



A Special Message for my valued **Affiliates**

Dear Hacker's Nightmare™ Affiliate,

*This letter contains important information and suggestions that really will help you. Be assured I'm not trying to sell you anything, so please take a few minutes to read it – **this information has made a BIG difference to many of my affiliates.***

-oOo-

There is a perception that people on “lists” (customer, subscriber, etc.) have a very narrowly defined range of interests. That is to say, if a marketer focuses on, for example, restaurant owners, the accepted wisdom is that he should never try to promote non-restaurant-related products to his customers or subscribers.

There is some wisdom in that advice, in that there is the risk that you present yourself as a Jack-of-all-trades, rather than as a knowledgeable and respected specialist in the core subject in which your list members are primarily interested.

But such a policy also has the tendency to (a) reduce your potential income, and (b) fail to maximize your “perceived value” to your list members.

The weakness in the “specialize only” argument is that no one is **only** interested in one specific field of interest or endeavour. I'm not suggesting for a moment that you should promote a book on Bonsai trees to your list of restauranteurs, in the hope that some of them might have such an interest. That's far too much of a stretch!

But for every specialist subject there are closely related topics that are certain to be of interest to all members of the specialist group. For example, the restauranteur is very definitely also a businessman and so must have an interest in general small business topics. But he is also going to be interested in such things as advertising tips and techniques (newspaper, radio, Yellow Pages), staff training and incentives, customer loyalty schemes, copywriting and presentation (menus, place-mats, wall posters), and so on.

The point is, look hard enough at your target group and you will almost certainly find a wide range of associated areas of interest. Areas which can improve your income and your value to your list members.

Obviously then, if you are not promoting related products and services to your list, you are also not reaping all the income you could be and should be. Perhaps even more importantly, you are not being “all you can be” to the people who rely on you for information and recommendations.

How I recently learned this lesson myself

The light dawned when I noticed a pattern in the people most successfully marketing my book *The Hacker's Nightmare*. You must understand that I wrote *The Hacker's Nightmare* to show ordinary, everyday, non-technical computer users how to protect themselves from the vermin of cyberspace, because all other resources were either incomplete, ineffective, too technical, too expensive or just plain waffle.

To a large extent my own marketing efforts have been targeted at relative novices, and the results have been gratifying. But I discovered that my most successful affiliates were taking a different approach. They adopted the attitude that they had a responsibility to be as indispensable to their list members as they could possibly be. They saw it as their duty to help their lists protect themselves, as well as to provide other specialist assistance related to their core expertise. After all, if you are online, then your safety is most definitely a pertinent issue.

So what I did next was run a little test, and the results are what propelled me to write this message to you.

I contacted four affiliate who had a few sales of *The Hacker's Nightmare* to their credit, and who had lists that in no way related directly to any computing, technical or security topic.

I asked those people to write a brief letter to their lists, in their own words, about the importance of being confident of their security online. If they had a personal story about how they themselves had been saved by information in *The Hacker's Nightmare*™ I asked them to tell it. And, again. I asked them to tell it in their own words. I didn't supply any pre-written template.

I don't know about you, but I'm quite fed up with getting the same old "Bill, I'll burst if I don't let you in on this amazing secret blah blah blah", all signed by a dozen different "marketing gurus".

The lists of all four marketers were relatively small (about 2,700 the biggest), but the results were astonishing. One of the four I approached told her **poetry and short stories list (!!!)** how I had helped her through a serious spyware crisis. The immediate response was 126 book sales from a list total of only 627 people. That's a 20% response from about the most unlikely list you could think of. And the math will tell you that this retired lady picked up a very useful \$3,087 in affiliate commissions in the space of just a couple of days, just for writing a personal anecdote that took her less than an hour to compose.

She didn't have to be a genius copywriter or super-saleswoman. She just told a personal story to people who "knew" her and trusted her to be telling it like it is.

Regardless of what you might have assumed to be the case generally, PC and Internet security **IS** a topic that is occupying the minds of a very great number of people all the time, no matter what their core interests.

In a recent report by Jupiter Media, it was revealed that 52% of online users indicated a strong interest in stories and articles about Internet security and privacy. **Fifty-two Percent Of All The Millions Online Globally!!!** How many "niche" markets are relevant to 52% of the vast Internet population?

In contrast to the affiliate's success story above, here's an interesting "Lost Opportunity" story:

I actually approached five of my affiliates re the test I mentioned above, not just four. One declined to participate because her list was exclusively female. Why she thought none of her list members would be interested in improving their security when she herself had bought *The Hacker's Nightmare* was never explained. Anyway, later on I decided to do a little research on the Internet usage of women. Here's a random list of stats:

- Jupiter Media Metrix: 44% of women with children said their usage of the Internet caused them to spend less time watching TV.
- 29% of mothers surveyed in the US said they used the Net to play games online.

- 29% of mothers surveyed in the US said they used the Internet to download music.
- 40% of mothers surveyed in the US used the Internet to research for school and homework-related projects.
- 41% of mothers surveyed would buy things online that they wouldn't have bought otherwise.
- Women without children are heavier users of the Internet, and they also tend to use it differently. They make travel arrangements, do research for work, bank and read the news online.
- Women without children are also bigger spenders online. Around 63% of them spent over US\$100 online over the past three months, compared to 52% of women with children.
- NetSmart Research: Women will make up 60% of the online population by 2005.
- CommerceNet: Women consumers online have passed the 10 million mark.
- Women's Consumer Network: Women make 75% of their families' financial decisions.
- Online banking services are predominantly used by women.
- Forrester Research: 46% of women are decision-makers for technology purposes.
- Pew Research Center: 41% of women go online daily.

Many of my personal customers are women. Many of my personal customers are in business for themselves – online, offline and both (even people who do all their business offline still use the internet and they have the same safety concerns as others). So, Here's your REAL market for *The Hacker's Nightmare*:

Old - young - male - female - boss - employee - blue collar - white collar - restauranteur - grave digger - PC novice - experienced Web surfer - etc. etc.

Security is special topic and a rare opportunity. It's like food, air and water – everybody needs it. There is no such thing as an inappropriate list when it comes to providing information that is highly relevant to everyone.

Are **you** being “all you can be” to your list members?

If you've forgotten your Affiliate details or you want some help promoting to your list. Please contact me via the form at:

<http://hackersnightmare.com/readercontactform.asp>

By the way, I've recently posted three new graphics you can use to promote *The Hacker's Nightmare* on your website or in HTML eMails. The common theme with the new images is “a new day dawning”.



Download these and other promotional graphics from:

<http://hackersnightmare.com/affiliates/affiliatetools.asp>

Take action NOW to better serve your list members AND to handsomely supplement your own income!