

## Introduction:

Thank you for requesting our special report: "**The 7 Essential Elements of Any Ecommerce System**".

If you've been doing business online for any length of time, you've probably discovered that there are many competing Ecommerce Service Providers vying for your business.

### **How do you determine which one is right for you?**

This report will help you identify the 7 ESSENTIAL elements that any Ecommerce Service Provider must have in order to make them worth your while.

If you are currently shopping around for an Ecommerce Service Provider, before you choose one make sure they have **all seven of the Essential Elements.**

If you already use an Ecommerce Service Provider and they don't have all seven we highly recommend you run screaming and find one that does.

Remember, it is your business at stake here and choosing the wrong provider could be fatal!

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Should take four minutes max.

## Essential Element #1:

### Evangelical Customer Service

No matter what Ecommerce Service Provider you use, at some point you're going to need help.

Maybe it's with a technical problem... something isn't working the way you expected it to. Or maybe it's more of a how-to question... for instance, where do I paste this code on my site?

Whatever your question or difficulty, you should expect **timely** and **knowledgeable** support. Unfortunately, more times than not, that isn't always the case.

In this industry, as in others, there is a definite range of the support you can expect to receive.

On the low end of this range you have - absolutely no help whatsoever - you're left to fend for yourself and solve your own issues. If you discover an Ecommerce Service Provider that fits this description, run fast and never look back.

In the middle of this range is where you will find most of the Ecommerce Service Providers. We'll refer to this as, "average customer support".

This is where you could expect to receive a half-hearted response from a wage slave who is just putting in his/her time and really could care less about what happens to your business.

On the highest end of the range is "Evangelical Customer Service". **That is what you really want.**

Someone who will take the time to understand your problems, put in their best efforts to solve them and work with you until your issues are completely resolved to your satisfaction.

Now let's be completely honest, no business is going to be able to satisfy EVERY single customer who walks through their doors. But, if a business believes in evangelical customer service they will put every effort forward to solve as many customer service issues as they can.

I'll tell you a story to illustrate my point. Just last week one of our members was having difficulty with a "sticky note" pop-up on her site. She had created the pop-up using GoldbarOne™, but it just wasn't working when she uploaded it to her site.

So our customer service team got involved. After reviewing the members site, they discovered that she had uploaded the file to the wrong folder on her server.

They then explained the problem to her. **But then they went the extra mile and fixed it for her.** Now her sticky pop-up is working without a hitch and she can focus on what's important to her instead of troubleshooting a technical issue.

Was her problem GoldbarOne's fault? No. But that doesn't matter. We make sure our customers are taken care of no matter what.

Here is an unsolicited letter from yet another satisfied customer I'd like to share with you:

"You have my complete gratitude for the care and concern you showed in trying to help me fix this problem.

I want everyone who reads this post to know that the customer service team at Goldbar are true professionals.

They actually called me (on the phone!) in an attempt to help me solve my problem. Now that's service above and beyond! Thank you, thank you, thank you."

-- Cheryl Dunaway

And that's the kind of commitment you need to look for when selecting an

Ecommerce Provider. Because when you finally do have a problem or burning question, there's no way you want to hear, "We can't help you with that" (a more common response than you might think).

So please keep that in mind. Whether you choose GoldbarOne™ or not, make sure you select an ecommerce system that has a customer service department that goes the extra mile to take care of you. It'll save you many headaches down the road.

"Your tools are the **absolute best on the Internet**. Period. I find it very strange that other people still insist on using far inferior tools at more expensive prices. I suppose the competition is doing everything in its power to keep your site their little secret.

I also like the way that **you keep making your tools better and better**. Never resting on your laurels. To be honest I don't know how you are going to make 'TrackOne' any better but you said you will...And I believe you."

--Will Haven  
www.Predator-Marketing.com

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## Essential Element #2:

### Owners Who Are Fanatical About Continuous Improvement

The 2nd essential element of any ecommerce system is owners who are fanatical about continuous improvement. Because with technology raging forward at the speed of light, any stagnant ecommerce system is bound to be **outdated** in a matter of months.

That's why we are so fanatical about constantly improving GoldbarOne™. We're always improving the software, adding new services and functionality, and looking for ways to make your GoldbarOne™ experience **simpler, faster, and easier**.

The fact is, we've invested well over a million dollars in GoldbarOne™, and we're not about to stop investing now.

Unfortunately, a lot of Ecommerce Service Providers are just trying to make a fast buck. They build something once, then sell it over and over again without bothering to make any major improvements. So you have to be extremely careful.

Just make sure the Ecommerce Service Provider you choose is in this for the long haul. That they plan to stay in the game and show evidence of their commitment to continuous improvement.

This ensures that **you'll always be on the cutting edge of new technology and that you'll never have to switch to a new ecommerce system** just because the one you've got has failed to keep up with the times.

