

**6 Things You  
Must Do  
If You Want To  
Succeed Online**

**by Paul Barrs**

[PaulBarrs.com](http://PaulBarrs.com)

Internet Business Training, Marketing, and Management

## 6 Things You Must Do To Succeed Online

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## Number 1: Build Your List.



**The first thing that any business owner should set out to do when building their business is start to build their list.**

You see; it's one thing to have to always advertise, you have to always look for a new customer, to have them coming through your website, through your door, or call you on the phone and make an appointment. It's one thing to have these people continually knocking on your door saying, "Yes, yes, yes." To always have to be spending money and chasing the new customer is a very frustrating exercise, as any experienced business owner would know.

Yes, we must always have an inflow of new potential customers. Of course, without them, we would fade away. However, the most important thing that you must do if you want to be successful in your business, and I mean above and beyond, is to build a list and market to that list. You see; there are many ways to get traffic to our websites. There are many ways to get people to come through our shopfront doors. Once we've spent the money or invested the time to get them to us in the first place, our primary goal should be to get them to come back; simple reason being most people don't buy the first time they come across us. Does that make sense?

Imagine that you've spent all this money or all of this time, and you've got yourself someone through to your website. Fantastic, but they don't buy. They come, they look, they leave. Then what? If you had a good list and you were able to have them subscribe to that list, fantastic; you've now got an opportunity to have them come back, and once again, have them purchase your product. That should be your ultimate goal in the first instance, to build a good list.

### ***Get The Right People On Your List.***

Here's the thing; it's incredibly important that you have the right people on your list, not just any people, but the right people. Here's a good example of the wrong kind of people: Let's say on your website, you have a little special offer. It's a free ebook. You say, "Download this free ebook: '21 Ways to Find Something Free Online'", for example. Because it's a great book and it's a great offer, you get lots of people subscribed to that offer. The kinds of people who are likely to respond to that offer are people who are

looking for free stuff. Once you've built your list of 10,000 20,000, or 30,000 people and you start marketing to them along the way and you send them offers, the response rate is appalling. Why? Because they're not the right kind of people; they're people who want stuff, they're not people who are prepared to pay for it.

### **Your Mindset**

*I'd like you to shift your mindset right now to engage the paradigm and simply say, "From this moment on, I will only target buyers, not wanters."* There are many people in this world who want stuff, but they're not prepared to pay for it. There are many people in this world who dream of stuff, but they're not prepared to put in the effort. You and I as business people must look for people who are prepared to pay and put in the effort. Does that make sense?



Number 1 is to build your list. This list must be built off potential buyers, people who will respond to your offers; not wanters. We do it by creating a good offer that they will then opt-in and subscribe to. Of course, there are many different ways that you can build such a list. It doesn't matter how. Like I've mentioned previously in other videos and other audios and other books: Facebook lists, email lists, traditional offline mailing lists. It doesn't matter how you get them as long as you get them.

Then of course there are different sub-lists: One list for prospects. Once someone has become a potential buyer to an actual buyer, you should move them from one list to the other to your customers' lists. If you have different areas, different markets within your business, different niches, you should have different lists for those different niches. If you're a pet store and you have customers who have dogs but don't like cats, and you've got a special for cats, you really are wasting your time and theirs sending out that mailing list to all of them.

**Good example:** I have a subscription to my local pet store. I get their emails every single month. I have fish, I like my fish. I don't have a cat, I don't have a dog, I don't have birds, and I don't keep reptiles. I have fish. This past month, I saw I think for the first time ever a special offer on fish. Guess what I did? I bought some fish. The previous month, I wasn't particularly interested in their offers for dogs, I wasn't interested in their canaries, I didn't want to know about the Budgies that they were selling. I want to know about fish. That's my niche; that's my sub-list within their business. They haven't sub-listed it; therefore, they're very lucky I even made it to get

that. What do I do with their emails? Click Delete. What do many people do with our emails if they're uninteresting? Not just click Delete, they click Unsubscribe Delete, and you've lost them forever.

