Interview With
Jimmy D. Brown
Owner of
ProfitsVault.com

Mr. Brown Answers 14 Of Your Most Requested Web Marketing Questions

by Business Commerce Systems

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Jimmy, before we begin the interview, tell us a little bit about Jimmy D. Brown. What is it that you do online and how long have you been doing business on the web?

I came online in 1997 and launched my first Internet business with ZERO guidance. I didn't have a clue what I was doing. And it failed within 5 months. I abandoned the idea of doing business online, just like a lot of people do when they don't find immediate success.

Then, in late 1999, I decided to give it another shot. This time I was determined to make it work, so I began researching. I studied the likes of Terry Dean, Allen Says, Ken Evoy and Jim Daniels, among others. I felt like Terry offered the "best of the best," so I began studying his material.

I decided that I wanted to join the countless ranks of others and develop a web marketing private site to help folks like myself learn how to do business online. ProfitsVault.com was registered in early 2000 and by August 2000 it was launched.

I had 50 hits that month and barely earned enough to cover the hosting fee for the month. But, this time I had a plan. By December of 2000, just 4 months after I launched ProfitsVault.com, it had grown to 150,000 hits for the month and earned me a profit of about $7,000 a month. I'll talk a bit more in the interview about how I was able to see these kinds of results in such a short time and how I can, and do, show others an easy-to-follow plan to duplicate my success with their own e-businesses.

I am on target to earn a six figure income in 2001. Due to the enormous success of the Vault, I have launched several other domains, including the eBusiness Center at http://www.123webmarketing.com, which is my ongoing "work in progress" website. I am striving to make it the top "eBusiness Center" online. It's a place where people can find *literally* everything they need to earn a full-time living online. From creating their own products, to writing killer advertising, to developing websites, all the way to purchasing low-cost, turnkey businesses. It *literally* includes everything needed to earn the dream we are all striving for - to do this full-time.

For the record, I am a full-time netrepreneur. I was able to go full-time within 2 months of launching the Vault. I love the hours, the flexibility. I know this sounds like some kind of joke, but I really do sit around in my pajamas on most days. My business is 90% automated and I'm able to play with my 3 1/2 month old baby boy while it basically takes care of itself.

That's what I want to show others how to do.

1. If a web marketer had $100 to spend on advertising how and where would you suggest that they spend it?

I would probably spend most of it on an ezine ad. I am personally very fond of [Kris Stringham's](#) ezine. It has always produced very well for me. I purchased a solo mailing for $125 and earned $600 in profits in less than a week from the ad. Regular ads in Kris' ezine are very affordable.

There are some other, very inexpensive, ezine ads that I recommend for the budget conscious marketer...

[Libby Sinclair](#) offers solo mailings for $10 the last time I checked.
[IMR-Central](#) offers a regular classified ad to 1,200 subscribers for $5.
[Noboss'](#) regular ad is a bit pricier, but with 70,000 subscribers, $50 works well.
[Work At Home](#) also had a $10 solo mailing available.

I have found that small to medium sized ezines produce better results for the money than the larger subscription ezines do. I would guess this is because of the loyal readership that often develops in smaller databases.

When considering an ezine ad purchase, check for availability. If ad space is immediately available, then it could mean that there isn't much demand for the advertising, possibly because of poor results. However, if ad space is unavailable for several issues, I.E. if there is a waiting list, then this is usually a good sign that the advertising produces results. It's not a cast in stone rule, but it seems to be fairly consistent in my own marketing efforts.

I actually don't purchase much advertising anymore. In fact, I haven't purchased an ad of any kind in over 3 months. I'll share how I can do this later.

If you're looking for some direction in where to spend your advertising dollars, then I recommend that you stop by Angie Boldwyn's website, Slife.com. Angie posts her ad campaign results each month. You'll find notes and ratings for each ad she places, along with results, costs and links. It's an excellent site for those interested in seeing some results and recommendations before spending their money.

Of course, somewhere in that $100 in advertising budget, I'd have to recommend they join the [Profits Vault](#). :-) I know I'm a bit biased, but I truly believe it would provide invaluable training on how to market online. In fact, inside the Vault we have a 150 page manual devoted exclusively to advertising on the Internet.

2. Can a web marketer really generate "instant traffic?" What do you think is the best way to see a significant increase in website traffic in the next 30 days?

