

The **Dr.MANIFESTO**

Lessons From a Decade of Online Business
... And What I'm Doing With Them

To Help You Succeed!

If you know someone who may benefit from
reading this, please pass it along.

THIS REPORT IS FREE.

You may redistribute it without making any changes to the content.

Copyright 2007, Dr.Mani Sivasubramanian

Please take a look at the...

SAVE A CHILD'S HEART FIRESALE

<http://www.CHDinfo.com/firesale/>

You will benefit your business massively - and help a child live.

Prelude...

This is NOT just another manifesto, but an explicit, detailed outline of my strategic plans for the near future.

I understand that my 'competition' is reading this - and when you read to the end, you'll realize why I don't care about that!

You'll also be amazed at seeing such detail revealed, because hardly anyone I know who is strategy-oriented ever reveals too much detail - not because they are afraid of being copied or ripped-off, but because it would expose just how shallow and short-sighted it all is.

I've worked with a strategy driving my daily tactics for many years now - ever since I learned how important a cohesive, all-embracing strategic approach is vital to sustained success at anything.

Hopefully this document will show you the power of such thinking too - and be the kick in the pants or shove in the back you need to get going and formulate your strategy to win... at online business, and at life.

All success

Dr.Mani

Please take a look at the...

SAVE A CHILD'S HEART FIRESALE

<http://www.CHDinfo.com/firesale/>

You will benefit your business massively - and help a child live.

What People Want...

By closely watching behavior patterns in my niche, studying my list members' responsiveness to things and keeping both my mind and eyes open, I've realized some common-sense truths about what people want.

Honesty - People are tired of being told half-truths or plain outright lies. They want their leaders, guides, teachers to be honest. Stop making wild claims, or unreal projections. Just tell them what it takes - and leave them to decide whether or not to do it.

Choice - People no longer want things thrust at them as the 'best solutions' for their problems. The 'next best thing' is getting stale and worn out. Far too many weary entrepreneurs are tired of hopping on and off bandwagons. They want to hear what's available - and pick what they think is best for their needs.

Control - People hate being coerced or forced into doing things - even cheap, free, easy things like handing out an email address! That's REVOLUTIONARY. Just 5 years back, no one minded being asked to fill up forms to get a gift. Not any more. They want to have the choice - to give it up, or not.

Complete Systems - People are waking up to the reality that everyone is selling them bits and pieces of a system. Often, the least important bits are cheap, while the critical components are very, very costly - and one won't work without the other. They feel cheated (and rightly so) - but worse, equate cheap with poor quality. That's not always true - but the perception has some basis.

Simplicity - People are not experts. At least, not at every aspect of online selling. They are angry when someone talks blithely about selling 'just 2 ebooks every day' and making a fortune - when they can't even sell one every month! They want 'simple' solutions anyone can follow and make work.

Duplicatability - People want to study systems they can put to use... without other resources or special skills. They no longer trust promises of "\$10,000 by next week" because they know it involves access to a list of 50,000 people - that they don't have! Can a system be duplicated? That's the big question.

There are a few more things many people want - things like 'instant success' (Dan Kennedy says he became one... AFTER 20 YEARS of trying!), 'guaranteed profits', 'zero cost businesses' and 'no effort selling'.

But those are more fanciful and 'dreamy' (and there are more than enough snake-oil sales-people ready to sell these dreams to the dreamers)... until they wake up!

What I Have Realized...

In addition to studying what people want, I've also had my eyes opened to the reality that many eager, hopeful online entrepreneurs are facing in their daily lives - and that has made me more cautious, empathic and careful in how I promote to them.

1. People are hard-pressed for cash. I once believed the income claims (most are false) and lifestyle boasts (many are dreams) that online business owners made. Not any more. I've seen the flip side - financial ruin, homelessness, health problems with no insurance cover, re-possession, bankruptcy - that some long time business owners are struggling with. Many don't have comfortable cash cushions to rest on.

And so they NEED quick results. They need to see things work in months, not years. Not because they run out of 'interest', but rather because they run out of 'resources' (cash, energy, hope).

Desperation makes them eager to trust. An obviously blatant false claim or promise can get floods of people excited about 'pie in the sky' fortune potential - because people are desperate for success.

2. Not everyone can be an entrepreneur. Just as not everyone can be a heart surgeon. It is a dream many people cherish. But it requires a special set of talents, a unique mindset and access to resources not everyone has. Some people learn quickly that they aren't cut out to be a business owner. Others don't.

3. Many people PLAY at being a business owner. Their interest lies in pretending by buying learning material and tools, attending seminars and coaching programs, making believe that they are 'preparing' for major business success. The smart ones know, deep inside, that they are enjoying the 'make believe' game... but that's all it is to them - a game.

4. People have vague, unclear dreams. They don't have definite goals, or detailed plans to achieve them.

They don't know what they want.
They don't know whom to trust.
They don't know which model to follow.

5. People have too little time. They have too much clutter. They are easily distracted.

What I Like...