**Here are the 3 different things when it comes to building your list:**

You must, Number 1, target the right kind of people; people who are potential buyers, not people who just want stuff. We don't want people who want stuff; we want people who are prepared to buy stuff. That's important. Then as they come into our business, as either prospect or as customers, we really should have them on different lists called sub-listing, according to their individual needs. Once we've done this, then what do we do? We have to make offers to them. We're here to make money, nothing wrong with making a good offer. Would you agree?

**Here's the key to making offers:** Number 1, you must send them to the right people. I don't buy dog stuff. Number 2, you must make offers that people are likely to respond to. I like fish. Buy 2, get 1 free; that's a good deal for me. Buy 10, get 2 free. Okay. Buy 20 fish, we'll give you 1. No, that's not a good offer. Offers that people respond to is the key.



building an  
email list 101

Tell me something; last thought on this building: How do we know what a good offer is? How do we know what people will respond to? Here's my best suggestion; ask them what they are likely to respond to.

Ask them what it is that they want.

Ask them how often, how much, how regularly. Will they? Won't they?

Whatever. Ask them.

## Number 2: Create Quality Content.

This one goes without saying, especially considering the last year or two; the continual updates within the search engine world is all about content, content, content. The latest, and the catchphrase that we're using, is content marketing. Why? 'Why' is a good question. 'Why' is one of those things you should always be asking yourself and asking others.



**Why is content marketing so important?** Simply this: When the majority of people are browsing online, they want content. They're looking for answers to their questions. Perhaps they're looking just to have some entertainment, some light relief, or maybe something a little more deeper. Whatever it is, they want content; could be in the form of a video, could be something that they read, might be something they download and listen to. Whatever it is, they're looking for content, because effectively, that's all everything on the internet is, content. Number 2 is create quality content, and of course, offer it to your people.

**How do you, or how do I, determine quality content?** Here's my first thought: It must be unique. That doesn't mean that that article on your website is the only place in the entire world that article appears, but I am going to suggest to you that it shouldn't be out there on 100 other websites; certainly not. It must be reasonably unique. Of course, everything in the world has probably already been said already, so it's unique in your particular style. I like to teach my coaching clients that we deal with articles with opinion. That's what blogging is about, in my thoughts, articles with opinion. It's an article about something; it's your opinion about it. Does that make sense? Write the article, but then give your thoughts. That makes it unique.

It's also important to remember that I'm not talking about the standard 500 to 600 word SEO article. Yawn, that's boring. There was a time in the search engine world when we could get away with 300 to 350 word articles. Someone said to me once, "How long should this article be?" My best answer was, "As long as it needs to be to say what needs to be said." Of course, from the search engine marketing world, we were told that, once upon a time it had to be 400 words, then it became 500 words,



then it was 600 words, and we're somewhere between that 500 and 600-word thing now. Why? Because people were pumping out absolute rubbish; quickly, automatically-generated rubbish.

This is the kind of stuff that Google does not want. Why? Because Google is in the business of serving, who, Google? No, their customers. Why? Google is a business. Their customers come to them looking for a service. "Hi, Google. Help me find this thing. Help me find what I'm looking for." Google knows if they click on a link and then they come straight back and keep looking there, that wasn't a good link. Therefore, if you have low-quality content on your websites, in your eBooks, or on your videos, then Google's going to realize that. Every single search engine update in recent history has been about delivering good quality content to Google customers; the big ones that we're talking about. The other search engines all work in the same way.

### ***Use different mediums for delivering your content***



I'm also going to suggest to you that you use all the different mediums for delivering your content: Video, audio, graphic, and text. Some customers like to listen, some customers like to read, others like to watch. Sometimes, people will like to read and watch at the same time. Here's the thing; a video that takes 8t minutes, takes 8 minutes. Someone who is a good reader and busy, can scan that text in 2 and save a lot of time. Here's a great suggestion: If you record a video and put it on your website, you should also have a transcript for it. I'll just throw this out there right now. For many, many months now, and I have been very happy, I use [Speechpad.com](http://Speechpad.com) for getting my transcripts done.

There's another thing when it comes to determining great content. People say, "How do I know if it's good content?" There are 2 different ways: Number 1, if people like it, it's good content for your marketplace. Obviously, the content and the level of writing that is required for a medical practice is going to be a little bit different for a cheese farmer. Would you agree with me on that? Of course. You must write to your marketplace. How do you know if it's good content? Your customers will tell you. They will absorb it, they will eat it, they will engage with it, they will participate with it.