"Instant traffic" has almost become a joke, as far as all of the hype promising it. Most people promise "instant traffic" in trying to sell a submission software or service for thousands of free for all (FFA) link pages or classified ad sites. For the most part, these are a waste of time and money and certainly don't generate any of the advertised traffic. If there is a *legitimate* submission software or service that actually produces results, I'd love to find it. Email me and let me know if there is any such wonder available. :-)

And "instant traffic" doesn't come from submitting your ad to 1,000 free "safe lists." These opt-in lists are basically rehashed FFA pages. No one reads the messages. What you basically end up doing is sending your email to 15 million Hotmail, Yahoo and other web-based accounts that no one even sees. Think about it, when you join the lists in order to be able to submit your free ads, what kind of email address did you use? Everyone else does too.

I've been trying all kinds of things for several years now and I'm convinced that while there are many outstanding marketing techniques that provide STEADY and CONSISTENT traffic, there is only ONE technique that can truly deliver "instant" traffic. And that is a joint venture project.

In fact, I *personally* sold 300 copies of a 3 year old manual in less than 2 months due primarily to ONE joint venture. This technique also added hundreds of new resellers to my affiliate program and most of those 300 customers ended up making additional purchases of other products I offer.

A joint venture is THE real method of generating "instant" traffic. I am so high on joint ventures that I wrote a 6 page report on the subject entitled, "How to Sell 300% More of YOUR Product in 72 Hours Than You Did All Month." It's 100% free and available for immediate download by Clicking Here.

3. What are some daily marketing tactics that Internet business owners should attempt to build their online presence?

What you'll find me recommending isn't the normal stuff you find all over the web. It isn't posting to FFA pages or purchasing classified ads or joining safe lists. It isn't even creating eBooks (which I am VERY high on) or purchasing ezine ad space. What I recommend *above everything else* is to BUILD RELATIONSHIPS.

Build relationships? Yes. Absolutely.   There isn't a better daily marketing tactic that can be used.

Building relationships consists of many things. It includes training and working with affiliates, participating in joint ventures, trading ezine ads with other publishers, bartering for products and services, posting messages to

online forums (message boards / bulletin boards) and answering emails.

I believe the single greatest key to Internet success is to build relationships with others. No one - and I mean no one - can become a success online alone. It takes partnerships and networks and subscriber lists. It takes working with others. If you really want to succeed online, then you'll need some help in getting the job done. So, establish relationships.

Each day do the things I mentioned above. You won't have a flood of sales overnight. It takes time, but once the relationships are built and sales begin to come it, they will keep coming in, steadily growing, week after week.

4. Briefly describe the "Top 10" marketing techniques that you currently use, and why?

To be completely honest with you, I don't even have a Top 10. I don't even have a Top 5. I have a Top 4.

In the past I have used a wide variety of different techniques in promoting online, but as certain things I've been doing have become so successful, I've decided to spend more time focusing on them. I spent 90% of my time devoted to four different marketing tactics...

1. Building an opt-in list. A solid newsletter mailing list is worth its weight in gold. I spend time each day trying to grow my list. I actually saw it leap from 428 subscribers to 5,100 subscribers in 3 months. I'll explain how in a few minutes.

2. Creating viral traffic generators. eBooks are probably THE hottest thing going online right now. A quality eBook can create some serious traffic and sales. Knowing what to include in your eBook is crucial. If it's done right, then you can create a marketing tool that spreads like a virus, passed around like the common cold. I'll not apologize for recommending the Infopublishing Toolbox for anyone interested in creating eBooks. It has a 400+ page manual on eBooks, a powerful and easy-to-use eBook compiler software, and a Screen Cam Movie Tutorial that SHOWS you how to create your own eBook cover art in less than 10 minutes. All of this for one low price. You can't beat it.

3. Developing joint venture projects. As I mentioned earlier. Joint venture projects produce fast results. I love them. Read the free report I mentioned. It will create more ideas floating around in your head...you won't be able to sleep tonight!

4. Training my affiliates. This is the life blood of my Internet business. I'll share more about this when we talk about affiliate programs. I couldn't do business online without my awesome resellers!

5. What about web promotion software and "traffic tools?" Do any of them

REALLY produce results?

I'll be honest with you. I've tried most of the popular web promotion tools and didn't see any increase in traffic at all. All I got was SPAMMED by a gazillion different people after submitting my site. For the most part, I wouldn't touch them with a ten foot pole. Again, correct me if I'm wrong. If ANYONE can show me a software program that produces any kind of traffic at all, I'll pay the going price for it, no questions asked. I'd love to have it.

