doing... we did the best we could with our limited experience. And given the circumstances it was going pretty well.

Then the worst economic crisis since the Great Depression hit the markets. It wasn't bad for a while, then it slowed. And slowed some more.

And suddenly, even with the markets slowing, EVERYTHING went wrong.

One of our developments on the beach with an estuary behind was flooded and a third of the property was totally gone... underwater. Another, in a very prestigious beach location AFTER jumping through hoops to get permitting and building three homes and taking orders for more... was shut down... no reason given except “we know we gave you permission but we want to do more studies”... the first one cost us \$250K, the second \$500K.

And it didn't stop there... we were threatened by one of my clients, that I later found out was the biggest synthetic drug dealer in the States (I had to hire an armed guard)... another development changed zoning on us despite us being given permission to build ten homes and a pool... kaput!, no more building. “oh well” the municipality said, “try again next year.” Hinting for a payoff.

And the crowning blow... we went into the bank to get cash for payroll and the bank manager came over and said “sorry, but your account has no funds available.”

WHAT?

Yes, we checked the balance the night before. And low six figures.

Yup, our attorney, who we had given power to sign... had drained our account.

He laughed at us.

I almost totally lost it but we went to the equivalent of the FBI as well as seeking out other attorneys. Turns out we had a case... IF we took it to court and probably would get a judgment within ten years... probably no money though.



That was it. No money left.

We met with our investors and worked out a settlement which left us damn near penniless.

And we went back to Minnesota.

We had a home in my sister in law's basement and my social security check.

After a month or two of feeling sorry for myself... I wondered what the hell I would do next. To say I was depressed was a gross understatement.

I started re-engineering everything we had done that made us a success.

And I started... slowly at first, to see that we had done a lot of things right.



In fact, it became apparent that ... almost totally by accident... we were doing a lot of the things that top internet marketers in the States were doing.

We were collecting names, using autoresponders, sending out emails and newsletters... sounds like email marketing doesn't it?

It was... if you reduce it to basics, that is exactly what it was.

Of course, there were differences... there always are.

So I started over again.

And after a while I saw more exactly what made us a success... and that is what this PDF is all about.

We have been back in Minnesota for a few months now and the “new” business is doing well... getting off the ground, but making enough so that we aren’t dependent upon my Social Security check any longer. And we’ve even managed to move out of my sister in law’s basement!

When some marketers talk about “If I lost everything, what would I do to start over?”... most say email marketing. Everything that is for sale... every product and every service has its own idiosyncrasies... but the basic structure of email marketing... with a few minor twists naturally... is timeless.

I didn’t realize that the format email marketing was what I was doing. But now I do.

And it is one major thing that I realized... that really had a major impact upon my success in Costa Rica. And that’s why I’m writing this.



I have to be honest... my newsletter was a whim. I had just returned from a day trip to a nearby town which really struck a chord with me. I had MAYBE 30 or 40 potential clients and people I was corresponding with that I wanted to share the information with... so I wrote a brief description of where I had been and what I saw... and of course, I put in a few photographs.

At least 50% wrote back and thanked me and all were extremely complimentary.

Now, I also have to say that I never was much of a writer. Odds and ends but never thought I could do a first rate job.

I also will fully agree with most of you who say “Costa Rica? ... sure, anyone can write about a country like Costa Rica.... But what about Podunk, Iowa or Grundle, Montana... or Fleabite, Pennsylvania?”

I don't disagree but that is not my point here.

What I am leading into is disclosure and talking about the things and everyday occurrences that make us HUMAN. These are the things that people can relate to.

Remember how popular the *Jerry Seinfeld show* was?

Most of us remember specific episodes.

My favorite was the Soup Nazi.

But we ALL remember the show and most of us loved it.

What was it about?

Little things... the things that irritate us, make us happy, make us cry... you get the picture. The Seinfeld show made us smile.

It was about life.

I didn't start writing about the "little things of life" (or at least I didn't realize I was doing it) until my wife came up to me and said "did you tell anyone I was in the hospital?"

I did and didn't think twice about it... until my wife asked me... but yes, I did because I was just relating instances in my life IN MY NEWSLETTER. And I remember saying how upset I was and how worried I was because my wife was an important part of my life.



When was the last time any of you related even something that mundane in a post, blog or newsletter?

I know some of you do, but frankly, not too many.

