

HOW I BUILT MY PRACTICE WHITE PAPER

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Dear Readers,

Before we begin I want to share something with you that will help you get the most out of this white paper.

If you are anything like me your hard drive is filled with tools that might be useful someday if you only took the time to look at them. I don't want this information to fall victim to the same fate.

I want you to take your printed copy of this and give it your full attention. Make sure you have a pen and paper near by. Switch off your computer, silence your phone, and turn off your music.

In the following pages you will find ideas that are not just theory. They are things you can implement right now. They will help you to save time and they will help you make more money.

Everything I share here are things I use in my business today. I am willing to bet that you would like to triple your sales the next time you offer something. If you follow the steps of the first item I share (which is soooooo easy to do) you will do exactly that.

You are worth the time to learn this. Your business is worth the time for you to learn this.

Set the distractions aside and enjoy!

Gene

20 Minutes Of Work Turned A \$1200 Sale Into A \$6000 Sale

Let me tell you a story. In January I was speaking at an event in the UK. I brought a digital product with me that I normally sell for \$497 and was going to offer it as a conference special of \$297.

When I tried to process the first order my credit card processor didn't work on my cell phone because I didn't realize it wouldn't function outside the US. I told everyone at the conference that if they wanted to use a credit card I would send them an email with a discount code.

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Once I got home, since I was setting up a special online code for everyone at the conference, I decided to offer the same deal to my list.

Instead of writing a brand new sales letter I looked at two old sales letters I had written for the product in the past, copied some of the best bits, added a few new paragraphs, and sent it to my list.

It is important to note this was an offer out of the blue. There was no obvious or subtle priming of my list for this sale, there was no launch, and this was a product that was over four years old which I had offered to my list a number times before.

Because of this I didn't have very high hopes, but it hadn't taken me much effort (reused sales letter and a digital product I'd already created) so any result would be good.

[Note: If you would like to see the sales letter I sent you can read it here: <http://goo.gl/ZRu2e3>]

I sent the sales letter on a Monday and I put a one line PS at the end of my regular Thursday newsletter asking people to check out the sales letter if they missed it.

Between setting up the discount code, cleaning up the copy and sending the newsletter I invested less than two hours in the whole process.

Over the course of the week I made four sales sales for \$1188. Not too bad for two hours of work.

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It was at this point I decided to implement a piece of advice my friend Craig Eubanks shared with me years ago. Craig said: if you send the exact same sales letter to the exact same list three times you should get the same number of sales each time.

What that means is if I waited one week and sent the sales letter to the exact same list I should get four more sales. AND if I waited one more week and sent the letter again I should get four more sales.

It had been a few years since I had tried this tactic so I decided to give it a go.

Week two I changed one phrase in the sales email. The first time I sent the note I said "Last week I was lucky enough to travel to the UK". When I sent the note week two I changed that to "*A few weeks ago* I was lucky enough to travel to the UK". Again in my Thursday email, I added a PS about checking out the sales letter.

The total time spent in week two: less than ten minutes to update and resend the sales letter.

Did I sell four more programs?

Nope!

I sold six for \$1782. That is pretty good for ten minutes of work.

For week three I made two changes to the email. First, I added the words "**LAST CHANCE**" to the subject line and second, I said that the sale was ending at the end of the week. Again, I put a PS at the end of my regular newsletter telling people the sale was ending in 24 hours.

Total time spent in week three: less than ten minutes.

Did I sell four more?

Nope!

Did I sell six more?

NOPE!

I sold ten more for \$2970. That is even better pay for ten minutes of work.

Bottom line, by spending 20 extra minutes I went from selling \$1188 to selling \$5940. That is an extra \$4750!

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Again, and this is the important fact, I didn't write two new sales letters. Minus a few words that were changed **they were the exact same letter!**

A concern you might have is "Did I lose a lot of subscribers from my list because I was selling to them so much?"

Let's compare the number of unsubscribes from the sales letters compared with the regular newsletters I sent at the same time.

I had 10, 7, and 14 unsubscribes from the sales letters for a total of 31. I had 9, 8, and 8 from the regular newsletter for a total 25. So there were slightly more unsubscribes from the sales letters.