The third dimension of thinking that went into the preparation of my strategic plan involved the things I personally like and enjoy (an important element of success online - and even off - is finding out what you really like and enjoy, and then spending most of your time doing it)

I enjoy seeing people succeed. Once upon a long time ago, the thrill of selling my products and making money was exciting. Later, the fun of crafting copy that got people to respond the way I intended was fascinating. But today, what gives me the greatest pleasure is hearing from clients who took what I shared with them and built a successful business or project around it.

I hate watching people get suckered. It happens all around me. I am vocal and explicit about it when it happens. It doesn't earn me brownie points among the crowd that does these things. I don't care. When I help guide someone away from danger or disaster, I feel good.

I like working closely with people I know, like and trust - and who feel the same about me. Even if it is a small group, that's fine. When my list grew big, into the 15,000+ range, there was a loss of personal connection with my readers. That hurt. Now, it's nicer - with a smaller, closely knit group on my list.

What I Plan to do...

There would be no point in going through all this analysis if I was not going to take any specific action on the lessons.

So here's my intended strategy for the near future.

1. I will close doors to new clients. Yes. Shocking? But true. I will be turning away new clients from my doors and will work only with those who have bought something from me already and are satisfied, delighted

clients.

There will be periodic events, maybe 4 every year, where a select few of my products will be made available to new buyers. But the bulk of my time, effort and personalized attention will be devoted to the most responsive, appreciative section of my audience - existing clients.

Most of my products will be pulled from the market and made available only to clients. A few will run on auto-pilot, with no marketing effort. But new creations will not be marketed to the general public, only to the 'inner circle'.

2. I will develop complete systems. They will spell out all the steps in a way people can follow and achieve repeatable results. And for those who prefer one approach over another, there will ultimately be a range to pick from.

3. I will give my clients complete choice. I will list different options and select a set of products and services to best help them implement the system. Then, I will step back and let them pick and choose the ones they want. If someone is advanced and already knows the basics, s/he can buy only the more specialized components, while a beginner can start from Step 1.

See a very early prototype of this model in action here (you can order any of the components from there too...)

<http://www.InternetInfopreneur.com/modules.htm>

4. If I don't have a product or service that meets the needs of a particular part of the process, I will direct my clients to another that I know is of high quality - so the process I teach will be complete. No gaps. Nothing left for later 'upsells' to fill critical gaps. The systems will be complete - some components may come from elsewhere.

One Last Thing...

There's one thing that hasn't changed over the years about what people want.

People Want FREE

They'll take anything - as long as it's free. Even junk. And that's not good. Because it not only wastes time, it creates a perception that if it's free, it cannot be good.

How wrong that can be! Some of my best Jay Abraham material I got for free - and it helped me so much, I went on to spend several thousand dollars buying his other products.

So, based on my experience with consuming and providing free stuff, I've decided to experiment with a radical new model.

It will let clients pay for my training and coaching material in cash - or with time!

What does that mean?

If you want the material presented to you in logical, orderly sequence so you can learn the complete process and start working quickly, you'll pay for it.

If you don't want to pay for it (or just can't afford to pay for it), I'll release the components (except the most specialized) on an irregular schedule - for free - to my mailing list.

<http://www.EzineMarketingCenter.com/newbiefreebie.htm>

No guarantees of when you'll get each component... but over 2 or 3 years, you'll get it all. You'll pay for the pieces with your time, but can profit from each installment as you get it.

The rationale is that if you get positive results from the freebies, you'll

be curious or keen to get the rest because it's already tested, validated and proven to work for you - and that's great for both you and me.

In a nutshell...

That's what this Dr.Mani-festo is all about.

Giving Everyone A Fair Shot At SUCCESS!

To summarize what I just said:

People want honesty, choice, control, a complete system, simplicity and duplicatability.

They also want it for free!

I've realized people are hard pressed for cash, probably unsuited to be entrepreneurs, have unclear dreams and goals, are really playing at being business owners, and are short of time with cluttered up schedules.

They are also easily distracted!

I like helping people succeed, hate to see them suckered and prefer working with smaller, close-knit groups on a more personal level than with huge, random crowds.

I also make more money that way!

Based on this, I've decided to give only my existing clients access to complete business systems, with modules/components they can pick and choose from - some of them my own, the rest from partners with a track record for quality.

I also let those who can't afford to pay have it all for free!

Talk About It...

I've set aside a section on my forum to discuss the **Dr.ManiFESTO** - come along and share your thoughts.

<http://www.Reach-n-Relate.com/ask-niche/>

Exercise Your Choice...

You can pick and choose from the menu of modules from my flagship '[Internet Infopreneur SYSTEM](#)' homestudy program here:

<http://www.InternetInfopreneur.com/modules.htm>

Tell A Friend...

If you know someone who may benefit from reading this document, please pass it along. Thank you for helping spread the word.

Help A Child Live...

Check out the 'Save a Child's Heart' firesale today.

<http://www.chdinfo.com/firesale/>