

PAM MEETS A GURU

And Learns To Build An Online Business



A Story For Infopreneurs By Dr.Mani

<http://www.InfoProfitz.com>

What Readers Are Saying...

Wow! I normally love your stuff! But this time you have outdone yourself.

I know that some ebooks are very long and boring, but I found reading this I was drawn in more and more as I kept reading it. A job well done. Not only do you keep me entertained but there are things that all marketers can learn from. In fact I picked up a few things that I can test. Absolutely big thumbs up.

– **John S - <http://www.trafficsecretsreport.com>**

I love stories and metaphors, they make learning so much easier. Pam and the Guru is well told!

I congratulate you on taking a problem which is experienced by so many people new to internet marketing and explaining it in such a practical, easy to understand and ENTERTAINING way. Great Job!

- **John Taylor - <http://AdTrackPro.com>**

Wow, i really like the story. You broke the usual mould from dishing reports to creating fables! I will say, that is one creative way of delivering info-products. I truly enjoyed your fable, and loved the way you delivered and put your message across.

- **Suthan M - <http://asianlunatic.org>**

"Dr. Mani has pulled off a masterstroke with this report. Instead of simply providing you with more information on how to make money on the internet, he's woven powerful internet marketing strategies within an enchanting story.

Stories are more likely to influence your behavior and the results you get from the information you learn. Get this enchanting report today, enjoy the read and use the information to get better results too."

– **Shaun O'Reilly**

It's as if the Guru was speaking to me directly, making it easier to internalize what I was being taught. You could call it "leading by example". This a fresh, much needed approach in the IM world.

- **Adriaan - <http://www.a4away.com>**

I just finished reading "Pam Meets a Guru" and I want to tell you I found it very entertaining! I like that it's written in story form, rather than in "how to" format. It makes it easier to read and understand.

- **Denise Hall - <http://www.Recipe-For-IM-Success.com>**



She turned her head, startled by the soft rustle of curtains being drawn. Soft footsteps approached her, and suddenly stopped as the young man noticed her.

"Er... Sorry, I didn't know anyone was out here," he murmured, taking a step back.

"Oh, don't go. It's ok. I'm just enjoying the fresh air. It seems so stuffy in there."

She pointed at the crowded room beyond the french windows where the party was in full swing.

"Sure does," he smiled.

"Don't you enjoy parties?" she asked.

"Not particularly. I'm like, kind of, a stay at home sort."

"What do you do? I mean, where do you work?"

"Umm... I... well, I run an online business," he replied.

"What luck! Maybe I can ask you to help me out with some stuff. I've been trying to set up my own Internet business, but keep running into roadblocks. Oh, by the way, I'm Pam. Pamela Borders."

She held out her hand. He shook hers, and said his name. Pam looked surprised.

"But... Why... **You're a GURU!**" she exclaimed.

Again he smiled shyly. "That's become a word friends don't use to talk about friends, hasn't it?" he said softly.

Pam smiled back. "Oh, I didn't mean it THAT way. Just that I can't possibly bother you with my tiny business problems now."

"Why, of course you can. I'd be happy to help in any way I can. Come over to my office tomorrow morning and we'll talk about it."

He handed her his business card. Pam looked at it, and kept it carefully in her purse.

They talked about other things. Time passed quickly. They didn't notice.

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All of this ran through Pam's mind quickly, as she stood on the front doorstep the next morning, her hand on the button.

She pressed it. A bell rang inside the building. Shortly, the door opened and Guru was welcoming her in with a huge smile.

He led her to a comfortable chair in one corner of the large living room.

"This is my office," he said, moving his arm in a sweeping gesture.

"But..." Pam paused.

"But what?"

"But where are the staff? Your employees?"

Guru laughed. "I don't have any. Or rather, I only have a few part-time assistants, and they work from home. The beauty of the kind of business I run is that it's automated and hands-free."

"I'd sure love to have something like that going," thought Pam to herself.



After some casual conversation, they got down to business.

"So, what exactly are the roadblocks you're facing in your online business," asked Guru.

"Well, everything, really. You see, there's so much hype and nonsense out there, it's pretty much impossible to figure out what works and what doesn't. Unless you're willing to waste time and money on each scheme and idea."

Guru nodded in agreement.

"What I wanted to first ask you was what your model was, to see if I could use it myself. But knowing you're one of the big shots makes me nervous. I doubt if I can follow what you're doing, with only my limited resources."

Guru took a deep breath before speaking.