Two thoughts in regard to that. First, I always see more unsubscribes from my sales letters. That is the nature of sales letters. Second, if they are unsubscribing because I sent a sales letter then they probably weren't going to buy from me in the first place so I am not losing anything from them unsubscribing.

A few important caveats to consider:

The sales letter I used was good. Just because you are sending something to your list doesn't mean it will be good. (If you need help learning to write a sales letter go here; <http://goo.gl/HxkGBf>)

I have a great deal of trust from my list. I have worked at cultivating that relationship for a long time. That can't be underestimated. People only buy things from people they know, like, and trust. The question becomes "Why did this work?" I can't say for certain, but there are a few ideas:

- 1) Not everyone reads everything I write. I know there are lots of mailing lists I love where I still don't read everything. By sending it three times a larger percentage of the list opened the email.
- 2) People aren't always reading our emails in a buying location. I read emails on my phone all the time. I might think something is a really good idea, but I am not going to pull out my credit card to buy something while waiting for a subway to show up. Even with the best intentions I might not make it back to the sales email. Getting the email a second time reminds me how much I want to buy something.
- 3) We aren't always in a buying mood. If an email is only sent once it is possible they are reading it when grumpy or distracted, which means no sale. By sending it multiple times we are more likely to hit a reader in a buying mood.
- 4) Some people are not impulse buyers. No matter how great the product is and no matter how awesome the price they will not buy right away. By giving them a chance to revisit a product a few times you are working inside their buying style.

In the end an email to an unwarm list, selling an old product, with an out of the blue launch ended up with a few extra unsubscribes and the following sales:

- Week 1: 4 sales @ \$297 = \$1188
- Week 2: 6 more sales @ \$297 = \$1782
- Week 3: 10 more sales @ \$297 = \$2970

How I Manage My Inbox

I am one of the few people in the world who loves email.

No really, I love email!

It is a great way to communicate quickly with people all over the world AND it is one of the main reasons I have been able to grow my business in the way that I have.

I am guessing you don't love email. Or maybe you **hate** email. But in reality the problem is not email but how you deal with it. Here are a few simple rules to follow to help you to manage your inbox so that you make use of email as the powerful tool it is without becoming enslaved.

Reading Emails:

1) No Email Before 10am

All of the messages in your inbox represent other people who are asking for your time and attention. Those emails are about their agenda and their needs. The moment you engage with those emails you are no longer in control of your time, they are.

I don't look at my inbox until 10am. This ensures that my day starts with my agenda and my priorities. By doing this I get a lot done early on in my day, I feel accomplished, and it starts me off in the right direction.

2) Only Check Email Twice A Day

Every day my to-do list has these two items "check email at 10am" and "check email at 4pm". In addition to making sure I start the day in control of my time, by limiting how often I check my email I can also contain when I am being reactive to the needs of others and stick to my agenda for the day.

3) Turn Off Email Notification

Constant email notifications are a distraction. When you hear the noise or look at the notification on your screen it takes a moment to refocus and return to the task at hand. All of those micro-distractions add up and harm your productivity.

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Now that you are checking email twice a day you don't need notifications. (I have also turned off my Twitter, Facebook, and Instagram notifications. They can all be checked at the same time as email.)

4) Don't Open An Email Unless You Intend To Respond Immediately

For the most part, the sender and subject of an email will allow you to judge if you will be able to answer it right now, or if you need to save it for a later date.

I only open an email and read it if, and only if, I can reply to it right away. Emails needing more time to reply to or those that require additional information to hand before I can answer them, I leave unopened.

This method has two benefits. First, it saves time because I am not reading an email that I need to reread later when I reply to it. Second, it is a great way to manage my inbox because I can quickly see all the emails that need a response because they are unread.

5) If The Email Doesn't Need A Response Don't Respond

Not every email requires a response. Read the email, note the information, delete it, and move on.

6) Pick Up The Phone

If my response to your email will require me to write more than 200 words then I pick up the phone and make a call instead. I can say something faster than I can type it and by speaking on the phone I can also clear up any follow-up questions without a prolonged back and forth exchange.

My aim is to get work done, not collect penpals.

Sending Emails:

7) Write Very Clear Subject Lines

As well as making it easy for your recipient to know what your email is about, their reply will also be clear to you because of your subject line.

8) Only Ask For One Thing Per Email

The more complicated an email and the more questions it contains, the slower and less comprehensive the reply is likely to be.