Having said that, about four months ago I created a software tool that I called Traffic Virus 2.0, the web's FIRST viral marketing tool. I released version one, almost as a joke, just to test out the concept. It worked like a charm. In fact, it spread so quickly that I felt kind of ashamed of its appearance. I had designed it in an hour or so and was just basically playing around. It caught on. It was being download hundreds of times each day. So, I hired a professional designer to create a shell for the software. I improved it and released Traffic Virus 2.0 about two months ago. It has been phenomenal.

Guess what? The best part is that it can be customized with YOUR ad. Yep, that's the "get viral" part of the software that launches your own personal viral marketing campaign. The software comes with a 100% royalty-free resell license. You can sell it or give it away and keep every penny of the sales that are generated. All of this for $15.

6. How can an Internet business owner improve the response rates of his advertising?

I would have to say that the real secret to increasing your response rates is to think like the reader. Think about the reader's life. What does he want? If he could stumble upon your ad or your website, what is it that he would hope to find there?

For most people, it's one of 3 things:

...a legitimate way to earn extra money.
...a solution to an existing problem.
...a method of finding fulfillment and happiness.

If you're advertising can show the reader how to do one or more of these things, you'll cover about 85% of the population.

Another key to increasing responses rates is believability. Is your advertising believable? Does it sound realistic? Avoid hype. You'll never see tremendous results from ads like, "Earn $30,000 in 30 days," or "Lose 25 lbs. in one week." People are sick of hype and lies and exaggeration. And they just won't fall for that junk. Is your advertising believable?

One way to make it more believable is to be specific. Instead of using, "Let

me show you how I added over 500 subscribers to my ezine in one week," use EXACT numbers, "Let me show you how I added 512 subscribers to my ezine in one week.

The first one looks like you're just making things up. "Over" 500 subscribers? Sounds kind of vague.

512 subscribers? This guy must have counted. It's much easier to believe. It sounds like you are providing facts, not fiction.

7. How important are headlines and ad copy to generating website traffic?

It's fairly simple. If your headline doesn't grab attention, your advertising probably won't be read. Headlines are absolutely critical to the success of any advertising, whether it be email marketing, ezine ads, sales letter, etc.

I've always felt like there were six tactics for writing killer headlines...

- Use power words that pull. Words like "Free," "Limited," and "New."
- Highlight customer testimonials. Let others do the selling for you.
- Make 'em take a test. "Aren't catching enough fish? Take this short quiz and you'll see why."
- Put up the STOP sign. "Stop wasting your time..." "Stop giving away your money."
- Talk to the targeted. If you're advertising in a stay-at-home-mom's newsletter, instead of "An amazing new spot remover for all of life's messes" becomes, "Moms, an amazing new sport remover for all of life's messes."
- Instill a sense of urgency. "Today's the last day." "Offer expires Monday."

Anyone who wants more information on how to create killer advertising can check out the Profits Vault. It includes a manual that reveals some strategies I use to write headlines and ads.

8. Which do you think produces more responses...using a website URL or an autoresponder in your advertising? Why?

I suppose they both have their merits. Do you have a coin? Flip it. Heads is URL and tails is autoresponder. :-)

It would be hard to say for sure. I've used both methods for differing reasons. If you are more concerned with guaranteed ability to follow-up, then I would recommend using an autoresponder instead of a website link. You'll be able to collect the email address this way and can even trigger an entire series of periodic messages when the autoresponder is mailed to.

If you have an appealing collection process at your website, then that would

probably be my first option. Your website has to be clear on its purpose. Priority one for me is to make the sale. Priority two (should number one fail) is to capture the email address. I do this by offering a desirable free report.

Of course, testing both of these options will show you exactly which one is most beneficial for your specific circumstance.

9. In your opinion what are some good "numbers" for web marketing? I.E. What is a good click-thru percentage for an ezine ad, conversion rate of visitors to sales, etc.?

You know what, I really don't spend a lot of time on those kinds of numbers. I look at my web logs and determine where my traffic is coming from. Obviously, I want to concentrate on what is working.

As far as click-thru rates for ezine ads, it's hard to say for sure. The reason being is that so many subscriber rates are either inflated or don't give accurate measurements. For example: I have advertised in an ezine that has say 10,000 subscribers, but only about 2,000 of them are actual "real" email addresses. If I base my response rate on 10,000 then I'll have a very poor response rate...but it will be inaccurate, because the number of readers was inaccurate. Or, if Joe says he has 5,000 subscribers and is lying because he only has 250 subscribers, again my count will be off.

