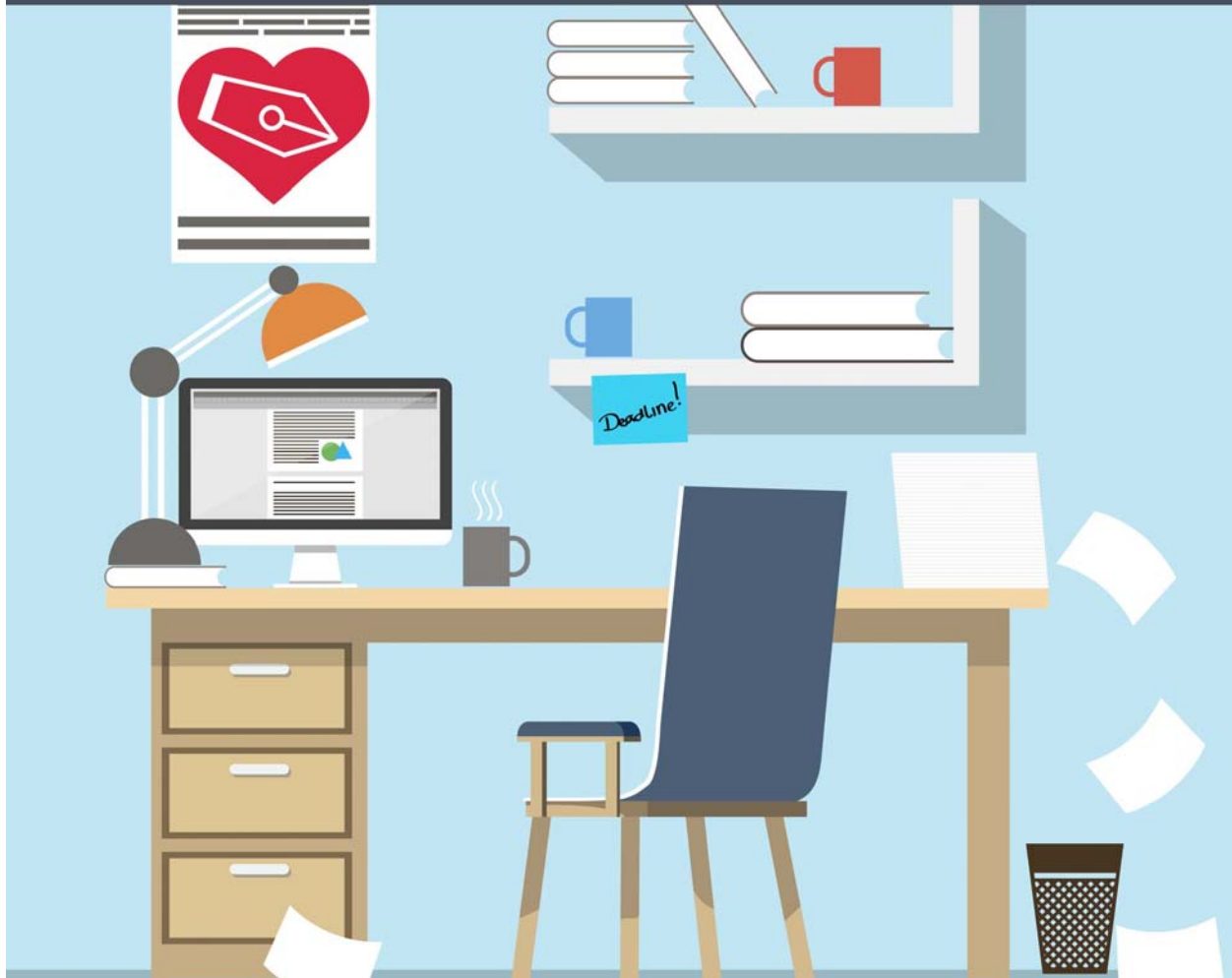


# REBOOT YOUR ONLINE BUSINESS

GUIDANCE FOR STRUGGLING ONLINE BUSINESS OWNERS



**Copyright** © All rights reserved worldwide.

**YOUR RIGHTS:** This book is restricted to your personal use only. It does not come with any other rights.

**LEGAL DISCLAIMER:** This book is protected by international copyright law and may not be copied, reproduced, given away, or used to create derivative works without the publisher's expressed permission. The publisher retains full copyrights to this book.