Even when I am asking a number of questions of the same person I send a separate email for each request. This makes it easy for the recipient to reply to everything they have the answer to right now, and then can reply later with the rest of the information.

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This also makes it easier to track the requests you have made because you can see which emails have been replied to and which haven't.

9) Use An Autoresponder

An autoresponder does exactly what the name says: it automatically responds to all the emails you receive, allowing you to manage the sender's expectations.

Your autoresponder can include answers to the most frequently asked questions, contact information of other people on your team who might be better at answering your question, and to let them know that you only check your email a few times a day.

If you want to see the autoresponder I use (which I think is kind of funny) send an email to gene@tappingqanda.com.

Take Control

Your inbox is for your convenience, not for the convenience of the people emailing you. There are few emails that can't wait a few hours.

Controlling your email is about controlling your agenda. Email is important, but it is usually not your most important task. By following these rules you will get the most out of email without being a slave to it.

Don't take these ideas as suggestions or something you will keep in mind. Make them hard and fast rules for the next two weeks. Hang these nine rules on your monitor as a reminder!

By following these rules you will save 30 minutes a day. If you do that for the next two weeks you will save yourself at least five hours. That is five more hours in which you can be serving clients, creating new content, or being out of the office doing something you love.

If you do it for a full month you'll save 10 hours. That is like getting more than a working day of your life back. And if you do it for a full year it adds up to 18 days. Seriously, 18 days!

I have created a pdf of the rules so that you can print them out and put them in a place you can see them.

Stop allowing your inbox to control you and take control of your day!

Before We Begin

One of my favorite hypnosis trainers, Jerry Kein, would talk about using DRTs (Dirty Rotten Tricks) when presenting.

Jerry would always say DRTs with a twinkle in his eye and wink. It was more of a joke than something that was actually underhanded, but they are all useful.

My personal favorite is the phrase "before we begin".

Usually whenever we have a conversation about something important, the parties to the conversation already have an agenda in mind. We have all given the conversation some thought and we have in mind our desired outcome.

This could be a decision as simple as choosing a restaurant for dinner, as complicated as a long-term planning meeting, or a high-stakes choice about whether or not we are going to buy something expensive.

Because of this, on some level, everyone has their guard up.

A easy way to encourage everyone to let down their guard is to start with the phrase, "before we begin".

When we say this everyone who is part of the conversation thinks "Oh, we haven't started yet so I don't have to be on guard."

We can use the space created by "before we begin" in a few ways.

First, we can use it in a conversation simply to have our point heard. Imagine you are having a sales conversation with someone. You have already talked to them a number of times about the service you are selling, but they are still hesitant. When you have the next conversation you say, "Before we begin..." they relax, "I really think this program is the best investment for you because of x, y, and z."

They will hear you in a different way.

Second, we can use this in meetings where a group has come together to make a choice of some sort. Everyone HATES meetings. When you say "before we begin" they relax because they don't want to be in the meeting either. It is almost a little mental break before the work starts.

So it goes something like this, "Before we begin...I wanted to make sure everyone was on the same page in understanding how important it is that we consider [insert your main concern]."

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The third (and perhaps my favorite) way I use this is when I am speaking in front of a group. Often when we are presenting to a group we are speaking to people we've never met before. Whatever they know about us was in the introduction that was just given and, let's be honest, introductions aren't usually very good.

I will step in front the the group and say "Before we begin" and notice the whole audience relax just a little and pay closer attention because I am not doing what they expected.

Now that I have their attention I tell them something funny that happened on the way there, give them a piece of biography that was missed in my introduction, or talk about something off topic that is important to me.

Once this is done I will follow with, "Good, now that we have that out of the way, are you ready to begin?" I give a big smile, nod my head yes, and make eye contact with as many people as possible. Then I say, "Great, let's do this!" take a deep breath and start my presentation.

This achieves two things. First, it has given me the chance to share something important that is heard in a slightly different way. Second, and most importantly, it gives me the opportunity to build rapport with the audience before I begin my presentation.

Because I said "before we begin", in the audience's mind I have not yet started presenting. I now have a few minutes to help them to like, know, and trust me a little more. Then when I say "let's begin" they think the presentation has started and I have the benefit of the goodwill I have just established.

