

Making Money On The Internet!

**A Guide to Growing Your Business
Incrementally Through Online Sales**

As you've probably heard over the past few years – the number of users on the Internet is growing faster than newspaper, radio, and even television. Yet you've probably also heard about the rise and fall of the “dot-com” industry and how billions of dollars are being lost by those companies who took a shot at fame and riches through the Internet but failed. These issues raise a very important question.

If the Internet is growing so fast why is it so hard to be profitable online?

This report is designed to answer that question, and to present a solution for you – a business executive who is interested in growing your business online but doesn't want to spend a fortune for something that doesn't work.

Why Do Most Companies Not Make It Online?

The answer to this question is simple; businesses just can't drive sales through the website - which ultimately comes down to the lack of marketing used to drive traffic to a website and then converts that traffic into buyers. If a website is doing an adequate job of marketing the only other reasons it wouldn't be successful are:

- if they had a product or service that wasn't any good
- if the product or service was not needed by the general public
- if the technical aspects of the website didn't function properly

Think about it like this – if you are able to drive people into your store within the brick and mortar world and you have a good product or service that is in demand for whatever reason, you should be able to sell that product all day long, right? If you have a good product or service, a nice store-front, top of the line technology, excellent customer service and yet can't get people to come through the doors and actually buy stuff, you're just not going to make any money. See, what most people don't realize is that making money in the brick and mortar world is almost exactly the same in the virtual world – if you can't drive people to your website, it doesn't matter what you're selling or how you're selling it – you won't make money, **period**.

Now, I realize I've made this sound awfully basic and elementary. There are many other factors that can cause a website to fail but most of them are easily fixed by a web-development company. They flip a switch or two; punch some buttons here and there to make things work right from a technical standpoint. But what most of the web-development people can't do is bring high quality traffic to the website and convert that traffic into sales. Most of them just can't – they aren't marketing-minded people, plain and simple.

Most websites are built under the philosophy “If you build it, they will come.” I remember a commercial on TV a while back. It showed a bunch of guys who had just opened an online store of some sort and had just uploaded it onto the World Wide Web. They were all standing around their computer waiting to see what would happen when all of a sudden they received their first order. They were all excited and giving each other high fives when suddenly two or three more orders come in instantaneously. Before they knew it, they had something like 300 sales to fulfill and orders just kept coming in until the group of guys became extremely nervous because of the instant volume. Now I’m not saying that instant success is impossible, because it’s really not, but what I am saying is that just because you have a website doesn’t mean that people will buy stuff from it. It takes a combination of marketing *and* technology to make something like that happen.

However, the exciting thing is that instant success is very possible. There are literally millions of people on the Internet at all times - and a percentage of them are probably shopping for what you sell. All you need to do is create a website and then tell the people who are looking for your stuff about it, and, if done right, you’ll be making money online. Pretty exciting isn’t it?

If It’s That Easy, Why Don’t More People Go Online?

Money, Risk and the Unknown.

The success rate of businesses actually making enough money to pay for their website is only about 8 out of 100... and that’s just enough money to break even! The number of online businesses that actually make profits above their expenses is even less.

With word of mouth, press and business-to-business networking, word gets out pretty fast that making money online is not as easy as web-companies lead you to believe. Most of them do a great job building sites that actually look good, but they fall short in the making you money part. They just don’t know how to drive good quality traffic to your site and convert it into sales.

So after asking hundreds of companies why they don’t take their business online to generate additional profits, the answer is an overwhelming: “TOO MUCH RISK.” This is really easy to understand knowing that the average Fortune 500 quality, eCommerce ready website costs about \$20,000. That’s not pocket change for most businesses. Some will take a chance, and some will make it work, but most aren’t so lucky – at best, they barely generate enough sales to pay for the maintenance, hosting, and merchant account fees.

What Can A Business Who Doesn't Want To Take The Risk Do?

If you are a business of any size that can see the great opportunity in growing your business online, in the past you've had three basic options to take your shot at making money online.

Option 1

Buy website building software and build it yourself.

Pros:

- **Very inexpensive** – usually around \$450.
- **You can maintain everything yourself** – no need to have a professional to update your site. You can update products and text as often as you want without working with a website-company.
- **If you're a "do-it-yourselfer"**, you learn how to do this stuff while building something for your business at the same time.
- **Not a whole lot of risk involved** – just your time and a few hundred bucks.

