

# ONE-ON-ONE

WITH NICK NANTON

featuring  
**Neil Stafford**



*Neil Stafford is one of, "The Two Neils". He and his business partner Neil Travers are widely considered the UK's leading Internet and Information Marketers with a wide range of businesses in niche markets diverse as football, horse riding, Chinese cooking, training, consulting, gardening to name just a few. The Neils specialize in finding hidden markets and tapping into that market by providing information products delivered over the Internet in digital format or physical products shipped out via the mail.*

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**Nick:** Hey everybody Nick Nanton here. I'm excited to introduce you to Neil Stafford. Let's start by getting rid of one of the myth that Internet marketing is only for things that you can buy online and can be delivered online. Why don't you give us a couple examples of businesses that can use Internet marketing that are non-traditional.

**Neil:** Absolutely. Internet marketing is way of delivering information, products or services. For example, we work with pet shops. That's an interesting one because you think of the traditional stuff like food and equipment being ordered online, delivered through FedEx or UPS, and you think, "That's fine." But the guys we work with actually sell live parrots online that are delivered via mail order.

So yes, the Internet is for fantastic delivery mechanism for electronic products, but don't be fooled into thinking it's only for that. There are a whole host of businesses and products, physical products being sold online.

**Nick:** If someone wanted to get started and they were going to set up a website, what are some of the biggest mistakes people make or things they should do in order to make their website successful?

**Neil:** I think the main mistake is when people put what we call a "brochure site," which is a static site with information. It's like, "Our company was founded in 1800, and we do this, and we do that, and our service is brilliant." It's boring, and it's not about what they can do for their customers, which is a big mistake. Couple that with a static website, where nothing changes, and that is the biggest mistake. A dynamic website is not only appealing for prospects and customers; it's also appealing to the search engines because they are looking for changing, relevant content.

The next mistake we often see is websites that don't have any way of capturing the information of people who come to the site. Because it's so easy to click away after visiting a website a large proportion, in the high 90 percent of people who visit, in most cases either won't buy, won't come back again or if they do come back again it will be few and far between. So people need a mechanism on their website to capture the name and email address of people who are visit to enable them to follow up and keep in touch.

Going back to the pet shop example, we added a capture device to their site, and they started sending out emails to the people who left their

information on their site. Placing this one simple thing on their website has managed now to bring in fresh orders every single week from people who would otherwise have landed on the website and left immediately.

**Nick:** Speaking of name capture, give people some of the most successful offers you've seen.

**Neil:** The most popular way of capturing a lead is to give something in return. I'll keep using the pet shop example. One of their free reports is about how to look after your parrot, "The seven things you must know about looking after a parrot and keep it healthy while you have it as a pet." And people say, "Okay, I want that report. I'm going to leave my name and email address and you will send me that report."

**Nick:** Let's talk a bit about email marketing because once you've built a list with the right opt-in offer you have to make contact with your list. I've heard some Internet marketers talk about a "gauntlet series" where the people who first sign up get a seven-, 14- or 12-day email series instantly trying to sell them something. Then I've heard some people say, "Build the rapport before you start to sell them something." Any advice?

**Neil:** We could spend hours on this, and it should be a call for another day, but in a nutshell we have sequences where we get people looking forward to our email. What we do is create a sequence of emails that engage the reader. We start building up trust, start building up relationship and start positioning Neil and I as the experts in this business. We'll send out a sequence of emails on a topic that has them engaged, and within each email we drop in cliffhangers that say, "In a couple days I'm going to tell you something about this and where you can get it for free or at a substantial discount." And that has people looking forward to that next email because the human mind wants closure. We have people on our email list who still open our emails after five or six years and have bought from us on numerous occasions.

**Nick:** That's awesome advice. Let's talk about some other ways of generating great traffic.

**Neil:** Okay. We encourage our clients to at least update their website three times a week with relevant, timely information. If that seems like a lot start with one a week, one every two weeks, whatever, but get into a system where you continually add information and add footprints out

onto the web to bring people back to your website.

**Nick:** Content is king online. For someone has heard about affiliate marketing but doesn't know much about it or how to actually make money, would you mind breaking down process and how to be successful?

**Neil:** Certainly. Affiliate marketing is where you refer people to another company's site; if that visitor buys from that company's website from your recommendation the company pays you a commission. It's like a recommendation service.

You could set up a simple website on a particular topic, such as binoculars. So you create a site about binoculars, and you could actually then start reviewing them with articles and videos showing the binoculars and the features. And at the end of each article, video, review you include a referral link from the company that contains a special code. So when somebody clicks on that link and goes through to the other company that company knows it's come from you. Therefore, if the person buys binocular the company pays you a commission on that sale.

Again coming back to what we talked about earlier, it's about building the list. The best affiliate marketers are ones who actually build lists in targeted markets so they can keep in touch and email offers back to that list. My biggest advice for anybody looking at affiliate marketing is to start building your list on particular topics as quickly and as soon as possible.

**Nick:** That is the best I've actually ever heard it explained and possibly the only profitable way I've heard in a long time too.

Neil, if they want to learn more from you or get on one of your newsletter list or something where they can learn more of your strategies, where can they find you?

**Neil:** The best place to go to [www.InternetMarketingReview.com](http://www.InternetMarketingReview.com). You'll see that we practice what we preach. There is a place you can sign up for a free gift and tips, and we'll keep in touch with you. You'll see how we develop the relationship and trust with people on our list, and you'll see how we structure our emails. ★

*Nick Nanton, Esq. (@nicknanton) – Dad, Husband, Lawyer, Branding & Marketing Consultant, Expert Blogger for Fast Company Magazine on Personal Branding, Best-Selling Author, Musician, Songwriter, Producer. Nick is the CEO of The Dicks + Nanton Branding Agency.*