That Really Is A Dirty Rotten Trick!

I have a feeling right now you are thinking, "That is deceptive. You are tricking them!"

I don't believe that I am. I am not taking away anyone's free will. I am not forcing anyone to make a choice. I am not making them believe something that isn't true.

I love the NLP presupposition that "all communication is judged in the response". Meaning that communication is not what we say, but what is understood. I am simply making sure that I am understood. Whoever I am talking to can still make the choice that is best for them.

You might be thinking that I am just rationalizing so that I can sleep better at night, but that is not the case. I believe what I am communicating is in the best interest of the people I'm talking to, I am just making sure they understand where I am coming from so they can make the best choice for themselves.

Note: Go back and look at page one of this month's white paper...*(wink)*

I Love It When People Send Me Hate Mail!

I know that title sounds rather dramatic and might even feel a little disingenuous, but it is true.

I love it when my readers send me notes telling me how horrible I am or how horrible my products are.

I am not a masochist and I don't enjoy pain, so let me explain.

When it comes to building a readership for my email newsletter or an audience for my various podcasts the goal for me is not the number of people on my list. I really couldn't care less about my total number of subscribers and listeners.

Large numbers of subscribers and listeners aren't particularly useful.

What is useful is an engaged and passionate audience. I would trade seven people who casually consume what I produce for one person who **has to read it!**

The people who are engaged are the ones who will tell their friends about my work, they will make time for what I create, and they are the ones who will not only become customers, but repeat customers.

The only way we can create a passionate, engaged audience is if we have something to say that is worth listening to.

And in order to say something that is worth listening to, we will have to say something that turns some people off. The people who are truly successful have a point of view that works for the people they are trying to reach.

If you are vanilla and milk toast in what you have to say then the response you get back will be tepid at best.

I am not saying that you need to be provocative for the sake of it, but it is important to take a stand.

For example, a large part of the community that I serve with my private practice is really into the law of attraction and visualization as a means to reach their goals. I personally think a lot of it is New Age mumbo jumbo.

It would be so easy for me just to avoid the issue, but instead I decided to take head on

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the teachings that I think are unhelpful and unuseful. By doing this I have given a voice to the part of my audience that agrees with me.

By doing this I am standing out among my peers as having a different point of view. Again, I am not doing this just to stand out, but instead to give those who see the world the way I do someone they can connect with.

As you will see this is something that is useful not only for me and the people who agree with me, it is also helpful for those who disagree with me.

How I Deal With Hate/Frustration Mail?

Not all the frustrated emails I receive are about hate. Sometimes people are just really frustrated. When I receive these types of email I do three things.

First, I read their message to see if they have something to say that is useful to me. I have learned from many of the critical emails I've received in the past. Sometimes I learn how I am being heard (which often isn't what I think I am saying). Sometimes they have information or a helpful point of view that I had not considered.

I am not always right. (Yes, I know that is hard to believe.) The feedback can be helpful.

Second, I look to see if the type of person that is frustrated with me is the right type of person to be frustrated with me.

For example, occasionally I receive emails from people accusing me of being a bad person because I am not giving everything away free. They are offended that I have the audacity to charge for my time, services, or products.

That is exactly the type of person I want to be frustrated with me! I offer loads of free content on my sites, newsletters, and podcasts. If they think that asking my audience to buy my services or products is offensive then great. Go with God! They were never going to be my customer.

The same is true for people who think my worldview is wrong. In my practice I help people to clear emotional issues in order to be more productive in their work life. I have had readers send me emails saying that being successful at work is all about grit and strategy. They believe that people who want to look for emotional roots are just seeking excuses for their failings and aren't willing to take responsibility for their own life.

I have no problem with that worldview, but if that is your worldview then I am not right for you. If my ideas drive you away from me that is perfect.

Third, I love to use these emails as a way to teach my audience about who is right for me and who is wrong for me.

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I recently sent a sales letter to the mailing list of my private practice. One of my readers sent back an email calling me an "internet huckster" and accused me of using a "slimy salesman bait and switch."

Basically he thought my free content was just touching the surface and that it wasn't fair that I was selling the good stuff instead of giving it away.