Cons:

- **Low quality** – we're sure you've probably seen do-it-yourself websites before. They look like they were built by an amateur who was trying to save a buck. If you need to portray a professional, secure and reputable company, this is not recommended. Any time you're asking for a credit card number over the Internet, it's extremely important that the buyer feels safe. If you have an unprofessional website, most customers won't give you their personal information.
- **Usually extremely time consuming and frustrating** – the number of hours you'll end up spending depends on your computer literacy, time to dedicate, and the number of products you want to sell. If you're trying to run a business, take care of employees and a family most people just don't have the time it takes to build a professional website.
- **Setting up your merchant account** - a huge project with more hassles than you'd want. A merchant account is basically the way that customers pay you for the product they buy and the way you get the money from the purchase.
- **Liability** - If you don't know what you're doing with security issues, encryption, and that kind of stuff, you may end up finding yourself in some serious trouble if one of your customer's credit card information is stolen from your server or website.
- **No marketing** - no opportunity to drive traffic to your site is included. You get enough to build the site and get it online.
- **Many other tedious and potentially costly mistakes** - errors can be made if you don't know what you're doing.

Option 2

Have a friend or family member create it.

Pros:

- **Inexpensive** – Who knows what the price is...it could be anywhere from free to a couple thousand dollars.
- **You don't have to spend the time doing it.**
- **Not a lot of risk.**
- **Level of experience** - Depending on their level of experience, the quality will usually be better than if you did it yourself.

Cons:

See the cons of doing it yourself on page 4. Most of the cons for doing it yourself will apply here. If your friend or family member has a lot of experience, take that into consideration.

Option 3

Hire a professional website-company to build it.

Pros:

- **High quality** - usually a very professional site.
- **Merchant account** - You usually don't have to set this up by yourself.
- **Technical elements will function** without a lot of hassle for you.
- **Everything is done for you** – Saves you time

Cons:

- **Cost** – Usually about \$20,000 for a fully functional, Fortune 500 quality eCommerce capable website.
- **Risk** – There is no guarantee that you'll actually make your investment back OR make a profit.
- **Maintenance** usually takes longer and most web-companies will charge you for changes that you need to have made.
- **No Marketing** - As discussed before you typically only get a website and driving traffic and converting it into sales is completely up to you.

Your New Option...

The Cornerstone eCommerce Solution.

Up until early 2003, you've only had the previous three options if you wanted to develop your business online. The Cornerstone Solution provides a way for you to grow your business online with minimal risk. They can provide you with a Fortune 500 quality website with the things you need to sell your products or services online including compelling marketing content, a complete merchant account, a fully functional and customizable shopping cart, website hosting, a personal on-line marketing consultant that actually builds the website and helps you initiate marketing initiatives, and every other graphical and technical element that make a website successful.

We've spent the past few years building websites to determine what makes a website make money. We've studied and evaluated literally thousands of websites and eCommerce solutions and found 22 key elements that contribute to a website's success. We've found that these elements are absolutely necessary if you want your site to bring in bottom line profits:

1. The website must be professional and memorable. You never get a second chance to make a first impression on the internet.
2. The graphical elements must be synergistically married to the technical elements.
3. The wording within the site must grab the potential buyer's attention by hitting their hot buttons. Then, their interest in the site must be engaged, raising the chances of them actually buying something.
4. The eCommerce platform must use state-of-the-art encryption and security features. It must look and feel secure so the customer feels safe enough to buy from the merchant.
5. Shipping charges must be calculated using zip code point-to-point technology, so that the customer doesn't feel ripped off with a flat rate shipping charge.
6. The website must be properly registered.
7. The site must have high search engine rankings based on client participation in a professionally managed and Search Engine Optimization campaign.
8. The website must have elements of stickiness, once the user arrives it needs to feel welcoming, and have hot button oriented headlines that keep people emotionally involved while they are visiting and after they leave the site.
9. The website must have some kind of FREE offer allowing the business to obtain contact information for follow up sales activities.

10. The sales platform must be pleasing to the consumer. It's got to be easy to understand, simple to use, and secure. This instills customer confidence, which leads them to buying from you.
11. The marketing efforts must bring lots of quality traffic to the site.
12. The site should have banner ads that cater to the visitor's personal buying habits.
13. The business should know how to utilize opt-in email lists, so they can effectively follow-up with their visitors and generate new business.
14. The site should have a logic engine that automatically recommends products that complement the product that a visitor is currently purchasing. This helps increase the total sale amount.
15. The business should be trained in traditional marketing so they can help drive traffic to the website using traditional marketing efforts.
16. The business must set up a hopper system that cultivates "not yet buyers" and leads them to the point of purchase.
17. The business should implement web classified ads with an engaging headline, and associated FREE offers.
18. The website must be evidence oriented, proving to the customer that they would be a fool to buy elsewhere.
19. The website must utilize link exchanges with other non-competing, but high traffic sites.
20. The website must have a proactive referral system in place.
21. The website must have several portals for business to come through; their own URL, and other businesses that have customers that could use your product.
22. The business should systematize the whole process to minimize their involvement. This makes everything more effective, with fewer chances to mess things up.

