

Interview of Janet Beckers of Wonderful Web Women

Janet Beckers did not start off in business. In fact she was initially a nurse and also provided lectures on community development etc. But she felt that she needed intellectual stimulation and decided to run an online business.

She started with an Internet Art Gallery, which was a really a hard 'flog'. Janet had to learn about websites as well as running a business. She felt that she did not do sufficient research, but she did make a profit

But Janet realised that she had to learn about marketing and Internet marketing. She became a seminar 'junkie' and began to realise just how many more opportunities there were to making a living via the Internet. However, one thing she noticed was that all the presenters at these seminars were men. She began to wonder where the women were.

Why Women?

Janet realised that women wanted female role models. She also realised that it was important not to concentrate on one career; you should mix your skill set. It was also very obvious that communication was so important to enable people to learn to do things for themselves.

Information Product

She did not realise just how important information products were and that she could commence a business with these, as opposed to original Art works. But the most important thing she learned was the importance of building a list.

Target Market

You have to know your target market and be specific; if it is too general, it is hard to market to. She also picked up that Attraction Marketing was an important way to go. She decided to build her business around interviews of VIPs and had to decide why would an expert want to be interviewed and what would make them involve their list

Janet decided that the three ways she planned to get new customers were:-

1. internet
2. media
3. networking

But she knew that the 'list' trumps everything; then the sale of product.

Research

She went to Google to find top speakers and went onto their newsletter lists. She was looking for experts who operated with high integrity and looked after their customers; they had to be able to inspire and build respect.

You have to know about other people's lists

- Don't ask people how big their list is
- The relationship they have with their list is more important
- Look for interaction eg are there comments on their blogs

Product or services to sell

- You want to make money from your list eg Affiliate programs
- The invitation letter must tell potential interviewees what the benefit to them will be
- You will promote their product (ask for a special deal for your listeners)
- I made \$12,000 in one hour – six weeks after starting this business

Affiliate programs

- Don't get confused
- It can work from both sides (yours and the vendor)
- You can earn a commission by referring a sale
- You have a special link to track where it comes from
- Reputation matters (not just the money)
 - o Research for their integrity
 - o Don't be seduced with a new launch
 - o I tend to promote multiple products from one person with integrity
 - o You need to get listeners to take part in 'the recording' as having it live is better than pre-recorded.
- Janet has a free report on this at wonderful web solutions.com

Hints and Tips

- Push yourself from your comfort zone – take the risky path
- Not all interviews are from overseas; but internet marketing has been accepted for longer in the USA, so Janet did quite a few there. But more and more she interviews Australian women
- Asian countries & Spanish speaking countries are her next target market

You don't have to be an expert

- You be the reporter – bring other experts to the interview
- This is an ongoing journey
- You are quickly perceived to be an expert by doing this
- If they hear your voice they can 'trust' you

Info Product for Free

It is easy – audio, slides etc

Check this link out for some great video's

www.wonderfulwebseminars.com