The next newsletter that I sent to my list I quoted this frustrated reader extensively. I told my list that one of my readers had felt deceived and I didn't want anyone to feel deceived. I want to be clear. That is not a marketing line. It is 100% true. I only want an audience that knows what is going on and I want everyone to be on the same page. I then proceeded to explain why I created the website, what I wanted my audience to get, and why I had products and services for sale.

(In a future issue I will explain exactly what that email looked like and how you can use it to serve your audience better.)

There were three great consequences to sending this email to my list.

First, more people who weren't right for my list unsubscribed. I was no longer taking up unwanted space in their inbox and their life is better for that.

Second, my readers understood more clearly why I do what I do. As Adam Ragusea says, "Authenticity is the new authority." With this clear understanding they are able to see more specifically how I can be helpful to them.

Third, my audience responded directly to the email. I received lots of emails of support and encouragement. Not only is this nice to hear, but when they came to my defence they became even more invested in me and my work.

My readers also bought a bunch of products. This is was not the reason I sent the note, but it was a happy by-product. It was an opportunity to remind them again of what was there and they took advantage of that fact.

Do I Go Looking To Make People Angry?

The goal isn't to make people to unsubscribe or to have them write you hateful emails. If that is the goal all you would have to do is write an email about how much you hate baby seals.

That will get people mad and you'd get lots of unsubscribes.

The goal is to speak in a clear, authentic voice about where you are coming from and what you want for your audience. When you do that the people who love you will be drawn closer to you and the people who you are not right for you will go away.

Both of those outcomes are good for you and your business.

I Read It So You Don't Have To

Free: The Future of a Radical Price – July 7, 2009

by Chris Anderson <http://amzn.to/1FIIWVr>

I first read this book when it came out in 2009 and it was my most important read that year. I had picked it up because I was building my business around the idea of content marketing. Content marketing is the idea of giving away free content and then leveraging that in some way to grow your business.

This is the most influential book I read that year because it moved me from having the idea that free was a possible marketing strategy to having an actual profitable strategy where I was using free content as a substantial driver of my business.

When I thought about summarizing the book on these pages I was a little concerned because of the age of the book. It's definitely dated, with quaint references to MySpace as being a powerful force and the fact that nobody had yet figured out how to make money using YouTube.

Despite that the information in the book is just as valuable today as it was in 2009 because the concepts hold true even though technology and the main players have changed.

Things You Can Use Right Now

You need to have a clear plan with your free offering

You can't just "give away and pray". An example of this would be offering something free and then putting a tip jar link next to it in the hope that people will give. Just because someone has access to your free product or services doesn't mean they will magically turn into a client. There must be a plan.

Types of free

There are 4 basic types of free:

1. *Direct Cross-Subsidize What's Free:* One product is given away free in the hope of enticing you to buy something else. Examples of this would be the free product you offer when someone signs up for your newsletter or a store using 'buy one, get one free' to entice you to buy other products in the store.
2. *Three-Party Market:* This is when one person pays to be a part of an existing relationship. I get to use Facebook or broadcast TV free of charge and advertisers pay to have their adverts shown.
3. *Freemium:* This is where there is a free version of the product and a paid version of the product. For example, Evernote is free to use, but I pay \$50 a year for the premium

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service. Candy Crush is free to download and play, but once you have used up your daily allowance of lives you have to pay to play more right away.

4. *Non-monetary Markets*: This is where everything is just given away free. Charities give away services free of charge, which are paid for by donors. This is how Wikipedia works. Then there are websites like Freecycle where people give away goods they no longer need so that their unwanted things do not go to waste.

Most small businesses use a version of either one or three.

In order to make number two profitable you need a large audience. Many people think "I will give information away free on my site or in a podcast and then make lots of money from ad revenue." That is not going to happen for most of us.

Not all customers who use your free offering are alike. Some are looky-loos with no intention of buying anything, while others are serious customers. It is important to identify the ones who could be longer term customers.

You can charge different prices for the same product.

I think this is one of the key points from the book. Often we believe that we need to create one set of free content and another offering that we charge for, but it is possible to take the same information and share it in multiple ways at different price points.