**Here's my best benchmark:** I ask myself this, "Is it good enough to want to pay for?" I believe, and I was taught and told many years ago, that my free content must be as good as my paid content. Matter of fact, I want people to look at my free content and go, "Damn. If this is what I get for free, imagine what I get when I pay." That's what I want my customers to think. We create quality content. There are many ways to

do this. Right now as you read this, I'm not writing it, I am recording it. Due to my time constraints, I will often just simply outline what I would like to have written, and then I will record it and have a transcript put together for me.

Then of course, that will be compiled into either a blog post, a web page, or an eBook, as it is in this case. Is it good enough to pay for? I could sell this for \$7, \$17, probably even, if I was to give away and do it in video, in easily, a \$67 package.

These are the 6 things that you must do if you want to succeed online. We're only up to Number 2, and we're moving through. Create quality content; very, very important.

## Number 3: Engage With Your Customers.

**This is important, particularly in today's world of social media. More and more often, we find that people are getting busier and busier, and they have more and more things in front of their face.** If we look at things like social media; Facebook Wall for example, or Twitter, whatever posts, whatever Tweets we make, they're not there for very long. They go up and they're gone down again just as quickly. This is what our customers are now seeing, therefore, we don't stand out unless we find some way to engage with them.



Many years ago, a good friend of mine shared with me his strategy. He called it 'break through the blur'. Duncan, thank you. You'll remember who you are. When you can break through the blur, it's the marketing blur. I don't know what the statistics are these days, how much marketing medium we are exposed to on a daily or weekly basis, but it is a simple shitload. There's no other way to say it. Bucket-loads of crap get shoved down our face, in front of our eyes, every single day, every single week, month-after-month, year-after-year. Small wonder we don't take notice of most of it. Therefore, we must look to engage with our customers. People are today more disconnected than ever before. We must engage with them with the intention of what? Connecting with them. That's the important thing.

Why? Good question, don't you think? Simply this: *Have you ever come across or heard of Maslow's Laws of Human Needs?* The basic human needs? The Hierarchy of Needs, I think it's actually called. One of those is that we want to be loved, which in a simple nutshell means we want to feel needed. We want to feel like people actually care what we've got to say.

This is the beautiful thing about social media. We have an opportunity these days to actually get involved with people and find out what they want to say. Hurrah, I love that. Once upon a time, we had to wait for them to come to us. Now we can go to them, and that's key when it comes to engaging with people. We must go to them. No

longer can we afford to simply build a website, and sit back and wait. Nope, it just doesn't happen like that. Heck, it hasn't happened like that for a long time. You must be engaging with your customers, and social media is the best way to do it en mass, not personally, however. I'll come back to that in just one moment.

It simply comes down to this: We love it when people listen to us. Would you agree with me on that? We love it when people listen to us. We want people to listen to us. I love it, the sound of my name; just as others love the sound of theirs. When you tag someone and they get that message, yeah, that's important stuff. It's a great way to communicate and engage with people en mass, but also at a slightly personal level. However, let me just throw this in; it does not beat the pure hands-on personal contact of a phone call or a visit in person, even a letter, handwritten, perhaps a card, to say 'Thank you', for your 'customer' customers.

### ***Special Customers***



Tell me; in your business, do you, by chance, have some of those really special customers? The ones that come back time and time again? They probably make up a huge core of your income, though, they're only a small portion of your customer base, themselves. When was the last time you picked up the phone, called one of them and said, "Hi. How you going? How can I help? What do you need?" When was the last time, if they live nearby, that you just stopped into their store and said, "G'day. What's happening? How you going? What do you need?" Do you know their birth dates? Do you know the names of their children, if they're running some kind of business and you have that kind of relationship where it's become more personal?

Facebook is cool because it brings up, "Hey. Somebody's got a birthday." Seriously, you get birthday wishes from people and you've got no freaking clue who they are? What does that mean to you? Believe it or not, it actually means something. Not as much as someone were to send you a real card. Can you imagine that? How good would that feel? That would be awesome. What are you doing when you do things like that; go the extra mile? What is it that you're actually doing? What you're doing is you're engaging with your customer. You're breaking through the blur, your basic human need that they are interesting and that you love to listen.

