

Ross Taylor's



**Accelerated
Internet
Success
System**

Accelerated Internet Success System: AISS

Congratulations on taking your first step towards accelerating your success on the Internet!

I've created the following system to help you grow your business on the internet, no matter what company or product you are marketing.

Be sure to not only carefully read the entire PDF, but Take Action on what you learn in the AISS.

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Meet Ross Taylor

I am a successful internet entrepreneur who enjoys teaching others how to accumulate wealth online. After nearly three plus decades of working professional leadership jobs in engineering, retail and law enforcement, I decided I wanted a better life. The words of my dear friend as she passed away still ring in my ears, "Oh dear, so much left to do!" I realised then I wouldn't put my life on hold anymore.



I have three wonderful children, and their partners, and 2 beautiful grand-daughters and this is the first time in my life I can truly enjoy them to the fullest. I adore making precious memories with them and further exploring my passion for surf fishing and traveling with the people I love.

I also love working on the internet because it gives me the ability to utilise my leadership skills to teach others to attain the same level of success I have enjoyed. With the right preparation and perseverance, I was able to achieve financial success and now I spend my time mentoring others to do the same.

Anything worth value in life requires some time and sacrifice, but with the right tools, guidance and determined attitude you can truly say that you "live to work", instead of "work to live".

I wrote this "Accelerated Internet Success System" as a guideline to achieve internet business success at a faster pace. I realise people do not have 40 hours a week to spend on the internet and they desire to change the course of their life in as few steps as possible.

My hope is that you learn a lot from this comprehensive report and put it to use in your own campaigns.

To Your Success,

A handwritten signature in blue ink that reads "Ross Taylor". The signature is written in a cursive, flowing style.

Ross Taylor

Step 1: Choosing an Online System

The internet is becoming the town square for the global village of tomorrow. Bill Gates

The first step in your "Accelerated Internet Success System" is selecting a business opportunity that fits your needs and accelerates your learning, preparation and sales process. You can literally shave off years of time by joining forces with a company that supplies you with the products, proven sales process and the leadership mentoring you need to become a success story.

Products

When you begin researching opportunities that give you the ability to sell their products, look for reputable products which provide value to the customer. Too many companies are selling "re-hashed" information to unsuspecting consumers. Do not fall into this trap. If your products truly meet the needs of the customers, they will buy.

High Ticket Items

Remember this one statement throughout your marketing career. It applies to not all, but most scenarios: "You get what you pay for!" Did you ever buy an inexpensive shirt thinking you were getting a bargain, but it fell apart in less than a year? Well, apply this same principle to the types of products you are interested in selling. Do not think you cannot sell high-priced items if you are just starting out. You absolutely can, for these products will always sell if the value is worth the same or more than the price. Focus on VALUE, not cost.

Educated entrepreneurs realise the price of value. You can make more money in the long run by selling high ticket products rather than working just as hard to sell low priced, low quality items. If you had bought that higher priced shirt to begin with, it would last you ten more years, which in the long run equates to less money out of your pocket.

A Proven System

A great opportunity will include a proven sales system to market its products, allowing you to further accelerate your internet business and leverage the internet space like a pro. Don't waste long periods of time on "trial and error" before you make your first sale. Learn from entrepreneurs who successfully built online businesses using proven sales cycles which were "duplicatable" and easy to implement.

The company should supply you with a website, as well as other marketing tools necessary to

grow your business. Ideally, they should take over some of the marketing aspects such as explaining the business, closing and recruiting prospects and provide you with indispensable education. Even if you have never worked on the internet, you can start from square one and still become successful with the right tools and education.

New Internet Models are Different to MLM

With multi-level-marketing (MLM), you earn a percentage of people's purchases and spend time recruiting new prospects. The select few at the top of the pyramids generate the highest revenue. In addition, the internet is growing at such a fast pace and smart entrepreneurs are capitalising on the opportunities it presents. Consequently, MLM companies are beginning to take a back seat.

