

# EntrepreneurBuilder101

## **A SPECIAL REPORT ABOUT STARTING AND GROWING YOUR OWN PROFITABLE BUSINESS**

by

*Allan Wallace*

Rector

**Bastiat Free University**

**DEEP FOUNDATIONS FOR TALL BUILDINGS**

- Available soon as Marketing 102 -

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## **Overview**

The purpose of this book is to introduce you to a new way of thinking about marketing.

The industrial age is over, the communication techniques that worked on mass audiences are increasingly becoming ineffective.

We will use several tools to view the transformation, most of them will be at no charge. As part of the course you will sign up for a simple Internet business and several supporting Internet products - at a total start up cost of \$10.00 per month.

Hopefully by the time you finish the course you will have achieved several important objectives.

- You will have discovered many web based tools to promote your business
- You will have expanded your understanding of the unique and powerful opportunities available on the Internet
- You will have started to develop your own affiliate product to bring to the Internet using these tools
- You will have a positive cash flow from that first simple business.

## Course Components

### Free down loads or buy the books your choice

There will be other tools presented as we progress – enjoy them. *You will want to download these first three now.*

I. [Unleashing The Idea Virus](#) – by Seth Gooden

This is a great introduction to the misunderstood power of the Internet. Seth Gooden is a marketing genius. You want proof? I own a copy of this best selling book and have read it several times – even though I can down load it for free. He gives it away – and it becomes a best seller – that is Internet marketing

II. The commentary addition of [The Adventures Of Jonathan Gullible](#)

Those of us that fall under the influence of “modern education” have been taught to distrust capitalists. It is hard to overcome self reproach and succeed unless you get an accurate viewpoint of all the benefits that capitalism affords. If you are happy to not be living in a filthy dirt hut with an overhanging constant threat of famine and plague – thank a capitalist.

III. The free e-book [Seven Strategies](#) and the included two month follow up of suggestions for implementation.

This is a collection of complementary businesses and supporting materials that will comprise the basics of your own entrepreneurial success. Dedicate yourself to learning and using these tools – you will need a full understanding of them to take that next big step. Choose your [Seven Strategies](#) download page – [splash](#), [information](#), [long sales page](#), or [sales page](#).

## ENTREPRENEUR BUILDER 101

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### Achieving Your Goals

A life of entrepreneurial adventure, Taking your entrepreneur dreams and ideas and making them a reality.

Once you have mastered the basic tools, it will be time to take your first steps toward freedom and self determination. Oh yeah – and making lots of money too.

Here are some of the additional concepts you will need to understand to create whatever you desire – using the Internet

1. Articles – a tool to increase traffic, and a source for more Internet marketing materials
2. Auto-responders – most of those you are trying to reach will not say yes at first – you will need a follow-up tool, an auto-responder is that tool.
3. Splash page – if you are using traffic generating systems like [TrafficSwarm](#), you will need a way to quickly grab attention and state your case, that is [a splash page](#).
4. Joint Ventures – Once you have created that product – joint ventures are a way to create a huge initial surge. After you have built your list – you will have others wanting to joint venture with you.

Whoa there, looks like we may be getting beyond the introductory course level. But it does help to feed those entrepreneur dreams and ideas.

## **Article Power**

As you research developing your web reach, you will find many articles about articles. Your first introduction to articles will be reading them.

The gist of the presentations are to create articles and drive traffic to your site. This is ok as far as it goes – but it does leave a lot unsaid.

The standard advice is to submit your article to an article directory – or all of them. There is software to do this. I have manually submitted – and then checked back and seen which one ranked highest for the keywords I emphasized in the article.

A list of directories can be found at [Directory of Article Directories](#).

Something not often mentioned is using [Yahoo groups](#).

some of the groups to join:

articles\_archives  
publisher\_network  
article\_announce

There are several others – look around.

Probably the best use for your article is if you can get it published in other folk's newsletters. Here are a few to try:

<http://www.marketing-seek.com>

<http://www.ezinearticles.com>

<http://www.UltimateProfits.com>

Use your search engine and find many more.

## **Building Lists With Auto-responders**

This is probably not the first time you will hear this – it certainly won't be the last time. Here is a truth that is lurking around every corner.

**The Money Is In The List!**

This was true before computers, it will be true for the foreseeable future. The money is in the list.

When folks discover the business that is included within that e-book they will probably not jump right in. In fact most folks will say an automatic no at least seven times – to something they want.

The use of an auto-responder is to capture a way to creatively ask again – without being intrusive and annoying. The follow-ups sent will offer to let the potential client unsubscribe. If your follow-up is interesting and useful they will stick around instead.

You will earn the chance to offer again, and eventually to offer compatible products they may also purchase. Amazon is always sending me that “you bought this – you may want this” note. Sometimes I buy that new book.

If the average person needs seven opportunities to decide – you probably need at least 12 follow ups to catch almost everyone. If they are still with you after twelve contacts – they will probably appreciate receiving your ezine also.

## **Sales And Splash Pages**

Create Your Own!

When you join someone else's organization they are very willing to provide you with some fine sales and splash pages. Use them for a bit while you develop your own – then don't touch them again.

The sales pitch goes like this -- “If you want to grow your business it must be easy for anyone to duplicate.”

Bull Roar.

What is happening is you are directing your prospects into their mailing list. Their sales tools are priced to yield them a profit. They play with big numbers from lots of associates – repetition is their gain.

You won't hit huge numbers of people. You want your message to be uniquely yours. Most of all you want those prospects in *your* mailing list.

If you are just starting – use their materials, and learn from them. Put a great deal of effort into building their business, it is to your gain.

The knowledge that you accrue, the techniques you develop, the consistent work you apply – will all be invaluable once you are ready to go out on your own.

Pay the dues and do the work – but pay them knowing you will also reap a harvest of benefits from the efforts you have sown.

## **Joint Ventures And The Big Money**

Once you have done all the required steps listed above, you are well on your way. During this time of learning you will discover far more than is mentioned in this course.

Your first products may not be quite ready for the big time – but your marketing of them will teach you more valuable lessons about Internet marketing.

I will not dive deeper into joint ventures quite yet – perhaps in the next course. Let me give you a few ideas to help you prepare for that day.

- I. Study the marketing gurus, make one your mentor mentally, apply yourself to watching their actions and deciphering their techniques.
- II. Study yourself – find what niche you are passionate about, and explore how to market to it.
- III. There are products within your driving passion that folks will pay to pursue – investigate.
- IV. Start a blog to expand your reach within your niche – and to create a network of fellow devotees.
- V. Create your product.

There is a great deal more to cover – some of it will be in those first three sources.

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## Start Right Now

Begin the download of those first three resources.

the e-book [Seven Strategies](#) and its follow-up

the book [Unleashing The Idea Virus](#)

the book [The Adventures Of Jonathan Gullible](#)

You can create that simple Internet business before today is done. Concentrate on learning the other tools one at a time as you expand your Internet marketing knowledge.

Manually surf with [Topsurfer](#) for a while. Look at ads that attract your attention – try lots of different combinations in your own ads – seeking to improve your results.

Send your first letter with [your lucky list](#) – that will trigger it to start growing your referral base. In fact set up all the tools in the e-book, even if that is all you do for a while – with some you will get results just for having your membership complete.

But Your entrepreneurial future starts with that first assignment of downloading those three resources.

Go to school – do it for yourself this time. Rediscover the pleasures of self-directed learning.

**Get those three now – Start reading today.**