It's one of the reasons why I believe it's so good to survey your customers. People love to share their opinion, don't they? We've all got customers who just want to tell you what they think. Problem is they usually tell you what you don't want to hear. Of course, we do want to hear it because that's how we improve our own business. We love it when people listen. We want to be needed. It's vitally important that you learn to engage with your customers at all different levels.

## Number 4: Build Your Brand.

Let's talk about your brand and you as a brand, if indeed that's the way your business is setup. What are we looking at? What are we competing for? Simply this: You are competing for customer loyalty. In today's world, people are more disloyal than they've ever been in their life. Why? Number 1, because most companies, most businesses, no longer connect with their customers, therefore, their customers have no need to stick around. We all know about the big brands. We know who the big brands are. Different retailers will all sell the same brand and the same thing, and therefore, we look around for a good price. That's just the way that it goes.



What if you could also add yourself in there as a part of the brand; maybe just the representative of your business, maybe the face, maybe the name? Good idea. A brand is more than just a company. If we look back to Part 3, which is about connecting with customers, customers don't connect with companies. People like people, that's what it all comes down to. How do we engage at a personal level? Why is social media so successful? Because it's a person-to-person program. That's the way that it works.

When it comes to building your brand, I'd like to suggest that you ask yourself, **"How can I do this? How can I add a person to my business profile?"** In my case, it's easy, I am the business. That is great. Not very good for building an asset that I might want to sell sometime in the future. Hopefully, I don't and won't, and I can't see any reason why I would, but that doesn't work for most businesses. I was told very early in the piece; register PaulBarrs.com as your domain name. "Why?" I said. Good question. I find that's a fascinating question, why? Very simply, I was told by my mentor at the time that no matter what product, no matter what service, no matter what business I chose to work for and represent, I would always be the same, and that people who followed me would do just that, follow me.

### ***Add Your Personal Profile To Your Business***

If you can find some way to add a personal profile to your business and build your brand as that person, that's a wonderful thing, because what you're competing for is customer loyalty between your brand and somebody else's. Here's the thing; once you

have customer loyalty, you have removed the price objection. Did you know that if people love you so much and love your product, service, and brand, if they love you so much when it comes to buying their new widget, whatever it might be that you sell, they will just get it from you? They won't shop around, they won't negotiate as much, they won't try and screw you for every dollar that you're worth.

They will just buy it because they believe you are worth it and the price that they must pay. That's important to know. If they believe that you are, or that you offer the best, it simply means you do. Whether or not you do is completely irrelevant. If they believe it, it is true. Here's the thing; in the world of selling, I learned many, many years ago, if I say it, they might doubt it, but if they say it, it becomes true. That's what brand loyalty is all about.

### ***Move Towards The Heart***



The next thing to understand about brand loyalty is it's something which moves away from the head and moves towards the heart. I love this: Brand loyalty removes all the mental and becomes emotional. I like Holden motor cars. Not Ford; I would never drive a Ford. If you gave me a Ford, I would sell it and convert it to a Holden. Why? I don't know why. I just like Holdens. I've driven Fords, brand-spanking-new; they are a nice car to drive. All my life, I've just liked Holdens. Could be that my first car was a

Holden and it served me well. Whatever it was, I am brand-loyal to Holden. If you ever want to see this in effect, go and watch here in Australia the V8 super cars. Holden versus Ford. That is an absolute screamer.

**Same thing; Apple versus Windows. Microsoft Windows versus the Apple.** Oh, boy. We love one, we hate the other. I'm a Windows guy, and yet as far as I'm aware, and I believe this to be true, I've been told, and I think that Apple is actually a better product, but I'm a Windows guy. I don't know why, I just am. It has served me well. That is brand loyalty. I know that the people who have their Apples are incredibly loyal and they think that people like me are crazy. That is brand loyalty.

Just last week, I was talking to a friend I've met through business here on the Sunshine Coast. I've known him now for a couple of years. He and I are part of the same networking group, part of a couple.