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### Essential Element #3:

#### Management Who Are Active Marketers

The 3rd essential of any ecommerce system is a management team that is made up of active marketers. Because let's face it. It's hard to build an ecommerce system that helps online businesses grow unless you're a marketer yourself.

Can you imagine accountants or researchers or focus groups providing the vision for an ecommerce system? Now can you imagine how utterly boring and ineffective it would be? The system might run smoothly, but would it actually help to **boost your sales** and **grow your bottom line profits**?

My guess is no. Only active marketers can provide the vision for an ecommerce system that **brings in new customers by the truckload**. Only active marketers can build an ecommerce system that is capable of **closing more sales with less effort**.

That's why you want to know: Who are the people providing the vision for the ecommerce system you're considering? This is really quite important because it will tell you a lot about the ecommerce system and whether or not it can truly help you.

My team and I built the GoldbarOne™ online business system after we had personally struggled to find online tools that would meet our business and marketing needs. We paid thousands of dollars for tools that didn't work, were difficult to use, or failed to deliver on their promises.

We don't just sit behind a desk and let programmers dictate the direction of our software. **We actually use GoldbarOne™ to actively market our business every single day.**

For example, several years ago we wanted to increase the revenues of our company without having to solely focus on acquiring new customers. Research and industry statistics proved that companies were making more money from each customer by upselling them.

Upselling is a sales technique whereby customers are persuaded (at the point of sale) to purchase an additional (usually higher priced) item they did NOT originally intend to purchase. When used correctly **upsells can increase the amount of your average sale by up to 40%.**

We figured that by adding upsells to our order forms we could increase our average sale amount by 40%. However, at that time not one system out there offered the ability to easily add upsells to your order forms.

If you wanted to take advantage of this proven sales technique you would have had to hire a programmer to build a complex customized ordering system for you.

So we had our development team build the functionality right into our ecommerce system. After months of rigorous testing on our own order forms we increased our sales on average by 40%.

After we were satisfied that this technique indeed worked we rolled it out to all GoldbarOne™ members so that **they too could reap the immense rewards of upselling.**

It's this unique in-the-trenches marketing experience that makes GoldbarOne™ the ecommerce system of choice for so many online business owners. They recognize the value of what we've built and trust us to provide them with reliable marketing tools that will continue to help them increase their online income.

So remember Essential #3: **make sure the ecommerce system you choose has been guided by the vision of an active marketing team.** It makes all the difference in the world when you try to build a website that makes money.

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## Essential Element #4:

### Membership with the ESPC

The fourth essential element of any ecommerce system is membership with the ESPC -- the Email Service Provider Coalition.

Before I tell you what this means, I must point out that this essential element assumes your ecommerce system includes a way to build email lists, autoresponders, etc. If your ecommerce system doesn't offer these things, then membership with the ESPC won't matter.

So, assuming you can use your ecommerce system to build email lists and send out autoresponders, **you must make sure they're a member of the ESPC.**

This is extremely important because over the last few years, **email deliverability rates have plummeted**. Dramatic rises in unsolicited email have caused Internet Service Providers to crack down on what email gets through and what doesn't. In fact, a full 20% of email is NEVER delivered because ISPs perceive it as spam.

What that means is it's harder than ever to get your email into your subscriber's inbox. Fortunately, **GoldbarOne's membership with the ESPC ensures that our members enjoy one of the highest email delivery rates in the industry, currently 95%.**

If your ecommerce provider hasn't given much thought or attention to their email system, or if they haven't joined an organization like the ESPC that helps to ensure delivery of legitimate email, then **your delivery rates may be hovering around 30-50%**. More than likely much lower.

And if you're sending out sales pitches or promotions to your list, that means **you're leaving tens of thousands of dollars on the table.**

So Remember: when you choose your Ecommerce Service Provider, make sure that they've taken steps to ensure your email gets delivered. And make sure they belong to an organization like The Email Service Provider Coalition.

After all, **it's your success at stake!**

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## Essential Element #5:

### **Ability to Hire Technology Experts Who Do All the Set-Up and Maintenance for You**

The 5th essential element of any ecommerce system is the ability to hire technology experts to do all the set-up and maintenance for you. Even if you currently plan to do everything yourself, this is still vitally important.

Let me explain...

If you're like most business owners, you want your business to grow. And with that growth comes ever-increasing demands on your time. At some point in the future, **you will no longer have time** to manage the technical aspects of your website... and **you'll need outside help to keep everything running smoothly.**

Fact is, you may already be at that point. That's why we offer the ExpertOne™ option. For a low monthly fee of just \$250, the GoldbarOne™ technology team will set-up your ecommerce system, maintain it, send you monthly reports, and more.