"Pam, I started out like you... with few resources, practically no budget, and little proven experience. I've learned through trial and error, and with some guidance from experts, what works and what doesn't. If you like, I'll take you through a few models of online business, so you can pick and choose what works best for you, and then try it out."

"That sounds like a great idea," agreed Pam.

They started discussing online business models.

"I'll start with an obvious model," said Guru. "It's called 'direct selling'. And it means you are selling people something online. Most of the time, it is information - in the form of ebooks, reports, membership sites, audio and video programs, tele-seminars and more."

"Is it best to sell information because... ?"

"Because it is cheap to create. You can do it with very limited resources. And information is in high demand, the more specialized, the better. And not least important, there's good profit potential. Tell me, Pam, have you read a book called 'The Long Tail'?"

Pam thought for a while. "No, I've heard the phrase though. Why, is that important?"

"Chris Anderson, the author of this book, was editor at WIRED magazine and could get access to a vast quantum of data about business sales figures from various online retailers. What he observed from analyzing that data was remarkable."



"How do you mean?"

"Well, for starters, Chris found that in contrast to the widely held belief that 'hits' - the number ones and twos, the best-sellers and mega-blockbusters - were outnumbered by the 'long tail' items... specialized or even eccentric items in narrow, remote niches that had very small audiences."

Pam frowned. "But how can minute, tiny niches sell more products than the bestsellers?"

"Simple. By sheer number. There are MILLIONS of tiny niches - and even if each sells a ridiculously small number of products, the combined total is higher than the 'hits'."

She nodded, understanding the concept better.

"What do you think drives sales in niche markets?" he asked Pam.

She shook her head. "I don't know."

"Demand. It's a shift in the way people now seek things. They have experienced the luxury of a vast range of choices being offered to them. And they like it, very much. They want more. There are customers eager and waiting to buy what you have - as long as it is what they WANT."

Pam was puzzled. "But won't I need to know what to sell them?"

"Yes, and that's the first - and often the hardest - hurdle to cross. Knowing what your market wants. To do that, you need to do 3 things.



"First, you have to identify your own strengths, areas of expertise, talents and preferences. Each of us is good at something. You must find what your strong points are.

"Then, you must find out if there is a market for the kind of things you are an expert at, things you are good enough to create products or services about. There are specific questions about your market you need to answer - and if even one of them isn't right, you'll waste time going into that market.

"Finally, you need to learn how to fill the demand in your market. Knowing how to find out what your audience wants, and then give it to them, is the biggest skill and competitive edge you can have in online business."

Pam looked confused and nervous.

"It all sounds so daunting and difficult. Can I really do all that?"

"Of course. It's easy. Especially when you learn from someone who has already done it, and knows how to teach you to do it. For instance, I have a simple information product. It teaches information entrepreneurs like yourself about identifying your own strengths.

"The entire report is a series of questions you ask yourself - and write down answers to. There are 42 pages of questions. That's a lot. It will take you a day - maybe a week - to finish it. I sell that report for \$39.95. Yes, for a set of QUESTIONS!"

"Gosh!" Pam exclaimed. "And do people pay for that set of questions?"

"Yes, and here's something that may surprise you. Not even one buyer has asked for a refund - because by the time they are done with the long questionnaire, they know for sure that one major hurdle to creating their own information product business or finding their own market has been tackled, broken down."

Pam was looking more interested now.

"That sounds fantastic. But isn't that just the beginning?"

"Yes. Once you know what your own strong points are, every infopreneur needs to learn how to analyze markets for potential viability. I have another module of the course that deals with this area. It teaches the methods anyone can use to find out if there is enough demand in a particular niche market that you can fill."

Pam nodded excitedly. "Yes, I've heard about those. You mean doing those searches on Overture and Google Adwords to find out how many times a keyword is searched, and then going after 'high-demand low-supply' keywords, right?"

"Well, yes and no. This is deeper research. It gets into psychographics - the psychological profile of your audience.

"While keyword research is a component of this, by itself it's only part of the complete picture. If you build a model based on keyword research alone, at best it will be a short term tactic.



"As a strategic online entrepreneur, you want to understand what makes your target market tick.

- What are the dreams and passions of people in your audience?
- What causes them pain or problems?
- How do they react to situations?
- What gets them to take corrective action?
- What is it worth to them to have problems solved?

"These are questions keyword research can't help you with. At least, not directly. But the real profits of an online business lie in the answers."

Pam again looked worried.

"But isn't this data that big companies have market research teams to study and discover? How can I do this all alone?"

