

You Asked Questions. And I Answered!

Wow, was that work! I had no idea the flood gate I was opening when I invited you to ask me for a personal response about StomperNet. But, you asked, so I answered. Now that the flood as died down a bit, here's a recap of the most often asked questions I got - just in case there are another couple hundred of you who want to know the same thing.

If I missed you, you can still ask me for a personal response at is-stomper-right-for-me@optitext.com. This goes past my support team and right to my desk where I've been hammering out answers nearly non-stop. You only have until 9 A.M. Eastern time Friday to get in, so get your questions answered now while there's time.

Q: "What's the price and what do I get".

For \$800 per month, month-to-month, no long term commitment, you get a bunch of stuff - more than I can honestly keep track of - but here's my answer.

The 4 StomerperNet Live events each year, each with two full days of no-sales-pitches-allowed speakers would be enough to justify the price and all members get the DVDs even if they can not attend, but then add 8 world class faculty members creating new content every week, a couple dozen paid forum moderators answering questions, 17 full time and 20 part time staff members, a huge box of DVDs and CDs that goes "thump" when it hits your porch, and more than a thousand enthusiastic members and you have a value proposition that sets a new standard for private memberships.

One of the (many) truly great things we are doing in StomperNet is to put together a coherent matrix of business models, core skills, and income levels to direct and organize curriculum development and to guide members in what they need to learn or the actions they need to take in their unique businesses.

We've identified 8 different business models, 5 different income levels, and I don't remember how many disciplines -- I'd have go look. We are by no means finished and there is sooo much content to organize that it seems sometimes to be a daunting task to organize it all, but I know the team we have will get the job done.

The unique combination of SEO and marketing training all in one integrated curriculum is without comparison anywhere in the industry. I think we are honestly making history.

Wherever your business currently fits, you'll find current and on-going content and support to help you make your business bigger.

Whatever you decide, I wish you all the best this year. If you do come join us, keep 15-17 next month open so you can attend the Orlando seminar -- we'll sit down over a beer and work on your business.

Q: “I could afford it if I could make more money in my business, and it sounds like StomperNet will definitely help me do that, but what about the several months it might take to see results from what I learn?”

You are right about the time lag. Business is like priming an old style well. You pump and you pump and you pump and nothing seems to be happening but if you keep going pretty soon you have more water than you can possibly drink. And deep wells take the longest, and eventually give the most water.

That might mean you have to start with a smaller well and drink from that while you pump the bigger one. That's why we have so many different options in StomperNet, for all the different starting places and challenges members present.

Q: “Leslie, I know and trust you, but who are these other guys?”

Should go Google each of them in turn and get to know them, because they are all world class people, both in terms of skill and just as people, but here's my quick intro.

Michael Campbell is one of my mentors and is the primary reason OptiLink even exists.

Jerry West is a friend and the only other person in SEO that does extensive testing, leaving Jerry and myself the voices in the wilderness surrounded by pundits and search engine cheerleaders.

Frank Kern is an amazing copywriter. He made 7 figures dollars last year just writing letters. When he writes, I listen.

Dan Thies is best known for keyword research and PPC techniques, but he also does damn fine SEO.

Sherman Hu is a wordpress blogger and educator with a great

following. I don't know anyone better qualified to teach the basics as well as how to use wordpress as a profit center.

Dave Taylor is Sherman's Movable Type counter-part and has his own unique style and view of how to make 6 figures with nothing but a blog.

Mike Long started with ebay marketing, which is probably the best place for a total beginner to learn copywriting and marketing, 'cause you don't have to know anything else.

Brad and Andy have each forgotten more about marketing and conversion strategies than I am ever likely to learn.

Q: "I am interested in StomperNet, but am reluctant as it seems to be just another way for the 'Internet gang' a bunch of money."

Well, I suppose it is, if by "gang" you mean the StomperNet membership :-).

Our mission is to bring people in wherever they are and help them multiply their profits by TEN-FOLD. We sorta figured that if we do that once, everybody will want to do it again, so we have defined 5 distinct income levels and targeting and training at what members need to learn to get from one level to the next.

Q: "So is this thing for real?"

Mostly, no, it's virtual :-), but 4 times each year it is VERY real when we convene StomerperNet Live. The first was in Atlanta in October with 600 people in attendance and three solid days of content with absolutely no sales pitches from the stage. Next month (February) we are gearing up for 2 full days, same no pitching rule, 1200 attendees, plus an Internet marketing trade show. We rented the ENTIRE conference facility at the hotel.

So yeah, I guess it's pretty damn real.

Q: “What can I really expect if I join? I understand outcomes are related to inputs (SEO, SEM, PPC, etc, etc) so are these inputs vastly improved by what I learn in StomperNet?”

I know of no other place you can go to get what we provide. Is the return there? There are already members that have gone from literally not even having a website to making the cost of StomperNet every month.

