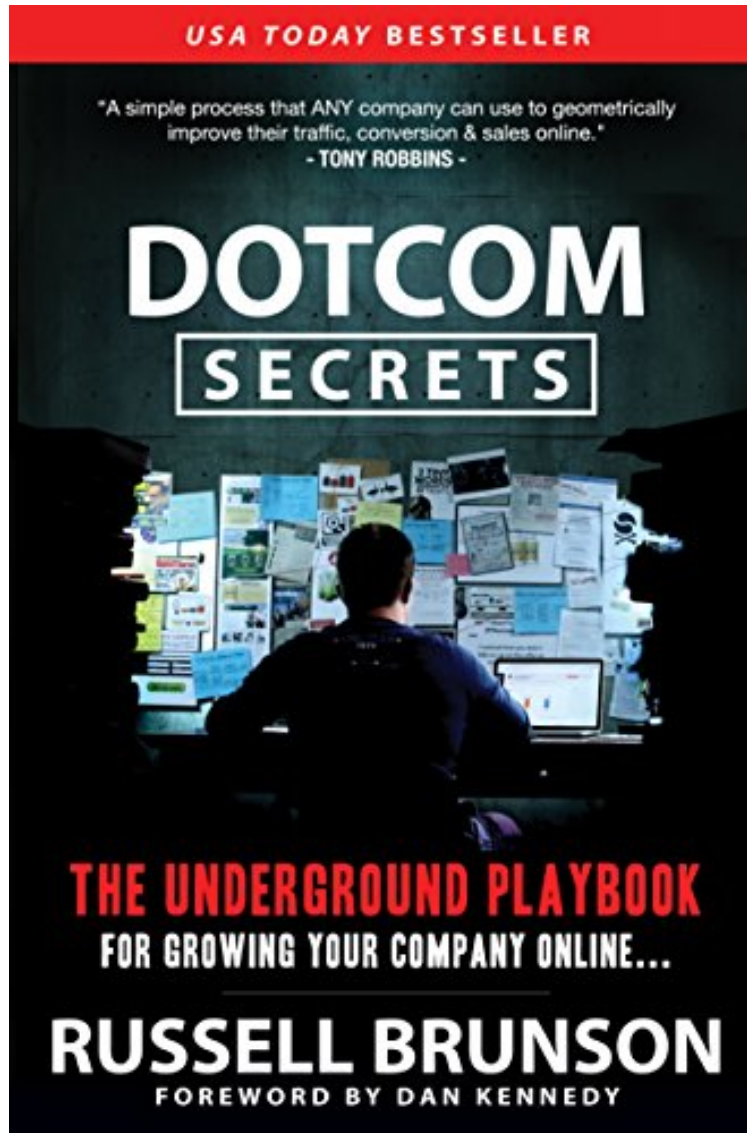


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DotCom Secrets: The Underground Playbook for Growing Your Company Online

Russell Brunson

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Russell Brunson : DotCom Secrets: The Underground Playbook for Growing Your Company Online before purchasing it in order to gauge whether or not it would be worth my time, and all praised DotCom Secrets: The Underground Playbook for Growing Your Company Online:

139 of 146 people found the following review helpful. The Online Business Bible By Alan Tutts Having had an online business since January 2003, I've read many, MANY books about online marketing, and have even purchased some of the big-ticket courses, such as Jeff Walker's "Product Launch Formula" and Mike Filsaime's "Butterfly Marketing".

I've even had a chance to review Frank Kern's "Mass Control" and "List Control" products. Others I've learned from include Rich Schefren, Glenn Livingston, Todd Brown, Mark Joyner, Terry Dean, Yanik Silver, Jim Edwards, Willie Crawford, Jimmy D. Brown, Dan Kennedy, and the list goes on and on. I can say, without a second's hesitation, that Russell Brunson's "DOTCOM Secrets" book trumps all of them. This book has just the right mix of high-level strategy and low-level tactics to make it a solid playbook for anyone who wants to make their online business a profitable one, while operating with the highest degree of ethics and integrity. It has shown me where I have made many mistakes along the way, and as I implement the ideas, I'm finding that it's easier to attract the right customers who resonate with my materials, and help them see the value in owning my higher-end products. The only downside to this book is that it doesn't address the technical side of things, and this means that a newbie will need to go elsewhere for the final implementation. The good news is that once you have implemented the information here, you won't have to rebuild everything again, because you'll have done it right the first time. 100 of 107 people found the following review helpful.

Overview of Online Business Marketing but Not a How-To By Kat Jimeacute;nez This book is alright. For the beginner, it puts all the online marketing strategies "online marketing gurus" like to get entrepreneurs excited about into the larger context of running an online-based business: you need to do market research; you need to build your email list with a freebie; you need to engage in email marketing; and you need to have a mix of free to high-ticket offers. There are some how-to's for each of the phases. However, after trying to implement the email marketing phase, the welcome email series, I'm stuck. What Russell offers are overviews and some of the elements that go into each. He doesn't offer formulas, and that is something beginners need when starting out. Obviously, one size doesn't fit all, but formulas get the ball rolling. After this, it is just a matter of learning what works and what doesn't, and optimizing if necessary. The beginner also needs examples of how the concepts Russell is presenting can be applied to different types of businesses. How can you come up with an attractive character for real estate? How can you do so for an e-commerce business? For the welcome email series, what does a different series look like, say for a business with no paid offers yet? What should it look like for a straight up paid offer, such as the tripwire (or one-time) offer, and not Russell's invisible funnel to a webinar that the subscriber pays for if she thinks it is valuable? What are the best types of freebies? (Hint: if you got this book free from Russell, know that books are the worst types of freebies.) Formulas and examples are what make an online business "how-to" product successful. If you want an overview of how an online-based business is supposed to run like, this book is a good source, better than most introductory books out there. But look elsewhere for a "how-to" on implementing these strategies. 63 of 66 people found the following review helpful.