The downline pyramid configuration promotes other issues with MLM as well. After about two levels, you will not know the people who are signing up many levels under you. What if they drop out in an instant? In one second, you can lose substantial amounts of income. When the average new recruit in your business only lasts for approximately 3 months, it makes it very difficult to build a reliable residual income.

The new direct sales models differ from MLM in that they not only accelerate your business growth but they also pay you commissions up front to weed out the drifters who don't last beyond the usual three month work ethic of most marketers. The new models also remove the need for slick sales lingo. You will also retain complete control of your finances through directly offering your products instead of losing sight of your prospects in a pyramid configuration.

Leadership Potential

What kinds of websites do you visit to gain knowledge? Most likely, they are sites run by definitive leaders who are positioned and eager to meet the needs of their audiences. They develop unique ideas and deliver the newest trends in the industry.

Your main goal in establishing an internet business is to position yourself as a leader to your prospects. Interested people will trust a person who shines above the rest and delivers unique value to his/her target market. A great opportunity will support and develop you as a leader in the industry preparing you for the massive potential to make money on the internet.

Step 2: The Essentials

If you have a web site, it makes your small business look big. ~Natalie Sequera

To further prepare you for your internet business, I would like to detail the essential systems and products you will need to start an online business.

Domain Name

Domain names identify websites or web pages. In the example, <http://www.meetrosstaylor.com>, "meetrosstaylor.com" is the domain name in that web address. Domain names can be created with any extensions including .com, .org, .gov (government agency), .edu (educational institution), .info, and more. The domain names ending with the extension .com are the most popular and would be a good choice when creating your website.

Custom Landing Page

A landing page refers to the web page in which internet visitors will land after clicking on your web address or typing it in the browser. If you set up your landing page to correspond with a specific domain name, visitors will be directed to this exact site when they access your domain. Landing pages are often the first chance you have to attract internet users. They should be created in such a way to draw attention to the benefits of your product while positioning you as a leader in your industry.

Autoresponders

An autoresponder is a software program which sends automatic email responses to those prospects who desire information. Your landing page should include an "opt in" box where visitors can enter their name and email address to get more information about your services. If you were to respond to these individually, it would take too long and steal your precious time. An autoresponder will automatically send each prospect a message of your choice. This powerful software can also be set up to continually send messages to your prospects at chosen intervals.

Sales Process

Your sales process will ultimately determine a major portion of your future success. Though each marketer's sales process will look different, successful processes will employ a lot of the same principles. I would like to offer you two of those principles to help you succeed:

Emphasise benefits - What people really want is an answer to their burning questions and a greater life experience. Yes, they are concerned about price but you would be surprised what people will spend on what they deem valuable. Most marketers highlight the features first because they think that is what the readers will want to know. The features are great but if your audience doesn't realise the **benefit** of those features you will lose them halfway through the sales process.

Make it Personal - In order for people to buy what you are offering they must feel they can trust you. Communicate and interact with your prospects the way they would want to. Establish that personal connection right from the beginning to cancel out any skepticism. Personal stories, images and family photos of you will help to eliminate uneasiness in the minds of your visitors.

Follow Up System

In addition to personal touches, follow-ups are increasingly beneficial to earn the trust of your audience. In my experience, I believe it can take up to seven contact sessions to get a sale or earn a greater level of trust. Phone communication is obviously more effective than emails and often requires only a few conversations to achieve the same end.

The moral of the story is: Don't leave your prospects hanging, ever! Follow up and then follow up some more without being obtrusive and over time they will become more comfortable with you as a leader in the industry and will eventually take advantage of your products and services.

Step 3: Work Smarter, Not Harder

A jack of all trades; master of none

Outsourcing is one of the greatest methods to accelerate your online business. If you poll the most successful online business entrepreneurs, most, if not all, will tell you about the massive benefits to outsourcing. You cannot fully continue to grow your business by doing everything yourself. You are one person with a set amount of time in a day to work. Even if you decided to stop sleeping, you still wouldn't accomplish your long term goals and you would be sick and exhausted in the process.