Here's my basic philosophy on response rates: If I lose money but gain new customers who will continue to make purchases, then it was a profitable ad. The lifetime value of a customer is far more valuable in the long run than worrying about a small lose now. If I can manage to make a profit on each ad and secure lifetime customers, then I'll be using the ad again and again until the well runs dry.

As far as a conversion rate of website visitors to sales, there is a lot of speculation. Some say 3% is a good number. Others strive for 5%. If you're selling a low end product ($25 or less) then probably 3 - 5% would be a good goal to shoot for. If you're selling a higher end product of say $97 or more, then your sales rate will be significantly lower, but you won't need as many sales to generate the same amount of profit.

10. Seems like for a while that advertising in ezines was quite popular. How effective is this form of advertising and how can it be used for best results?

I'm still high on advertising in ezines.   I would say that Top Sponsorship Ads and Solo Mailings would be your best bet for seeing results.

Of course, you can also write articles and submit them to other publishers. This can add up to a lot of free publicity in a short amount of time, as you include your resource box the bottom of each of your articles, which, of course, includes your website link.

The best way, however, to use ezines is to build your own opt-in mailing list. If you provide quality content, you'll have loyal readers. Loyal readers = paying customers.

One of the keys to USING your opt-in list is to make periodic offers of your own products to your list. Learn this immutable, universal truth: It is MUCH easier to sell something to an existing customer than it is a new customer. If you make new offers to those who were satisfied with previous purchases, then you are almost guaranteed sales month after month after month.

You don't want to go overboard and make too many offers. One or two a month seems to work well for me. In fact, our products have done so well that we've actually decided to offer RESELL RIGHTS licenses to two of our existing products, [Instant Infoproducts](#) (20 different information products for $1.75 per license) and [Web Marketing Profit Pak](#) (750 pages of web marketing strategies for $14.95) Anyone who is interested can purchase these inexpensive licenses and offer them to their own customers. They keep 100% of the profits.

11. Email marketing is both risky and effective, how can a web marketer reap the benefits of it without participating in SPAM? Is it possible to generate email leads without asking for trouble?

I don't EVER recommend SPAM. Stay away from it. Avoid it like it's a disease. I'm sharing with you from experience. I made some mistakes early on, back in '97 that almost got me in serious trouble. I was threatened with lawsuits. I was cursed at. My Internet service provider kicked me offline and cancelled my account.   I learned my lesson.

Don't EVER send someone unsolicited commercial email (UCE) also known as SPAM. There are much better ways of marketing online that don't carry the consequences and repercussions that SPAM carries.

What works best to generate leads is to offer a freebie. Everyone loves the word "Free." If you offer the right freebie, then you will most likely be able to see some significant prospects come along your way.

When I created the free report that I mentioned earlier, I began giving it away from my website. Within 2 months it had been requested 5,108 times, brought in an additional $15,000 in profits that were tracked specifically to the results of the report and added 3,489 new subscribers to my ezine. All in a couple of months.

Your freebie needs to do two things in order to see similar results:
- It needs to focus in on one of those 3 things that everyone wants that I mentioned earlier. Provide financial gain, meet a need, point towards fulfillment.
- It needs to consist of QUALITY content. A poor quality freebie will not

only fail to fulfil it's purpose, it will actually damage your business. If it is junk, then it represents that your paid products and services are junk as well. It needs to provide quality content. Let me give you a case in point. You're reading this interview right now. Many times during the interview I have talked about my own products and services. I'd like you to buy them. Now, have you been reading a long, drawn out sales letter for the past twenty minutes? No. You've been reading quality information. You've been reading tips and suggestions that are helpful and informative. Now, we can do business together. In this free content, I've shown you some good things for starters. I've let you know that I know my stuff. That's the purpose of a freebie. Give them something of value and they'll give you something of value...their business.

12. If you had ONE secret to share about web marketing, what would it be? What's the most important thing an online business owner can do to generate more profits?

Sorry, I've got two. I think there are TWO secrets to success online. And, basically, there are only two.

The first is to establish an affiliate program for the products and services that you offer. An affiliate program is HANDS DOWN the best way to advertise your products and see the maximum amount of profits on the Internet. It is THE number one thing to concentrate on if you really want to generate serious income. I'm not kidding you.

Think about it. Whatever you currently do to promote your products and services (ezine ads, mailing lists, ebooks, whatever) multiply that by 10 resellers and how much would you be earning? Now multiply it instead by 1,000 resellers and how much would you be earning? Do you see what I mean? Some reseller programs online have as many as 50,000 resellers! Even if each reseller only sold ONE product in 5 years, the owner would still be looking at a cool million on a $40 product with 50% commission.