Here are few examples:

- Offer something free for the first week and then charge for it.
- Offer the pdf free, the paperback book for \$20, and the audio book for \$29
- Offer the video free and charge for the live experience. My favorite example of this is TedTalks. How much have you paid for a TedTalk video? Nothing. Did you know the people sitting in the audience pay \$6000 to be at the event? These are very different experiences that look like the same thing. Watching the video we get the content. The people in the room get the content, the chance to meet the speakers, and the chance to network with all the other attendees.
- Offer an audio of the class free and charge to work with people one on one to implement the concepts and gain direct access to you to have their questions answered.
- Offer the content free but charge for a daily newsletter that directs readers to the most useful bit of the information.

Those are just a few examples. I use this type of price comparison all the time in my marketing. If I am trying to sell a cheaper product I would say, "If you were going to get private instruction from me it would cost you \$1500, but you can get all this information in this 4-part video series for only \$150."

Or the other way around, "You could spend hours going through the 750+ free resources on my site to get this information or you can come and train with me live at my event. Not only will you

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get only the best information in the most useful order, you will get your questions answered by me personally, and you will learn with others who are going through the same process as you. The event is only \$1500"

The difference between free and one penny

There is a huge psychological barrier between free and one penny. When we ask someone to pay for something, even if it is one cent, they will immediately ask questions that they wouldn't for something that is free.

When it is free they are much more willing to try it, which gives us the opportunity to build a relationship with them over time. When I look at my numbers, in the long term it is much more valuable to get ten people to sign up for my newsletter by giving them something free than it is to get one person buying a \$20 item from me.

When something is free there is no barrier to entry for the audience, which means you will reach the most people.

(Sidenote: Once they are on my list there is a great deal of value in seeing who is willing to buy the \$7 product versus the person who is not. If they will spend \$7 they more likely to spend much more, but that is a conversation and lesson for a future white paper.)

Attention and reputation building are two of the benefits of free

One of the main reasons we give information away is to show people what we do and how well we do it, but there are a few important caveats to this.

First, just because something is freely available doesn't mean that people are going to find it. As I tell my clients all the time, just because 7 billion people *can* see your website does not mean that 7 billion people *will* see your website. When you create quality free content you need to have a marketing plan to drive people to consume it.

Second, just because people consume something that you have produced does not mean that they will find their way back to your site. Think of the last link you clicked on in Facebook that took you away from Facebook. Do you remember the url it took you to and could you find your way back there now?

My guess is no. More than likely you only remember why you clicked and if it met your expectations. This is the reason you need a strategy to capture people's contact information when they visit for your free information so you can continue the conversation with them.

You Have To Be Remarkable

I want you to underline that subheading. The truth of the matter is that when it comes to information at some point someone will offer free information in your area of expertise. It is a fact of the information economy in which we now operate.

How I Built My Practice White Paper

In the past someone would stand out because they had information that no one else did. Today anyone can start a blog or podcast for no money and little effort. You will ****only**** be successful if you stand out in some way.

Take the coffee shop I am sitting in right now as I write. I spent \$3.50 for my first cup of coffee and \$2.65 for the refill. In order to get here I walked by 5 places that sell coffee for a \$1. I am willing to pay for more for what I think is remarkable.

To stand out and be remarkable you don't need to be saying something unique, but you **DO** need to be saying it in a way that resonates with your audience.

Your ability to stand out might come from the fact that you have battled the same thing as your customer have so you have unique insight into their struggle. It might be because you understand where they are coming from because you are the same age and/or demographic as your customers. Or it might be because you have a unique take on that thing they have heard before. The way you share it allows it to be heard in a new way.

When everyone charges the same price (nothing) for information you must must must distinguish yourself.

Things You Can Skip

This book is written for a general business audience so it talks about a lot of topics that I found interesting, but serve no practical use to a small business owner. There is a lot of discussion in the book about physically manufacturing goods, advice for large companies, and 600 years of history about economic theory.

Reasons You Might Still Want To Buy The Book

There are two useful parts of the book that are not covered in my notes above are that could be useful to you.

First, is the 14 fallacies about free and why they are wrong. Anderson goes point by point through the most common objections that your colleagues, co-workers, or even you may have about using a free pricing model for some of your offerings. He identifies whether the concern is valid and then explains why the thoughts are outdated or flat out wrong.

Second, Anderson provides 50 business models built on free and gives a concrete example of how it works in the real world. If any of the ideas above appeal to you then you will need this list.

It has been 6 years since I read this book and I am really glad I picked it up again.