Everyone has a limit and you should recognise yours. When you get to the point where your quality is lacking in one area, it's time to work smarter. At this point, most new marketers will work harder to meet the new demands. They think they will save money by doing everything themselves. Don't fall into this common trap. The small amount of money you pay to a qualified professional will make you more money in the future. Why? Because you will be given the time to focus on creativity and innovation that grows your business, instead of feeling overwhelmed with menial tasks. You will also hand off the tasks you hate to people who are more qualified and able to complete them more efficiently.

Because there is so much to learn and do online, entrepreneurs realise the value of outsourcing and consequently the dynamics of business growth. They realise you cannot effectively master anything if you take on everything. Imagine a one hour time slot with one task to perform. In one hour you excel at this one task. Now add 5 more tasks in that same time period. What do you suppose happens as a result? Time is constant and unchangeable; you cannot create more of it. If you actually complete all of the 5 tasks in the one hour, they will most likely not be done right or to your fullest potential, yet if you do not get them done, you will not be able to successfully grow your business over time.

Remember, you are not a jack of all trades. Be an entrepreneur. Perform the tasks in which you excel and outsource the rest.

Step 4: Know Your Numbers

A sale is not something you pursue; it's what happens to you while you are immersed in serving your customer. Unknown

Have you ever heard of marketing surveys or polls? These tools are meant to assess the feedback of the customer. Imagine if McDonalds started their business chain without knowing how many people were walking in their doors or buying their hamburgers. How would they adjust according to consumer opinion? This sounds a little silly, but this is exactly how marketers are running their websites. They would need to know if their latest promotion was a total flop so they can discontinue or adjust their campaigns accordingly. In the same manner, you can't expect to continue in success if you are blind to the number and the actions of visitors clicking through to your site.

Here are a few questions you should have answers to when determining if you are tracking correctly:

Where are your prospects coming from?

What percentages of leads convert to sales?

What are the areas in which prospects leave the sales process?

What areas can be adjusted to maximise conversions?

If you do not know the answers to these questions, you are not aware of your numbers. Without numbers, you can eventually lose track of your entire business. You could be wasting time and energy on a principle which is not even working. Any time you implement a new facet to your campaign, you need to test its effectiveness. The trick to an efficient internet marketing campaign is to maximise your time and money to receive the highest return on investment. If something is not working, you will know and dispose of it. If an idea is working, you will know as well and you can re-focus your efforts.

The only method to an improved sales process and increased conversions is tracking. Several programs exist that will help you manage and track your visitor's behaviors.

Google analytics is a free program which will tell you where your visitors come from and how long they are on your site.

Once you install your tracking system, review your user's behavior for about a month and calculate the conversion rates. To get this number divide the number of sales by the number of visitors and multiply by one hundred. Here is the equation below:

$$(\# \text{ of sales} / \# \text{ of visitors}) \times 100 = \text{Conversion Rate}$$

A great sales process will reach conversions of 5% and up. If you are not even hitting the 5% mark, consider testing and revamping different aspects of your campaign based on your results.

Step 5: Fortune's In The Follow Up

You will make more friends in a week by getting yourself interested in other people than you can in a year by trying to get other people interested in you. Arnold Bennett

Nearly 50% of your overall conversions will result from follow up marketing. I discussed the importance of "follow up" in the section on Essentials but I wanted to go into more detail because I feel it is imperative you understand the many levels and benefits of this practice.

In most instances, the people who land on your website will fit the description of targeted visitors. This simply means they meant to search for similar subject matter and will be interested in your site. A visitor who is not targeted will have arrived at your website inadvertently and will leave once they see it is not what they desire. Targeted visitors can eventually turn into sales if a correct follow up system is in place.