Building an affiliate program is THE real way to earn online. And, it's not at all hard, if you know what you are doing. The Profits Vault affiliate program has become hugely successful for me. In fact, it has done so well that I created the [Free Advertising System](#), a course that shows you exactly how I am generating a six figure income through my affiliate program. It walks you through every step that you need in order to have thousands of other people out there selling YOUR product. I guarantee you that you've seen nothing like it before. And I further guarantee that if you apply the formula that I outline, you will thank me in your prayers at night. I PROMISE results.

The second secret to success online is customer service. You've got to provide high quality customer service in order to really succeed. I mean answer your emails promptly. Process those refunds, even when the idiot

just downloaded your stuff and knew they were going to request a refund before they ordered. Be considerate of others. Be helpful to others. Occasionally, give away your product or service to someone who could use them, but doesn't really have the money.

Let me tell you an important truth. Listen up. Are you ready? If you help other people make money, they will help you make money. Did you catch that? Work with people. Build those relationships. Give.

Do that and the receiving part is easy.

13. We've talked about it previously and you hinted that generating website traffic isn't a web marketer's biggest hurdle. What do you think is the problem behind the failure of 95% of online businesses?

The biggest problem online today, without question, is people trying to do business online without having a plan. I don't mean this to sound disrespectful, but most people just simply don't know what they are doing. And it saddens me that there are some many scam artists out there who offer false hope in efforts to get their money.

It saddens me to hear from an elderly man who spent his last $70 on submitting his website to 20,000 search engines and directories because he was promised it would bring in traffic. It saddens me to see people be lead into buying into the latest fad that milks them dry without producing a single dollar in sales. It saddens me to see the rich answering emails until they receive their $49.95 and then never contacting the poor, disillusioned people again.

The reason that most people fail online today is because they just don't understand what *really* works online. They have been tricked and coerced and those sales letters have lured them in, and they are left without having any real idea of what went wrong.

There is so much hype, it's hard to tell who to trust these days. People need someone they can trust and believe. They need someone who will do right by them. Now, I'm not going to tell you that I'm some white knight. I'm not the Messiah, the Lord Jesus is. You don't know me. You don't know if I'll tell you the truth or not. I'll just say this. Ask around. Ask the 1,000 members of the Profits Vault if I answer their emails. Ask the 500 affiliates if I train them and bend over backwards to help them. I'll not let my mouth do the talking on this one, I'll just let my reputation talk for me. You ask around and then let me know what you find out.

14. What has Jimmy D. Brown learned about running a business on the Internet?

If there is one thing I've learned about running a business and being a success online it is this: Align yourself with people who are willing to invest

time to train you. I learned from the best, Terry Dean. He answered my questions. He provided me with a roadmap. He pointed me along the way. I owe him a great deal for my success.

There are so many courses and programs and plans and formulas online - they're easy to find. What is hard to find is someone who is willing to invest time to train you. It's hard to find someone who is willing to personally answer questions and provide consultation. Yes, there are some wonderful courses online, but what happens when you don't understand chapter 2? Or you can't figure out which ad sounds best? Or your graphics don't load fast enough and you just don't know what to do?

You need to align yourself with people who are willing to help you. To teach you. To become your mentor. To answer all of the questions that are bound to arise that just aren't found in the table of contents of the million dollar courses.

Whether you join the Profits Vault or not is completely up to you. I'm not trying to convince you of anything. What I want you to know is that I have a "One-On-One Assistance" form inside the Vault. My members use it anytime they get stuck. If they have a question that they can't find the answer to, then they ask me through this special form. I respond within 24 hours. Every time. The Vault is more than a comprehensive web marketing private site, it's also a place where average people can ask questions and receive answers. It's a place where someone is willing to invest time in you.

And if you want to talk affiliate programs. Join the Vault's reseller program. It's free, of course. And each week you will receive a training email that shows you EXACTLY when, where and how to do it online.

I hope the answers I've shared with you in this interview have been helpful to you. If our paths don't cross again, I wish you all the best online.

Best regards,
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Jimmy D. Brown is the owner of ProfitsVault.com and 123webmarketing.com. He publishes a weekly ezine, Advantage Marketing Strategies, filled with 100% original content. To subscribe send any email to: subscribeAMS@profitsvault.com Jimmy's products include...

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