"It isn't that hard - because you're going for the 'Long Tail'... not the hyper-competitive 'hits' that the big companies are targeting, but the smaller micro-niches where even making a few sales in a month can be lucrative to a small business - but not a big one."

"Oh, so that's why the Long Tail is so important," said Pam.

"Exactly. You see, because of 2 interesting developments, the Long Tail is every online marketer's dream come true."

"What are they?"

"First of all, the cost of creating an information product is low. You can do it right on your home computer, spending little else but your time."

"Oh yes, I wrote an ebook a few months back," said Pam. "More like a special report, really. It took me just 2 weeks to finish - and cost me nothing. The trouble came when trying to sell it - I've only made one sale, and spent more on advertising than I've earned in profit!"

"That's because you've got the cart before the horse..." He paused when he saw the sudden hurt expression on Pam's face. "I'm sorry if that was harsh. But it's the truth, and often the biggest mistake that's responsible for most entrepreneurs failing."

Pam smiled wanly. She understood very well that what Guru was saying really could help her in the future.



He went on. "If you had done your market research first, you'd have written a book on a topic you're already an expert at, one where you knew for sure that people in your niche market were seeking solutions to problems you teach them to solve.

And this means you'll find it much easier to sell many copies - at higher prices. Trust me, I'm an expert at that."

"I know," said Pam, softly, her head turned down. "Hopefully I'll learn how to do it from you!"

"It isn't difficult," continued Guru. "But you need to learn the process. And the best way to do that is learn from someone who has already followed it and refined it and fine-tuned it."

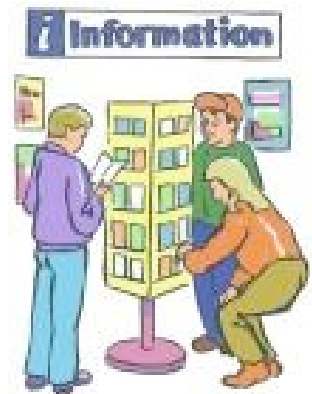
Pam nodded in agreement.

"Even if it costs you a bit of money to buy this material and study it, you'll save more over the long term. Trying to save money and learning by making the same mistakes others have made is false economy. You only waste time."

"But it's so hard to know what's good, reliable information," cried Pam.

"I understand. You could easily be fooled. Just make sure you're not falling into the trap of buying information that's incomplete - and where the seller forces you to buy more to learn the rest!"

"Yes, that's a sneaky trick many experts use!" Pam said. "I've bought ebooks where the critical bits are not taught - and instead the author wants me to buy another book about it... and that's the same too!"



Guru nodded in agreement. "That's the kind of behavior that gives everyone in the industry a bad name. I've always tried to offer complete solutions to problems, even if it costs more. But for those not able to afford expensive products, I make cheaper versions

available that don't reveal all the methods, just enough to let them effectively implement the strategy."

They continued talking.

"Once you've found your strengths, and identified a market that may be interested in paying you to learn about it, your next step is to create an information product that solves a problem your market is facing.

"Again, there are 2 parts to the equation - finding out what is the biggest problem your audience has, and coming up with a solution to it.



"Once you get these 2 critical things right, the rest is a piece of cake. And there are many courses that guide you through the process of planning, drafting and finishing an information product - be it an ebook, audio course, video movie or any combination of them."

Pam interrupted him with a question. "It's ok for me, because I can write pretty well. But I don't have the faintest idea of how to create an audio, leave alone a video product!"

"You don't even have to do it yourself, if you don't want to. You can have the product creation bit outsourced, and just focus on selling the finished product to a hungry audience."

Pam was smiling now. "You make it sound so easy!"

"Well, it really is easy - if you know what to do. I know how tough it seemed in the beginning, and that's because I was going about it backwards. I started with a product and tried to sell it to a crowd. Instead, today, I start with what my audience wants - and then give it to them."

"But you mentioned Long Tail niches only being able to sell few products. How does one make money in this small market?" asked Pam.

"Two factors make it possible. First, delivery has become cheap. Digital products don't have any cost of delivery - they can be downloaded from your website. So whatever you charge buyers becomes your profit."

"Hmm... that's interesting" said Pam.

"Second, there's little competition in small niches. In fact, you can slice and dice your niche into tiny segments so that you become the pre-eminent player in any one. Or many."