The author has made every reasonable effort to be as accurate and complete as possible in the creation of this book and to ensure that the information provided is free from errors; however, the author/publisher/ reseller assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein and does not warrant or represent at any time that the contents within are accurate due to the rapidly changing nature of the Internet.

Any perceived slights of specific persons, peoples, or organizations are unintentional.

The purpose of this book is to educate and there are no guarantees of income, sales or results implied. The publisher/author/reseller can therefore not be held accountable for any poor results you may attain when implementing the techniques or when following any guidelines set out for you in this book.

Any product, website, and company names mentioned in this report are the trademarks or copyright properties of their respective owners. The author/publisher/reseller are not associated or affiliated with them in any way. Nor does the referred product, website, and company names sponsor, endorse, or approve this product.

**COMPENSATION DISCLOSURE:** Unless otherwise expressly stated, you should assume that the links contained in this book may be affiliate links and either the author/publisher/reseller will earn commission if you click on them and buy the product/service mentioned in this book. However, the author/publisher/reseller disclaim any liability that may result from your involvement with any such websites/products. You should perform due diligence before buying mentioned products or services.

This constitutes the entire license agreement. Any disputes or terms not discussed in this agreement are at the sole discretion of the publisher.

# Table of Contents

Table of Contents .....	3
Introduction.....	4
Leverage Assets Others Build & Maintain.....	8
What to do if Your Niche Focus Fails .....	13
How to Make Offers Others Won't Refuse .....	17
How to Get Free Publicity via Mainstream Media .....	20
My "Boring" Cash-Like-Clockwork Business Model .....	27
Conclusion.....	31

# Introduction

I started my online journey back in 1998. At the time, I had already been online for three years and was convinced the Internet would change the world as we knew it. It did.

Right from the start, the online world became my publishing and marketing platform of choice. I became an early, online business pioneer out of necessity. I just didn't have the money to accomplish my goals in the offline world *at the high level*. What about investors? I hate to say this, *but* – the idea of building a dot.com entity and taking it public didn't appeal to me, either.

It just seemed like too big a mountain to climb. Well, let me rephrase that. It wasn't that the mountain was too big. It just wasn't my kind of mountain. If stress came in flavors, *that wasn't my flavor*.

I simply wanted to write, publish and market books, booklets, special reports and courses. I'm talking about the paper and ink kind. I went as far as investing several thousand dollars in printing and binding equipment in the mid-90s. As it turned out, however, that investment

just barely covered the very basic, *entry-level* equipment. At the end of the day, despite the time, energy, effort and money, I'd barely scratched the surface with my efforts. It was demoralizing.

So, there I was at the crossroads. On one side was the traditional route. I could see myself doing some part-timing here or there. But that was about it. On the other side was the Internet. Plus, the equipment would still be good for something, right?

It could have been a scene from the Matrix. You take the blue pill and you wake up tomorrow morning and punch the clock at a ho-hum job. You get a review every so often and make just enough money not to walk out the door. You basically live for quitting time. The story ends.

You take the red pill and you stay in Wonderland and see how deep the digital hole really goes.

I took the red pill. Bill Clinton was just starting his second term. If I could go back, I'd take the red again – for sure!

It started what went on to become the adventure of a lifetime. Yes, I made a few lousy choices and did some stupid things along the way.

But what I learned on this journey transformed my life. I'm here, talking to you today because I truly believe I can help you along the online path. I believe I can help you make some better choices and make them *faster* than I did.

If you've been at this for a while and you're still struggling, I'm going to encourage you to make some changes. And yes, I understand, change is hard. Even if it's just a mental thing... it's a fight. Part of the problem is, we hear something and think it's going to be easy.

When the fight comes, and it usually does, we're unprepared. It's like going on a five-day journey into the wilderness with just a sandwich and a small bottle of water. You're not prepared for much of anything, and so you turn back when your supply runs out.