I said to him, "Tell me, why did you first come along to this?" He said, "Honestly, it's because you were here." **Wow. What a humbling experience for someone in my position to hear that.** That's brand loyalty. I have customers who have been my customers now for over a decade buying things online. Why? Brand loyalty. They believe, they trust, they know that I will give them the right advice. I won't bullshit them, I won't try and sell rubbish to them just to make a dollar. I will tell them what is best for them. Brand loyalty.

For you, I'm going to suggest very, very strongly that you look to also build your own brand loyalty. As one of my business associates, James Schramko said, "You want to own the race course." Yes, that's it. You want to own the whole race course; don't just run a horse, don't just be a jockey, don't just own 1 horse, own the whole freaking thing. That's the way to do it. When it comes to building your brand online, you should not be looking just to get your website ranked, just build a good Facebook list, or just have a good YouTube channel. You should have all of these things.

People come to me and say, "Paul, we want you to build us a website and make us famous." Seriously. I say, "There's a lot more to it than that. I need 6 months, at least, to build your brand online." Then of course, I let them know that will cost a little bit of money. Some come, some go; that's the way it is. I'm looking for people who are prepared to buy, not just people who want.

Final thought on this: **There is now an entire sub-business out there about restoring someone's online reputation. Here's the thing; it's incredibly easy to destroy someone's reputation online with lies and scandal, very easy to do.** There are now entire business, companies, dedicated to restoring this and erasing such scandal from the internet. If that's what's required to remove a lie, how much more is required to sell the truth? Yes, it does take some time. I believe, at least 6 months minimum. With everything that you do, with everything that you say, you must believe that it is 100% true, that it is the best for your customers. When they see that, when they smell that, when they touch that, when they feel that, then they will know that you are the best for them.

First, you must believe that you are the best for them and then they will come to believe it, too. That's brand loyalty.



## Number 5: Test, Track, And Measure.

This is important. I'd like to say this is the most important, but these 6 things all work together. They are like a big jigsaw puzzle; 100 scattered pieces all over the place. How do you put them together? Number 5 will help you. Number 5 will let you know if the pieces that you've put together actually belong there. Do they work? Are they getting the results that you want? Will they continue to do so in the future?

Here's the thing; let's look at, perhaps some advertising with Google. You run a Google ad and you get customers. Let me ask you this question: Looking at your ad, did it work? You say, "Yes, of course. I got customers." Then I would say, "How do you know?" "What? I know because I got customers," is how you would respond. I would say, "How do you know? Why do you know what you know?"

Here's the thing; you have to test your ad. You have to compare it; Ad 1 versus Ad 2. You have to compare Ad 2, whichever performs best to, perhaps, Ad 3 or 4. It's not enough just to have one ad up and get a few customers and say, "Yes, this works." How do you know? Run the same ad twice. Do you get the same response? All right. Then you know the ad has something to do with it. What if you ran a second ad in competition and compared its' responses, and you test it, you tracked, and you measured those responses to see which one was working best?

### ***Split Testing***

In old-school marketing we called it A/B split testing; we would compare Ad 1 to Ad 2. For example, 2 identical ads; identical, except for a headline. They're both selling the same thing, both at the same price, but they had each a different headline. A/B split testing meant people would arrive onto a webpage, every second person would receive the second ad with the second headline, and you would compare the 2: How long did it take? Which one brought you 50 orders first, compared to the other one?

Here's the thing; if you understand the basics of A/B split testing and you know that you send 1,000 visitors to webpage A, and for those 1000 you get 76 orders. You send also from the same traffic source, 1,000 other visitors to webpage B, and get 123 orders. Which of those 2 pages is working best? A, with 76; or B, with 123. Obviously B,



with 123. All you did was change the headline. That is the essential of split test marketing. Of course, you should test everything: Headlines, graphics, perhaps different colors or fonts. How about the call-to-action? Maybe if it's an up-market, higher-priced product, you should be testing whether people subscribe to your list after they order, or are they more likely to order after they subscribe. I don't know. You have to test the 2 of them to see which works, and so on, and so on, and so on.