"Got it. I become the EXPERT. The 'Guru'"

"Absolutely". He smiled. "Once you become the top dog, the 'go to' person, the recognized expert in a niche, even a small niche, you'll find it easy to make sales. You may not be able to compete with Nike and Adidas in the sports shoes market - but you might if you narrow down your focus to women who walk to lose weight, and take an extra large size in shoes."

Pam nodded.



"Or let's say you're getting into the coffee market. You can't fight against Starbucks with a coffee-house, but could win by having a 'specialty' caffeinated drinks store where you offer everything else BUT plain coffee!"

"I see what you're driving at."

"Except that it's easier on the Web. Just think about it. To start a shoe factory or coffee house, you'd have to spend a lot of money. Not online. You can be up and running on a budget of under \$50 - and compete with the giants of online, or even offline, commerce - if you choose your niche carefully!"

"Boy, you've got my head spinning with ideas. Now how do I get started?"

"Pam, I've only told you ONE model of online business. There are 3 others. And within this one, there are variations - like affiliate marketing, resale rights, PLR rights and infoproduct creation. But one thing I like to tell anyone who works with me is this - be focused on one idea at a time."

"What exactly does that mean?" asked Pam.

"Look, you don't want to start out writing an ebook, and mid-way decide you'd rather try affiliate marketing because it 'sounds easier' - and then, when it doesn't work the way you expect, you think about moving to another model."

Pam laughed. "You must be a mind reader. That's exactly how I've felt often."

"I know," he laughed too. "But trust me on this. It's far better to think carefully about one model, learn everything about it and then once you've decided to move ahead, just stick with it, and try to make it work. Give it a fair trial. Only give up after you've tried your best and find it can't be profitable for you."

"I'm pretty stubborn that way. I don't flit and fleet from one thing to another very often. Though I must admit, some of the offers I read about sound so mouth-watering and attractive, I'm tempted to give them a try," Pam smiled.

"Expert copywriters were paid thousands of dollars to evoke those reactions in you, Pam," said Guru. "Resisting any distraction and staying on track with your project is the best way forward. Also, have a plan of action. Make it detailed. Write down what you intend doing every month, every week, every day. Refer to the plan frequently, many times each day, and stick with it. That's guaranteed to succeed."

"But what if I do all this, and still it won't work. Does that mean I'm not good enough? Or does it mean the model is worthless?"

"No, neither, not at all. Look, I may make a fortune using the direct selling model. But that particular model may not suit you. For any number of reasons.

"You may not like the idea of 'selling'. Or you may be reluctant to write persuasive copy that gets prospects moved to action. Or maybe your flair is for something other than direct selling. And that's fine. Not everyone can do everything well. The secret to being massively successful is playing to your own strengths and interests. That way is also easier, and more fun."



"You've made me feel ever so much better now. I have a clearer idea of what to do and how to go about it.

- I should begin by identifying my strengths and areas of expertise.
- Then I should look for a niche market where these talents can be used.
- I must identify the problems people in that niche face, and need solutions to.
- Finally, I create these solutions and offer them to the people who want it most."

"Absolutely, you've got it!"

Pam smiled. "And I'm going to buy your report about analyzing my own strengths and finding my best niche market to focus on," she declared.

"I'm impressed at your attitude, Pam. I have a feeling you're one of the rare people who start an online business really determined to succeed. I like that. Because too many people are looking for the first excuse to give up, to shelve their dreams and return to the mundane routine of their regular lives. That's why, to encourage you I'm going to let you have this report for free - as my gift. Yes, you won't have to pay the \$39.95 it costs... but on one condition."

"What's that?" asked Pam eagerly.

"That you follow the course. Study the questions. Answer them. Make good use of the information to plan and outline your online business. Then, contact me to let me know what you've done. Sound fair?"

"Absolutely," beamed Pam. "I'd have done that anyway!"

"Oh well, then how about this? Join me for lunch and we'll discuss the other models of online business?"

He smiled at Pam, a shy, yet attractive grin.

Pam found herself accepting the invitation. Chatting animatedly, they set out to a neighborhood cafe for lunch - and to discuss other online business models.

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What Did Pam and Her Guru Discuss Over Lunch?



They talked about a lot. And over the months that followed, Pam learned, bit by bit, how to build a profitable information business on the Internet.

YOU can too. Just follow along, see what Guru taught Pam. Then apply the lessons in your own business, and soon you'll become an **Internet infopreneur.**

To help many more struggling infopreneurs like Pam get ahead in their business, we are making available special reports of consulting sessions that Pam had with Guru on topics spanning the complete range of online business building.

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