I want you to prepare for a fight against yourself. I want you to write down all the excuses and answer them on the frontend. I want you to see yourself like Dr. Jekyll saw Mr. Hyde. Hyde is the bad you. The part that gives up. The part that embraces mediocrity. The part that says, "I told you so" when things don't work out.

I want you to write down convincing arguments to all the objectives that have beaten you down in the past. The only person you have to convince is yourself. It doesn't matter what anyone else thinks because they'll insist you were lucky if you exceed their expectations. That's just how the world works with many people.

I want you to become uncomfortable being a lesser version of YOU.

When I look at myself today, I know I can do better. I know I can fly higher, faster and farther. If I stand still and just tread water, I'll slowly start to sink over time. I know, I've tested that one out.

So, let me briefly share some of my story with you. Instead of just giving your facts, figures and ideas... let me position it in such a way that you can internalize some (or maybe all) of what I'm going to share with you.

Okay, let's move on.

# Leverage Assets Others Build & Maintain

“The early numbers are in...”

I went for a long, slow drive down Gulf of Mexico Drive on Longboat Key, FL. The early numbers were in. My email marketing client was running for Governor of South Carolina.

Wait... what?!

I said, “My email marketing client was running for Governor of South Carolina.” The early numbers were in. He was losing. An hour later, he wasn’t losing anymore.

He’d closed the gap. As the night progressed it became clear he’d become the next Governor of the State. He was my first high-profile client.

So, how do you connect with the right people? For me, everything good seemed to happen through referrals. As we Italians (the ones from New



Jersey) like to say, “I knew a guy who knew a guy.” In my case, I knew a guy who knew a woman.

He told her about my service and she signed up the campaign.

I’d impressed the right people long before I’d known they were the right people. That happens if you treat everyone the same. It’s also happens when your heart is into your business. In other words, you’re not just burned out, going through the motions. If your heart is in what you’re doing, you will transmit “things” to other people that go beyond precision copywriting and marketing tactics. If you’re genuinely enthusiastic, you don’t have to pretend to be.

Think about that one for minute.

All of this happened early in my online journey. I took and continue to take good care of all my customers and clients. It doesn’t make any different who they are and what type of business they’re in. If it wasn’t for them, I wouldn’t have a business.

Sure, it goes both ways, but I took care of my side of the equation like everything depended on it. I still do. It’s just how I’m wired.

Next, I partnered with another person. Someone who could do what I couldn't (build an email blast machine, maintain the server, answer spam complaints, remove us from blacklists, etc.).

Today you have a million and one options to send email for clients. You could even use free services for smaller lists. If you're a freelancer, you can build a business just out of managing email lists for businesses. Or you can add it to your existing menu of services.

When it comes to the behind the scenes tech (servers, security, etc.) should you build and manage your own machine? Maybe if you're in your 20's and want to experience the process. The need for that kind of tech has already been met and then some. It's hard to create a version 1 product when your competitors are ready to come out with version 5 and still compete. Especially when the need isn't exactly evident.

You can buy a cow or several cows and sell milk to neighbors. But are you really going to make good money doing that? The need is already being met by many established farms.

I'm not trying to rain on your parade, I'm just telling you these things so you can approach this with a bit more wisdom and foresight. Hindsight is 20/20. But that's after the fact. Then it's too late. Any lesson learned is valuable, but it's nice to pick up a few things on the front end instead coming out on the back end wise – *but broke*.

Instead, why not leverage the assets of others and brand them under your own banner or brand? Just about everything you own, someone else made or manufactured? Carefully consider what you need to do yourself. Make it the very best investment of your time.

I remember how shocked I was when magazine owners told me they don't print the magazines in-house anymore. They sub it out. Why? It's cheaper than buying and maintaining the equipment themselves.

Book publishers are the same. How about online? Netflix doesn't use their own servers to stream movies, they use Amazon's. The list goes on and on.

So instead of spending your hard-earned money (or your spouse's or another family member's), use what someone else built if you can and see if you can make some with it. Building your own "thing" will only

delay you turning a profit. It's simple math. If the project bombs, you're really no worse for the wear. You tried it, it didn't work and you move on. Or, maybe you modify a few things and keep trying

I started building websites for myself before I started building them for others. It wasn't long before people started asking me to build websites for them. When people ask you to do something for them, that's how they see you.