**It's like having your very own IT department for a fraction of what it would cost you to hire even one full-time employee.**

Even if you do not want to go the monthly route with ExpertOne™, but instead you're just looking for someone to do the initial setup of your tools and hand it off to you, GoldbarOne™ enables you to take advantage of a one month ExpertOne™ package. So for your first month you'll pay \$250 and then pay the regular GoldbarOne™ monthly fee thereafter.

"GoldbarOne by itself is super simple to use. But if you're like me, then you don't have time to set up any ecommerce system, no matter how simple it is.

That's why I'm so impressed with ExpertOne. **They had me up and running in no time.**

GoldbarOne, and **especially the ExpertOne service**, gets my highest recommendation."

--Ryan Healy, Copywriter  
www.responsecopy.com

Incidentally, **most ecommerce providers don't come close to offering this level of support.** They do offer different packages, but the only differences between them are how many features you get, limits on the number of products you can have, etc. None of them address what you do when you no longer have time to spend managing your ecommerce system.

GoldbarOne™ does. **Think of it as a contingency plan to buy back some of your time for pennies on the dollar.**

Make sure the ecommerce provider you choose offers a level of service that allows you to hand-off the technical aspects of running your site to an experienced tech-savvy team. Otherwise you may be faced with having to spend thousands of dollars a month to hire an in-house IT person down the road.

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## Essential Element #6:

### **No Limits (or Limits That Give You Tons of Room to Grow)**

Here's something not widely talked about when it comes to ecommerce systems. That is, limits. Specifically, limits placed on the number of products you can have, limits on how many subscribers you can have, etc.

Most ecommerce systems limit the number of products you can have to 10,000, sometimes less. You might never reach that limit, but it's still there. And if you do reach it, you might be looking at higher fees or having to find a new ecommerce system.

Even worse is the limit placed on email subscribers. It's quite likely you'll end up having thousands of subscribers - maybe even tens of thousands.

And even though a lot of ecommerce sites fail to mention subscriber limits (hoping their customers don't find out about it until it's too late), they're still there.

To raise your subscriber limits, you're often slapped with higher fees - sometimes a lot higher fees. And those can kick in when you least expect it.

Before you select your ecommerce provider, make a point to know what your limits are. If there are limits, make sure you're prepared to deal with the consequences of exceeding those limits -- or find a different ecommerce system with no limits.

Just so we're totally clear on this, GoldbarOne™ lets you have:

- Unlimited shopping carts
- Unlimited products
- Unlimited order forms
- Unlimited affiliate programs
- Unlimited email lists
- Unlimited autoresponders
- Unlimited messages

There are limits on subscribers, but they've been set high. **With our \$39.95 a month option, you get up to 100,000 subscribers**, which is a pretty big list. A lot of companies doing over \$10 million a year only have 25,000 to 50,000 subscribers.

If you upgrade to our \$69.95 a month level, **you get up to a quarter million subscribers.** Again, that's a huge list. Practically speaking, this is almost like having unlimited subscribers.

Just remember: **look for "no limits" when you choose an ecommerce provider, or at least very high limits that give you tons of room to grow.**

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## Essential Element #7:

### Raving Customers

The 7th essential element of any ecommerce system is raving customers. And I don't mean "crazy". I mean customers who are **THRILLED** with the ecommerce system they're using.

This may seem obvious to you. And if it is, I apologize. But as you examine and compare different Ecommerce Service Providers, it's important to see what their customers are saying.

Do they have testimonials? How many do they have? What are they saying? Things like, "This system is really good"? Or is it more enthusiastic ("I LOVE this system because of this, this, and this...")?

I'm happy to report that **GoldbarOne™ customers are indeed raving fans**. We've published a number of their comments for you to read for yourself. You can see them here:

<http://www.goldbar.net/reviews.html>

**If an Ecommerce Service Provider doesn't have testimonials, look out. If they have testimonials but only have a handful, look out. If they have testimonials but they're weak, look out.**

Only choose an ecommerce provider who has evidence of raving customers -- customers who are so happy that they're actively spreading the word.

This email concludes "The 7 Essential Elements of Any Ecommerce System". We hope that this series has helped you determine which Ecommerce Service Provider is right for you.

No matter what ecommerce system you end up choosing, I wish you the best in all of your online business endeavors.

To Your Success,



Marc Goldman, CEO  
Goldbar Enterprises, LLC

**P.S.** - Do you have a burning question I haven't answered for you yet? Now is your chance to ask us directly. Simply send an email to [support@goldbar.net](mailto:support@goldbar.net) and one of our dedicated Customer Evangelists will respond to you ASAP.

**P.P.S.** - If this series has benefited you, and you have friends and business associates who would also benefit from it, please forward the PDF to them. We've made it incredibly easy for you to do so.

Just go to this link: <http://www.goldbar.net/7refer.html> and follow the simple instructions on the page. Trust us your friends will thank you for it.

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