I don't remember when I "officially" started talking about my Seinfeld moments, my foibles, my faults, and the "good, bad, and ugly" in my life. It just kind of happened.

And I didn't realize how much of an effect it had on my business for a long time.

I know that one of the "big things" in copywriting is telling stories. That reaps huge rewards. And the "stories" don't have to be about major events, catastrophes, or huge parties. They can be about the Seinfeld moments.

You see, everyone got to know me through my newsletters. They knew my wife, my kids (all grown and some with grandkids)... they all knew that I had two hearing aids, was typically “old man crabby” and liked to watch specific kinds of television shows. I also copped to hating to sell, being a Type A in a laid back country, and having a temper that often got the best of me.

I also remember telling people that I had a lot of years without drinking and relating a few episodes of the difficulties of finding an Alcoholics Anonymous group in a Spanish speaking country. That got a lot of response. Virtually no one talks about having a drinking problem... and worse yet... waking up in a foreign country without knowing how you got there. And I also talked about “screwing up” and making mistakes. I had to really think about these disclosures because I wasn’t sure if it would drive people away. It didn’t... in fact, it had the opposite effect.

Take a look at this newsletter... yes, it’s a true story. But events like this happen all the time. I got a LOT of emails in response to this one.

<http://www.cr-home.com/newsletter/20130426/>

I remember one of the first times that someone mentioned my writings... he came ostensibly to see a property that was in one of

our developments and one that wasn't. He came to the office and carried in a huge briefcase and informed me that he had printed out everything that I had written! All of the newsletters and all of the Ebooks, particularly the ones related to buying land and building.

I was dumbfounded.

Of course, suddenly I realized that, by writing, I was THE authority on building, construction and real estate in Costa Rica.

So... are you seeing now that publishing or even simply having an Ebook available on a specific subject that you know something about (even if it is a PLR... "private label rights" that you have purchased and put your own name on it) it really does make you an authority.

This was, of course, what the intent was when writing about various subjects in Costa Rica that most people knew very little about. But it is always a shock when you get the payoff... in terms of compliments, which usually translate into dollars.

But we all know about authority means to internet marketers... it is gold.

And we all know people who have written books and what has happened to them. They are the icons in our business.

When these people walk into a room, it gets quiet.

But I'm talking about something different.

Let me tell you a story.

After I had been in business a few years and had a fairly decent following on the internet and subscribers to my newsletter I found that sales and investments were like the proverbial "falling off a log".



I could do a mailing of a specially priced beach home and have someone call within literally minutes, ask a few questions and then say, "I'll take it."

And I would say "but don't you want to see it?"

The answer was always “no, if you say it is exactly like you described, I’ll take it”.

And then “oh, by the way, tell me where to send the money”.

Honest to god, sight unseen, hundreds of thousands of dollars.

Personally I would never do that.

And if I was raising money for a development... investment money... I would send a prospectus describing in great detail exactly what it was... and I would get call saying “I’m in for \$50K... or \$10K... or even \$100K... where do I send the money?”

I swear.

And I would say “what questions do you have? And when are you coming down to look over the property?”

And the answer was almost always the same... “I don’t need to see it. I trust you.”

WHY?

And eventually I would hear “I’ve been reading your newsletters for a year or two and I can tell what type of person you are and I know I can trust you”.

Honest.

OK, to the bottom line.

What kind of stuff am I telling these people to inspire that kind of trust?

If I could get that kind of money ***sight unseen*** can you imagine what you could do with your own client base or email list... with lower priced stuff?

Now I’m not going to pretend that all people are going to be mesmerized by your writing... not even close. Demographics are different for products and not everyone will respond to the writings of a 60 year old vs. the writings of a 30 year old. But I would be willing to bet that the increased ROI you will get will totally astound you.

Face it, we all market products that interest us (most of the time, anyway) and those products are going to appeal to a pretty large segment of our list. That's how it was built.



Now... you know the demographics of your own list and what you can expect for conversions... building this type of trust with your list and the results will blow you away.

Here are a few more samples of my newsletters...

<http://www.cr-home.com/newsletter/20120516/>

<http://www.cr-home.com/newsletter/20121221/>

<http://www.cr-home.com/newsletter/20130404/>

Don't think you can do it?