THIS IS AN UPSELL By Nick W FULL DISCLOSURE - THIS BOOK IS AN UPSELL however, the book and the theory are absolutely A1. Russ provides an amazing look into the world of building a company online and selling products online. Throughout the book he is trying to upsell you on his programs, his coaching, etc. Good read but idk about the upsells

If you are currently struggling with getting traffic to your website, or converting that traffic when it shows up, you may think you've got a traffic or conversion problem. In Russell Brunson's experience, after working with thousands of businesses, he has found that's rarely the case. Low traffic and weak conversion numbers are just symptoms of a much greater problem, a problem that's a little harder to see (that's the bad news), but a lot easier to fix (that's the good news). DotComSecrets will give you the marketing funnels and the sales scripts you need to be able to turn on a flood of new leads into your business.

ldquo;Russell has spent over a decade successfully starting and scaling companies online. This book takes the best of what he's discovered from over 1,000 unique split tests, tens of millions of visitors online and broken it down into a simple process that ANY company can use to geometrically improve their traffic, conversions and sales online. rdquo; -- Anthony Robbins ldquo;Russell is not a lsquo;pretendsquo; expert, but someone who has actually built one of the most successful businesses I know teaching entrepreneurs how to employ online marketing in their business that achieve exceptional results. rdquo; -- Bill Glazier ldquo;I sit now, as infrequently as possible, in meetings with young online marketing people demonstrably devoid of any disciplined thinking. They are full of opinion and youthful hubris but very short on facts. I do not want to share a foxhole with them or depend on them. I would risk it with Russell. rdquo; -- Dan Kennedy About the Author Russell Brunson started his first online company while he was wrestling in college. Within a year of graduation he had sold over a million dollars of his own products and services from his basement. For over 10 years now he's been traveling around the world helping companies to create sales funnels that help them to double their traffic, conversions, and sales online. Excerpt. copy; Reprinted by permission. All rights reserved. Hey, my name is Russell Brunson . . . Before we get started, I want to introduce myself and let you know what this book is about (and more importantly, what it's not about). This book is NOT about getting more traffic to your website yet the ldquo;DotComSecretsrdquo; I'm going to share with you will help you to get exponentially MORE traffic than ever before. This book is NOT about increasing your conversions yet these DotComSecrets will increase your conversions MORE than any headline tweak or split test you could ever hope to make. If you are currently struggling with getting traffic to your website, or converting that traffic when it shows up,

you may think you've got a traffic or conversion problem. In my experience, after working with thousands of businesses, I've found that's rarely the case. Low traffic and weak conversion numbers are just symptoms of a much greater problem, a problem that's a little harder to see (that's the bad news), but a lot easier to fix (that's the good news). Recently, I had a chance to fly to San Diego to work with Drew Canole from FitLife.tv. He had built a following of 1.2 million followers on Facebook, but because of some changes at Facebook, his traffic had dropped by 90%. He was now spending \$116 to sell a \$97 product. He was no longer profitable. Drew's team called me because they wanted help with two things: traffic and conversions. I smiled because that's why most people call me. They usually assume that I'm going to help them tweak a headline or change their ad targeting, and solve their problems. But I knew that, like most companies I work with, FitLife.tv's problem wasn't a traffic or conversion problem. It rarely is. More often than not, it's a FUNNEL problem. After listening to Drew and his team share with me all of their numbers, their pains and frustrations, and their ups and downs, I sat back in my chair and told them they were in luck. "You don't have a traffic or conversion problem," I said. "What are you talking about? Our traffic is down 90%, and we can't break even converting our customers!" Drew said. "The problem is you can't spend enough to acquire a customer, and the way to fix that problem is to fix your sales funnel," I replied calmly. One of my mentors, Dan Kennedy, says, "Ultimately, the business that can spend the most to acquire a customer wins." The reason Drew's business wasn't making money was because he wasn't able to spend enough to acquire a customer. If we fix his sales funnel so that instead of making \$97 for every \$116 he spends, he can start making two to three times as much money for each sale and then the whole game changes. Suddenly, he can afford to buy more traffic from more places; he can outbid his competitors, and he can spend two to three times more than he is now, all while becoming exponentially more profitable. So, what changes did we make to Drew's business? How did we take a sales funnel that was losing money and transform it into a tool that allowed FitLife.tv to spend MORE money than its competitors, while gaining more traffic, more customers, and more sales? THAT is what this book is about. This book will take you on a journey similar to the one I took Drew and his team on. It will help you understand how to structure your company's products and services in a way that will allow you to make two to three times as much money from the same traffic that you're getting now. And when you follow the steps, you'll open the floodgates, allowing you to spend a lot more money to get a lot more new customers. This book will also show you how to communicate with your customers in a way that makes them naturally want to ascend up your ladder of offerings and give you more money as you provide them more value. Once you know the foundational concepts behind DotComSecrets, you'll dive into the phases of a sales funnel and explore the building blocks you will need to use in each phase. Finally, I will give you the seven core sales funnels I use in all my companies, plus all of the sales scripts we use to convert people at each stage in those funnels. You can choose to copy my proven funnels and scripts as is, or you may tweak them to better fit your particular business. When you implement each of these secrets, you will transform your business and your website from a flat, two-dimensional company into a three-dimensional sales and marketing machine that allows you to outspend your competitors, acquire an almost unlimited number of new customers, make (and keep) more money, and most importantly, serve more people. That is what this book is about.