Think about it. It's organic marketing. It's basic perception.

What are people asking you to build or do? What do they ask you for help with? If you already have a profitable path of least resistance, why not pursue it for a bit? Even if it's not something you want to do long-term, at least you'll have some cashflow coming in. Without that, everything grinds to a halt.

# What to do if Your Niche Focus Fails

You know what your problem is? You're not targeting a niche. You don't know who your client avatar is (cut to the person in business attire shaking their head in dismay). That's what the books told me. That's what I've heard more people than not repeat over the years.

But that's just one way. It's not the only way. If you think it is, you may in beyond frustrated with an extra-helping of demoralization mixed in for flavoring at this point.

I understand the niche concept. Here's the thing – *it didn't work for me*. The opposite did. There's more than just a few people with similar experiences. Funny thing, Steve Jobs said the same thing in so many words after Apple hit it big.

After some market tests, I decided to build websites for every industry. When I tried to niche down and focus on one, I spun my wheels. I sold email marketing services to every industry. When I tried to focus on

one – it was like trying to crack through a cement wall by throwing a rusty old dart at it.

Finally, I was able to enter into the consulting world by focusing on a niche. “Okay!” I thought. “Now I’ve got it!”

Then the industry took a dive and with it, 100% of that revenue stream.

Listen, if niching works for some people, that’s great. I’m not going to argue with that. But tell me that success happens (or doesn’t) because of it, and I have almost twenty-years worth of experience proving otherwise.

The one time the “niching thing” actually worked for me – it was because the niche chose me, not the other way around.

Today, my “niche” (if you want to call it that) is my city and town.

Here, business owners see me as a friend who is looking out for them, rather than a marketer whose only interest is in making money.

**It all came down to earning their trust and respect.**

When there's a need, I want to see if my business can meet that need. I offer consulting. People appreciate it, especially when you can explain things in easy-to-understand, layman's terms.

Think in terms of the restaurant business. That's something fairly easy to relate to. What you offer, your products, services, etc., is the food on the menu. Can you visualize that? Now, what are people ordering from you? Do they come back for more? If not, how can you change the menu – what could you add so they do?

No, you don't need another course (most likely). You need to learn how to think critically and examine what you're doing. Then, you may need one or two answers to specific questions that might come up so you'll be able to take the next step.

Realize that your situation (and mine for that matter) are so unique, there's not a single book or course you can buy that's going to take you where you want to go. You're going to have to adjust to your unique circumstances and situation. That's life. That's how it works. Everything else is theory. Let your contemporaries, your competitors and others

who are at the same stage in business you're in – *let them* jump from one course and seminar to the next.

There's an old saying about a certain type of person who is, "*always learning but never coming to a knowledge of the truth.*" Don't be that person. What you're building is going to look a little different from everyone else is building.

Be okay with that.



# How to Make Offers Others Won't Refuse

I learned firsthand that more traffic to your website isn't always the solution. If you have an offer that people want, even smaller numbers of visitors can cover your mortgage payment for the month. It's all about the offer. Not just the product – but the offer or deal you put out there.

If fish aren't biting it's not because they stopped eating. Isn't that true? If a clothes store goes out of business it's not because people aren't wearing clothes anymore. It's often because their competitors presented a better offer.

Let that sink in for a minute. Sometimes you have to over-simplify things to get your mind to a place where it can identify the root of the problem.

Back when I was going through my extreme *exercise phase*, I bought a workout program I saw advertised on TV. They had photos of people before and after they started the program. I was in the *before* stage.

They clearly showed me what I could look like “AFTER” (after taking their program). So, I went ahead and bought the course. As a side-note, it worked pretty good, too!

Now apply this simple concept to what you’re presenting to other people. Are you selling the “AFTER?” Or, are you stuck taking about details that make their eyes glaze over? If people want an answer to an in-depth question, don’t worry, they’ll ask.

People buy the AFTER. That’s what they want. They’ll even do some stupid things to get to the AFTER when they want it badly enough.