After conducting this research, we spent two years and millions of dollars putting together alliances and a system to produce websites that include all 22 of the above elements. Not only do we have the system in place and the alliances ready, we've recruited some of the nation's top marketers to consult with you and help us put all this together.

We've found that if a website has those 22 elements it is pretty hard for it NOT to generate results. In fact, the only time a site with these elements won't work is if you don't do these things right or your product or service is not wanted or needed by the marketplace.

Let's say you own a company called Really Unique Golf Stuff and you want to sell your unique products online. You are eager to take advantage of the Cornerstone Website Services, so your eBusiness Consultant builds a website for you, probably

with the URL of www.reallyuniquegolfstuff.com and the site starts to generate sales online. The consumer clicks on the golf category in a search engine. There are hundreds of golf categories in the engine, but with your participation in the search engine marketing initiative called Search Engine Optimization, your site will achieve top rankings. The consumer will be led to your individual website and can select products there.

We have become one of the defined leaders in the search engine optimization world and have the clients and listings to prove that fact. Participating in our search engine optimization program will bring your site traffic making all other web based marketing efforts like what you say and where you say it on the site pay off too!

You're probably wondering how much this program costs, and believe me, we're dying to tell you...a business' cost to implement this program depends strictly on the services that the business requires.

Services should include but are optional depending upon your needs

- Website Development
- Website Design
- Search Engine Optimization
- Ecommerce Solutions
- Database Development
- Online Marketing
- Graphic Designs
- Banner Systems
- Link Popularity
- Website Monitoring
- Live Support
- And a whole lot more!

So that's your new option, which we'll call, **Option 4 – The Cornerstone Option.**

What's Right for Me?

Here's the bottom line; if you have a product or service that can be sold online and you have a desire to grow your business incrementally through online sales you have four options.

1. Do it yourself
2. Have an amateur do it for you
3. Hire a professional web development company

4. Incorporate the Cornerstone eCommerce solution

Each option has its own pros and cons and now you need to make a decision on which option is right for you. The following section will help you determine what the best option is for *your* situation.

We'll group options 1 and 2 together, since they typically only have one difference and that's time. If you do it yourself you'll end up spending a lot of time putting everything together. If you have a friend or relative put it together, you'll probably still have an amateur website, but won't have to spend a lot of time putting it together. These options are good for businesses that don't really need to portray a professional image and don't need to have people enter their credit card information on the website. Examples of businesses that this would be good for are: small "mom and pop" type shops that just want to post information and maybe have a place for customers to enter information for a free catalog or brochure, informational sites that are not meant to generate revenue, family websites, and any other "low-end" site that is there for information or to show something without asking people to buy. If you fall into that category, option 1 or 2 is probably the best bet for you if you know somebody who can do it for you or you have the time and patience to do it yourself.

If you are a business that must portray a professional image - and is going to ask for money, credit card information, social security numbers, or any other type of information that people would hesitate to give out if the site didn't make them feel secure - and you have around \$2,000 to \$20,000 to invest in an eCommerce solution that is almost guaranteed to make you money - then hiring a "high-end" website company to build your eCommerce platform might be the choice for you. This option is the best for businesses like attorneys or professionals who need to display a professional image but don't need to accept online transactions. Or for big eCommerce businesses like Dell Computers™ that have the money to throw at stuff like this and they are not concerned or thinking about lowering their risk. They know their product will sell and the cost of putting together a website is so small to them that if it didn't work they really wouldn't care - they would just pay to have it fixed. Most companies of that size will typically have a full time web-team on staff to maintain and keep the site running.

If you are a business that would benefit from having a professional Fortune 500 quality website that has the ability to do almost anything you would ever want -but either don't have the cash to pay for this kind of website, or you do have the cash but don't want to take the risk of having the site developed only to have it not work the way it should. Meaning the site would be there, but it wouldn't generate enough sales to actually pay for itself or put a healthy profit in your pocket at the end of the day - then the Cornerstone eCommerce solution is for you. As

mentioned before if you choose to utilize the Cornerstone program the results you receive will be greatly enhanced by our search engine optimization services.

What Do I Do Next?

After reading this report, we hope that you have a pretty good idea of what you should do about your desire to grow your business online. We recognize that the Cornerstone Solution is not for everybody. Whether or not you use us for your eCommerce program, we'd like to wish you the very best of luck in your eCommerce adventure.

On the other hand, if it sounds like there's a fit for your company and the Cornerstone solution please contact us and we will explain your options. Please feel free to contact our corporate offices if you have any immediate questions.

Continued Success!

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