Can't write about embarrassing moments? Or deep dark secrets? Or things that maybe make you cry (or at least make you THINK about crying) ... or what about the time you made a drunken fool of yourself at the inlaws' anniversary party?

Yeah, some of these are tough.

Can you write about the good times?

The graduation of your son... the one you would have bet heavy money wouldn't make it?

Or even the time your daughter's softball team finally won a game?

Or ... the time you got shut out ice fishing, but had the best time because your best friend was with you.

These are the things I'm talking about. The things that make us human. The special moments in our lives... even the littlest moments... the things that have meaning to our lives.

Putting it bluntly... if you want to relate to your clients... increase your take home and conversions and MAKE MORE MONEY... can you write with your heart and your emotions?

I guarantee your clients and your list will love you. And they will be yours for life.

Don't think you can do it?

Yeah, you can.

If you want to ... because it is a business decision. But if you honestly don't think that you can put those kind of emotions on paper... find someone who can help you. Go to Elance or oDesk or one of the outsourcers that you use and find one.

It may not be the ideal solution, but it's not expensive and it WILL pay off.

Another thing... don't be phony. If you need to outsource, ask someone who is close to you if what you had done is "too far out in left field" or simply "phony." Your list will be able to sniff out phony. Honest. They will.



If you want the type of business that I had in Costa Rica... and have again... (starting over) you'll do your damnest to put your "Seinfeld" moments down on paper. Communicate them... even the ones you are embarrassed about... not just your happy or sad moments. The ones that you will remember for probably the rest of your life. These kind of moments.

They make you human and they make you different than all of the others out there who just want to "sell something."

People know it and people feel it.

And they respond...just like you always hoped they would.

Because you aren't afraid to talk about yourself and be human... they will trust you 100%.

Oh, one last thing that I have found. It is definitely more personal and more meaningful if the emotions are conveyed in a newsletter, “postcard” or even a personalized email. A blog, at least to me, is pretty impersonal.

My subscribers always told me that they appreciated the newsletters that I sent them. Of course, everyone got the same one... but the emotions and sentiments conveyed made it seem that I was writing to them alone. It built trust and confidence.

Do you have to do this type of communication every single time?

No, of course not... that would be overkill. But you need to do it often enough so that your readers and subscribers can relate to you and distinguish you from the hundreds and thousands of others who are “just trying to sell something”.

One last thing (yeah, I know I said that before ... so this is the “very last thing”)... I know that a lot of you will pooh pooh these suggestions but I challenge you to try for at least a couple of months. You will be absolutely astounded at the difference that it makes in your business. And that is really what this is all about. Standing apart from the crowd.

And of course, making more money.

Good luck and thanks for reading.

Randy B.

Being human and communicating it... for dummies.

For those of you that may need help, I have listed several topics which may give you a jump start in figuring out your own “Seinfeld moments”...

- A death of a family member or friend.
- Making your first sale online.
- Completing something (anything) for the very first time... how it felt and why it is important to you.
- The birth of your first son or daughter.
- Something your father or mother told you that you will remember for the rest of your life.
- Why my divorce was the best (or worst) thing that ever happened to you.
- One of the best days of my life was....fill in the blank...
- One of the worst days of my life was when... fill in the blank.
- I'll never forget the day that... fill in the blank.
- I'll never forget Mr. (or Mrs. X), one of my favorite teachers and what she said to me....

- One of the most embarrassing moments of my life was when.... And why I still remember it...
- My best friend's name was Joe Blow and I'll never forget the time...

It is important to remember that your stories, remembrances or recollections should have a meaning. To just relate a "Seinfeld moment" out of the blue with no relevance makes you look pretty silly.

Almost every important memory has relevance... use it appropriately and you will get response like you wouldn't believe. If you are talking about niche marketing and you want to inject a little humor... try bringing up the time that Mrs. Johnson in first grade caught you not doing your homework for the fifth day in a row and made you stand in a corner. Relate that to a problem with niche marketing. Anything to make your point "come alive".

Remember, we're all human... we have problems... we laugh, we cry... we celebrate and we mess up. When your readers see you as human AND you offer value (which you should be doing all the time anyway)... you become special and your readers look forward to hearing from you. And really paying attention to what you say.

And if you do the rest of your business like you know you can... and combine it with this form of communication... who knows?...

you might just become one of the IM guys that people talk about
10 or 20 years from now.

It's easier than you think.

And it works!!!