Here's the most important thing about split testing; not just splitting the test, but also tracking everything: It's vitally important that you know exactly what kind of responses you are going to get for your efforts. I believe that good analytics are vital. Without good analytics, you really can't run the numbers. One of my mentors, Jim Rowen, said to me, "The numbers tell the whole story." I was having a conversation with an associate at one time, and I said to this person, "How well is your business going?" He said, "Fantastic. We did this, we did that. Here, take a look." I said, "**No, no, I don't need to take a look. Just tell me the numbers.**"

You see; I knew that the numbers would tell the whole story, and when I looked at the numbers, they weren't quite as good as he made them out because he had feeling attached to those numbers. I just wanted to know the numbers. Those numbers told me how many people came to his website. They told me how many people stayed on his website. How many people looked at the different pages, how many people clicked the Order button. How many ordered; how many didn't. How many subscribed; how many unsubscribed. Those kinds of numbers told me everything I needed to know about his business.

I knew that from Traffic Source A he was getting a higher conversion rate to his product package than from Traffic Source B. Of course, Traffic Source B was much, much cheaper, so he spent more money on it, not realizing that the ratio/conversion dollar-to-sale value was completely reversed. He was better off buying quality traffic; people who were potential buyers, people who were likely to respond to his offer. Spending a little more money to get those people than he was to get the cheap, free traffic that people that just wanted stuff.

You see; in my business, I'm not interested in people who just want stuff. I'm looking for people who are prepared to buy stuff. As you read this right now, I ask you the question: What are you looking for? What are you prepared to do in your business? Are you looking to just gather as much free information as possible? Do your best, hope for the best? Wish and wonder why then it doesn't work the way you dreamed? Or are you prepared to invest some time, invest some money, perhaps, get some coaching; sit

down with myself or someone like myself, and say, "Give me your time for 1 hour. I'll pay you a couple of hundred dollars. I know it's worth it because you can give me a good complete online business plan." Wouldn't that be worth it?

### ***The Numbers Tell The Story***

I did this way back in the beginning; it was more than worth it. My mentor who sat me down over the phone; he lived in a different country but we had phone appointments. He guided me, and he helped me understand about the numbers, of how I had to test everything, of how I had to track everything, because without these numbers he could not help me. It comes down to this: Good analytics are vital. When someone comes to me and says, "I need you to help me with my website," and they don't have analytics, I say, "I'm sorry. I can't help. You need to install analytics, and then come back to me in 4 to 6 weeks time. Then we'll sit down and have a look at a good run of numbers. The numbers will tell me the whole story about your business."



*If you are in my local area, here in Queensland, Australia, please give me a call; I would love to be able to serve you. Sit down with you for an hour, look at your numbers, and show you how you can improve your business.*

Testing, tracking, measuring; it is the ultimate timekeeper for success in business.

## Number 6: Move With The Times.

I run an online business. As I record this right now, I've had my online business now for *nearly 14 years*. In that time, I've probably upgraded my website at least 7 or 8 times. Some of those updates were simply updates because of my increased knowledge or my marketing strategy. Other updates, such as the most recent, were simply to keep up with the times and to give people what they were wanting.



Here's my best example: Until a few years ago, I've always had the standard HTML website, stock-standard template design; copy/paste, in she goes. More recently, I moved to a WordPress-based theme and template design. It was easy, especially when it comes to doing an upgrade. Wouldn't you agree? If you use WordPress, you understand, you know this. I wanted to have a blog and I wanted that blog to be self-hosted, therefore, I did that on my own website at PaulBarrs.com. Please subscribe to my blog updates if you're not already.

However, moving with the times, I understood that blogging was a great part of SEO, therefore, I moved to a self-hosted WordPress website. Overtime though, as I looked at my statistics, I came to realize that more and more people were visiting my blog, looking at it from their mobile device. I made the decision that at some point in the near future, which I've just done, I had to upgrade my website so it was more responsive to mobile.

There was another question: **Did I build a mobile-specific website or a mobile-responsive website?** I just wanted one website, so I went with the responsive, which I think is a great thing for you to do if you haven't done it already. A responsive website is best-explained by saying it is a website theme that responds according to the browser or the screen that it's being viewed on. It looks differently on a laptop, versus a tablet, versus a phone.