The pain is in the “before.” They’re too fat. They don’t have any or enough sales. They don’t have (fill in the blank). If they want the AFTER, you’ll sell it to them.

You’re in the business of taking them from before to *after*. If you are unsure of how to price things at times, consider packaging your “after

offers” in three sizes. Small, medium and large. It’s true, I’d rather sell large all day long. But I’d also rather sell a small or medium “AFTER” than nothing at all. It all adds up over time.

# How to Get Free Publicity via Mainstream Media

While very few people trust what they read, see and hear in the mainstream media these days, their reach remains enormous nonetheless.

Getting mentioned in the media can put your business, your name, products, events, etc. in the public eye in an instant.

Getting connected with PR people four years into my journey turned out to be a gamechanger (for me and them). We both had something the other needed... and we both gave freely. With a short time, I had media contact lists that included Radio, TV, Newspapers, Magazines, Bloggers, etc.

Today, it's even easier to get the contact information of any news or media outlet you want.

Simple go to their website and look for a “Contact” link. Some of them even have Facebook pages. Look for the phone number. When you find it, call them and tell the person who answers that you’re looking for the email address to send a press release to for a client who’s – releasing a new product, making a public announcement about (fill in the blank), opening for the first time, etc.

It can be anything. When I launched my new social media service, I sent out a press release announcing that I was opening a new service for local business to build their followings on social media. I was on the news that night. A reporter came to my house within a few hours.

You can’t buy that kind of publicity. At best, you have an ad on a website, in a magazine or in a mass mailer that just about everyone ignores because they’ve develop ad-blindness over time.

If you know your stuff, sometimes they media will come directly to you and initiate the process.

The mainstream media isn’t just for the big players in business and big industry. If you have a story to tell, or something that has a ring of

“news” to it, sending a press release can do more in 24-hours than you could do going the slow route for 24-months.

There are plenty of examples of how to write a press release online. Just do a search on “how to write an effective press release.”

Or, have someone else write one for you. There are people on Fiverr.com who will write and distribute them for you.

In my case, I did it all myself. If I found a new media outlet that I wanted to add to my list, I’d contact them and find out who I would send the press release to. Sometimes I would get a name and an email address. Other times, just an email address.

News is a consumable product in our society. It’s like pouring a glass of water for the person sitting at the table. After they drink it, you fill it back up again. That’s what the news like. They fill the glass each and every day. Sometimes they fill the glass several times a day!

When your little story gets poured into the glass to be consumed by the public, it’s very exciting! You’ll tell you family, friends and anyone else who cares to listen.

You have a form of instant authority in that market now. You can say you've been seen on or featured by that media brand.

With the media, you have to realize that they need you in a similar way that you need them. They need news, they need stories, they need announcements to the public. It's a never-ending need. Now, they DO need advertisers. So, whatever it is you're offering, you can't present in a salesy way. You have to present it as news facts or information.

If you go through and read enough press release online, you'll understand what I'm talking about.

The old "what's in it for me" express works well here. Put yourself in the place of an editor. Then ask the question, "What's in it for my readers, listeners or viewers?" Don't just think about yourself. See the big picture and proceed with that mindset.

## **MOST PEOPLE DON'T TAKE THIS ADVICE**

Let me finish by saying, most people won't follow the advice I've given in this section. Why? They're afraid. They're afraid it won't work. If you

never try, nothing works. They're afraid of rejection or that their business doesn't somehow measure up.

I've had those same feelings. I still get them sometimes! I'm not writing from a corner office in a luxury skyscraper in New York, Los Angeles or Chicago.

I simply put one foot in front of the other and see what happens next. What separates me from most is the fact that I've been doing this for a long time. I know from experience, no one is going to put you in shackles and make a spectacle of you in the town square if they find your press release of no interest to them.

You get an email address, you write a press release, you put the text in an email and you click send.

That's it.

The press release contains your name, phone number and email address. They always call. That's been my experience. If they're interested, they call.



I have a separate email address that I send press releases out from. I suggest you do the same. Something like

[pressreleases@yourdomain.com](mailto:pressreleases@yourdomain.com) or [mediareleases@yourdomain.com](mailto:mediareleases@yourdomain.com).