What you will get depends on where you are now, and how fast you can apply what you learn, but there is one thing I can say with absolute certainty: what it takes to build a 20 million dollar business is teachable and we are teaching it.

Q: “I started building my online store about the same time Brad Fallon started myweddingfavors.com. I see he's done much better than me, so it would seem to be a slam-dun for me to join StomperNet and learn from him and you and all the others.”

I think you answered your own question! But to amplify...

The critical success factor to getting beyond what I perceive is your present state is a master mind group where there are like minded people where you are and where you want to be that can help you make the transition. Everybody that wants a business, not a job they own, has this tough work to do and there are faculty and StomperNet members that are in the process or who have already completed the process of doing it.

Q: “Can your new group help us get better rankings for _____.”

The SEO training I provide in the StomperNet curriculum should indeed be of great help to you. In fact, the search terms you site are not especially competitive in my view.

You will similarly find loads of value in the conversion and marketing strategies in StomperNet as well and you will also likely find that there are many more ways to monetize your traffic and your web presence that what you are currently using. These can drop straight to your bottom line and all part of structuring not just you site, but your business as well.

Q: "I've been a an of yours for years, have learned a lot from you, and know enough to improve our SEO in 2007 so I'm looking primarily at the rest of the value in StomperNet. My biggest cost for StomerperNet will be the time, not the membership fee."

With time as your biggest issue, you need StomperNet more than most. By having a one-stop mastermind group where you can acquire all the expertise and training to take your businesses to the next level, you can acquire skills more efficiently and reliably than if you had to search for each skill area individually.

I have the same problem, which I have resolved to solve this year. This is a lesson we all must learn to grow beyond our own time, and having experts in all the core business disciplines in one place inside StomperNet makes it that much easier to define and control what we should outsource and to whom.

Q: "As a one person business, I know there are different ways I can grow my business, and I could make more money if I expanded. Will StomerperNet teach me this?"

Right. You can always make more by expanding. All of us start out limiting our income because our time and expertise are limited. As a one person outfit in a market where you can clearly grow your business, you desperately need a mastermind group where you can learn the full range of skills and expertise needed to construct an ongoing web business. With 8 faculty members covering the entire range of Internet business, StomerperNet is a one-stop shop.

Q: "What did most of the current members of StomerperNet get?"

Everyone who acts on what they learn gets increased income. Our goal is to take people wherever they are and show them how to earn 10 times as much. We are organizing our entire curriculum around the concept of business models and income levels so that members can self identify and self pace their own learning based on the business they are in and the next income level they are aiming for.

Q: “I have a group of niche sites that use to produce AdSense review that have all died. How can I benefit from StomerperNet?”

We obviously need to show you how to recreate or replace those niche sites so you have that income and more. Content publishing is one of the common and very popular business models among current members and is getting lots of attention from the faculty.

You will not find a better nor more complete mastermind group available to help you make money on the web.

Q: “I just noticed the Content Exchange in the StomerperNet sales letter. That's awesome. How many sites can I add into the system and how many are in there already?”

There are over a thousand sites in the exchange already and members are allowed to add an unlimited number of sites. There are quality controls in place and only topically related exchanges are performed, so the value of the system will never be compromised.

Q: “I'm doing fairly well with organic SEO but I'm interested in monetization strategies. Can StomerperNet help me?”

If you've not followed Brad and Andy, you have no idea how good at conversion just these two guys are, let alone when you add the rest of the faculty and the invited speakers. We have so much content and teaching on conversion, marketing and monetization techniques that the real problem is how to organize and index it!

The little 5% and 14% conversion improvements that you'll learn in StomperNet will easily pay for membership given that you already have a going business. In fact, one of the 'going natural videos' you can find off the sales letter somewhere shows the lift from just moving the HackerSafe logo.

Just these couple changes to your site should easily pay for StomerperNet so you can get in and profit even more!

Q: “I don't really need any SEO and marketing lessons, so is there a reduced price version for just the content exchange system?”

Currently the ULE and CE systems are for StomperNet members only and there are over one thousand sites and growing rapidly.

As to not needing SEO and the other training, I'm either jealous or disbelieving. :-)

Even I learn something new in SEO nearly every month, and I invented the two most powerful SEO techniques of the last five years. Of course, this makes me so specialized that I need to learn everything else! I have not met the person that is world class in everything.

But even without needing more SEO training, his a quick test to see if you need the rest of what StomperNet provides?

Do you run ecommerce sites? Do they have the HackerSafe logo on them? The sales lift averages 14%. Now where do you put the logo? Brad and Andy moved it from the bottom of the page to the top of the page and got even more lift. See the 'going natural videos' at the sales letter for specific numbers.

These are just two simple samples of what you get when you collect 8 world class specialists, a quarter million dollars per month in support staff, and a couple thousand red-hot members together in one organization.

As Robert Kiyosaki points out, success is a team sport. By coming together in one place, StomperNet provides a world-class buffet of everything needed to build a sustainable web business.