The first step involves attracting them to your opt-in list to establish your first point of contact. Once you acquire your prospect's name and email address, consider yourself privileged and treat that information with the utmost respect. This prospect trusted you enough to give you personal information. Treat it with care and handle every new lead as you would a professional relationship.

If you do not get a response from your first point of contact, follow up in about 2-4 days to remind them of your services. Your second message should go into more detail and include the many benefits of your products or services. Do not use "sales language" or you will deter your customers from your business. Offer advice and your availability to answer any of their questions. Show your genuine interest in helping them to succeed and fulfill their dreams.

Follow up several times and continue to avoid excess sales language. Remain professional with a personal touch and invite them to a deeper level of contact. Write the messages in concise, easy to read lines of copy. The email should be easy to skim from top to bottom and not bore the reader. Provide them with your contact information in an accessible place to create an easy process for them to connect with you.

If you do not get a response in about seven messages, you can make a special one-time offer if you feel it is worth it. Continue if you feel it is a viable lead or send a message asking for feedback. Even if you lose the sale, at least you can gain some necessary insight into the minds of your audience and adjust future campaigns.

Step 6: Plug Into Training

"You are not an island unto yourself"

As I discussed in the section on outsourcing, entrepreneurs understand the meaning of utilising others to gain success. We all possess certain talents and gifts, yet none of us have a talent for everything, especially when we are first starting our internet businesses. It is vital that you access training given by top leaders in the business.

A top leader refers to an entrepreneur who has experienced success implementing proven methods and principles. It is imperative that you gain advice only from a leader who has experienced the trials and triumphs of a successful internet marketing campaign. The same old information available on the internet won't cut it. The influential leaders in the industry will supply you with the tools and the insight to make a great living online and teach you to eventually become a leader to others.

If you are not taught how to become a leader, the cycle will not continue. You will not truly grasp any information in life unless you can successfully teach it to others, and do so in a way that allows them to become leaders as well. This process is what gives great, deserving people a chance to make money on the internet and realise the life of their dreams. As you gain knowledge you will also learn how to give it away to others, which will in turn reward you as well.

The author of *Think and Grow Rich*, one of the most popular books concerning the entrepreneurial mindset, identified the key characteristics of the wealthy. He interviewed some of the wealthiest, influential thinkers of his time and among the top entrepreneurial traits was the ability to learn from a mentor.

Some people are too proud and think they know everything. These are the people who start off strong and fall behind because they only knew enough to begin, but not sustain a campaign. Beginning a new internet business venture is exciting and new and does not require a whole lot of motivation. Yet, at about the point where the excitement wears off and the rubber meets the road is where most marketers fail. This is a great time to seek the help of a mentor to guide you through the uncertainty and possible pitfalls. These mentors walked in your shoes and understand what you are feeling. They can also give you special insight into avoiding common mistakes so you will not waste time on trial and error campaigns.

Now you can see why proper education and mentoring is a key to the "Accelerated Internet Success System". Without it, you will literally spend years trying new things and learning from your mistakes until you get it right. Why not learn from the experts who made the mistakes already?

I enjoy much success today because of mentoring and as a result I love mentoring motivated entrepreneurs to make a difference and earn an income online. Seeing people transition from employee to leader and entrepreneur has become one of the greatest passions of my life.

Remember that even when you achieve success and experience financial freedom, there will always be more to learn. I am still learning new methods and creating new ideas for my business. Always keep your mind open to new and creative ideas regardless of your leadership status.

*Unless you try to do something beyond what you have already mastered, you will never grow.
Ronald E. Osborn*

Step 7: Take Action!

Take massive action!

Success is where opportunity meets a determined will.

Take intelligent, massive action.

Doors will open ... you will not be denied!

IT WILL BE WORTH IT!

[Click Here To Take Action And Plug Into The Proven Business and Marketing System That I Personally Use To Achieve Success!](#)

To Your Success,



Ross Taylor

Ross Taylor

<http://meetrosstaylor.com>