That's not your contact address, that's the address you send the mailing out from. Does that make sense? Look at it like this – you have a media department. It sends out press releases for your company. You (the individual) are the contact person. Different address.

I created a whole side business out of this called [mynationalpublicity.com](http://mynationalpublicity.com). If you feel like it, you could do the same. Maybe set one up for your home state or local city?



# My "Boring" Cash-Like-Clockwork Business Model

Let's talk about what ultimately worked for me and why. Bills (yours and mine) are basically due the same time every month. Several years into my business, I had –

1. Built Websites
2. Published and sold eBooks
3. Published and sold courses
4. Started and email marketing service
5. Mailed out press releases for a local PR company

The courses and books allowed me to spread my creative wings and fly. I sold them to the general public. Mainly to people who were looking to start a business similar to mine.

Then I added a webhosting service to the mix. That changed everything. The webhosting business provided a stable, monthly income stream.

It also taught me a lesson. The business to business sales model seemed a lot more reliable than the business to public sales model. What I mean is, a business has to spend money on marketing (which included its online presence) regularly if it's going to survive.

“Civilians” don't **have to** buy a course. They don't have to buy books. Those are “**want to**” purchases, not “**got to**” purchases. Are you following? With a service, just like food, you have to keep buying more – month after month and year after year.

**I designed my business around that concept.** The other stuff (books, courses, etc.) were just icing on the cake. You don't have to go this route to succeed. But after two decades of testing, I choose the route I did because it carries with it the least amount of stress.

Keep in mind, I had shallow pockets when all this began. I resold hosting services. I didn't own the server. I didn't own anything except my two computers and some basic software. If something broke that I couldn't fix, I contacted the support people and they fixed it for me. The support people worked for the hosting company.

Eventually I met people and partner with them. Other businesses, too.

I create separate websites for all the products and services I had and then, in later years, tied them together under a single brand. ME. You can do the same, and it's even easier today. The one thing you can provide that big companies can't is a friendly name, face and contact address (so people can email you directly when they have questions or problems).

As you grow, you can hire virtual assistants who can handle things for you when you want to take a vacation or do other kinds of work you don't have the time (or skill) to do yourself. These people are out there in greater numbers today than when I first got started.

You can even go to Fiverr and hire people there if you have a mini-budget. Upwork.com is another option. There are many options, more than I can mention here.

Realize this – ***people just want the job done***. Business owners love when they find people they can rely on. People who return emails and calls in a timely manner. When you look at the laws of supply and demand, while there may be plenty of companies out there meeting a

demand, there's one other area that most companies fall short in today.

I'm talking about Customer Service. Customer service is the one area that, if handled wrongly, can instantly negate all the good things that happened in the past.

If you say the wrong thing – everything can break down in an instant.

Things go wrong. People (most) understand that. When that happens, make it right. That's all you have to do. If you can't make it right, refund some money, offer something in return and stay "nice." A little bit of "nice" goes a really long way in today's world!

# Conclusion

Start focusing on creating OFFERS **today**. Don't make the mistake that so many people make and believe that you should first build up your subscriber list to 1,000 before you start creating offers to sell to your audience. Don't worry about having "enough" content on your blog. Don't worry if your website design isn't perfect. People want to move from the before to after position, so create offers to help them accomplish that.

Don't be pushy. You don't have to be. Provide valuable content that will attract visitors and integrate an offer or two on your blog or website. You don't have to shove anything down anyone's throat. You're simply reminding them of a useful tool or service that will take them from "before to AFTER" in some way. Don't make it harder than it needs to be. When you get right down to it, you know where people struggle in your marketplace.

It's hard to stay motivated as an online business owner if you aren't making money. So, go ahead and kick-start your efforts immediately

*instead of trying to perfect everything.* You'll see results much faster. You'll also be able to generate revenue sooner than later.

Once you have a simple system in place that's proven to get results, then you can add some bells and whistles if that's something you really want to do. Most, however, do the reverse – thinking the bells and whistles will generate revenue. When that doesn't work, they get discouraged.

Break free from the cycle.

If you need additional help, contact me.

Thank you for reading!

Jimmy Krug