Once my mobile visitor rate went over 15% of my total visitors, it was time to upgrade and move with those times to responsive. I was a bit of a late-starter on Facebook. I

didn't come onto Facebook, I think, until around 2009; same with all other social media things. I resisted the change, but now I'm so glad that I've done it; my YouTube channel, Facebook, Twitter, and other social media properties. I move with the times, not so much as I see fit, but as my customers see fit. You should do the same. Do you want to run webinars or perhaps look at the Hangouts? What's next? I don't know. What do you think will be the next big craze? I don't know, and honestly, you don't need to know either. What you do need to do, however, is listen to your customers. This is the most important thing.

Once upon a time, we built a website and customers came to us. Now our customers are going to these different places online and hanging out, and we must now go to them. That's probably the biggest marketing shift in business in recent years. No longer do our customers come to us, we must go to them, and we must provide to them more and more of what they are looking for.

### ***Ultimate Questions***



Here's my best suggestion; wrapping up this little project, this little eBook, which I truly hope you've enjoyed: How should we be successful online? Allow me to share a personal story, if I could. About 10 years ago, I was being interviewed for an online radio program in the UK. The way it was setup was a panel of 6 would interview me and ask questions, and of course, all the listeners. At the end of the program, what I came to call The \$1,000 Minute, I was to be asked a single question. I had 1 minute to respond, and if I responded according

to their likes, according to what they thought was good enough or right, I would get \$1,000. Good money for a minute, wouldn't you agree?

I did this twice. The first time, the question that was asked of me was: What is the ultimate key to success in business? My answer was simple: Spend less money than you make. Not the answer they were looking for, but it's certainly true and correct. Wouldn't you agree? The second time, I was asked: How can you guarantee the success of any product? My answer was simple: Ask them what they want and then give it to them. Ha, once again. I learned this information because it was given to me by my first business mentor back in around the year 2000 or 2001. I learned these principles,

which I've applied in my business ever since. Simply put, they are successful. Simply put, they are achievable. I can do them, you can do them; all you have to do is apply them. Ask your customers what they want and then give it to them.

### ***Wrapping Up***

If we wrap up these 6 things, **number 1**: You must look to build a list. Of course, you make offers to that list. How do you know what to offer? You ask your customers. How do you know what you should use to entice your customers to subscribe to your list? Ask your potential customers. How do you know what niche market they may be part of and what you should send them? You ask them.

**Number 2** is that we create quality content. What kind of content? Video, audio, text, graphics, eBooks, downloadables, web pages, blogs? How do we know? We should ask our customers. It's the only way.

**Number 3**, of course, is all about talking to the customers and engaging with them. This is where it happens. This is the magic; this is the bit that most people miss out on. Vitally important that we engage with our customers and ask them stuff.

**Number 4** is about you, it's about building your brand. Here's a good question: How do you know what is the best way for you to brand yourself? Here's my suggestion: Ask your customers. Ask them what they want from you, and build it according to that.

**Number 5** is that we should test, track, and measure everything; I mean everything. Sometimes your customers just won't tell you what they did, how they did it, and why. They'll just give you the end result, "I bought your product. Fantastic. Love it." What happened before that? When you test things, when you track things, when you measure your customers' and prospective customers' movements on your websites, you can find out all this rich detail.

**Finally, number 6**: We move with the times. How do you know when is the right time to build a mobile-enabled or a responsive website? Simple, you look at the statistics; and you what? Ask your customers. It comes down to that one single thing. It's got nothing to do with what I think is the right thing to do, it's got nothing to do with what you think is the right thing to do; it all comes down to what do your customers think.

You see; if you and I were to sit across the table and share a coffee in a mentoring session, one of the first things I would ask you is, "What do you want? What are your ideals, your outcomes, your objectives from this hour that we're about to spend?" You see; I would like to know that. You're my customer, therefore, I need to ask you what

your expectations are, and then of course, do everything I can to deliver on those expectations. Would you agree with me that's a good way to do business? Then why don't you, with everybody, not just your buddy down the street?

Final thought: Your family, your friends, your relatives are not ideal customers. They will not tell you the truth about what you need to know about how to be successful in your business. If you really want to know how to be successful, ask your customers what they want, and then give it to them.

Thank you for your time.

My name is Paul Barrs, from PaulBarrs.com Internet Business Training.

Stop by and subscribe to my blog, follow me, look me up on YouTube. I'd love to hear your thoughts.

My contact details are below -



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