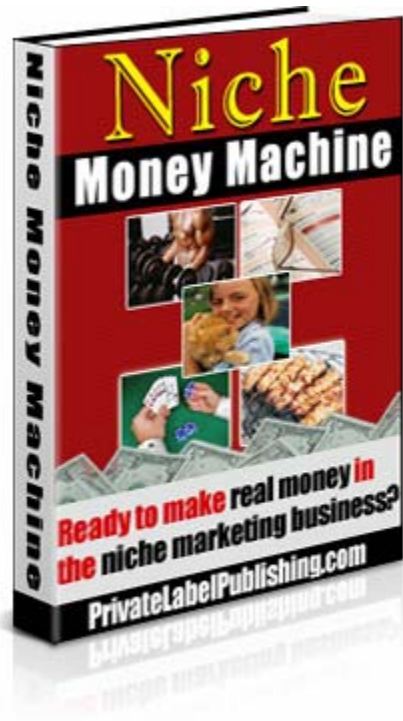


Niche Money Machine



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Introduction

There are literally thousands of different things out there that you can create, but it still amazes me that most marketers on the web only promoting affiliate programs.

Now, I don't have anything against promoting an affiliate program, but if that is all you are doing, then you are missing the boat.

You see, one of the biggest and best reasons to create your own product is to start YOUR OWN affiliate program.

Think about the affiliate program that you are promoting now. Putting in all of your valuable time, energy, and advertising dollars to work by promoting somebody else's program.

Now imagine if you had 100 people just like you promoting your product in that fashion.

Now, this may not be you, you may be reading this course without any knowledge of marketing on the internet. Which is fine, no matter who you are or what experience you have (if any), you can create a profitable niche product or have somebody else create it and sell it on the web. The other reason to have your own product is the backend. For each product that your affiliates sell for you, becomes another target customer that can buy second products off of you where you don't have to pay any affiliates.

That is why you see some affiliate programs paying 60-75%. They aren't even that interested in making money off of the first sale, they want the money that will come in from the second, third, and fourth sale. So the affiliate program owner will pay you 60-75% to basically bring customers into his sales funnel.

It is a simple concept, but I am amazed by how many people aren't doing it. Within this course I am mostly referring to digital niche products. I want you to create a digital "how to" product to sell on the net. I have sold both digital and hard copy, and digital has so many advantages, and hardly any disadvantages.

What I mean by digital niche product is that it can be download from the internet, hard copy means that you have to mail out a product for each order.

Here is why digital is where the money is:

- **Complete automation.** You can get certain CGI scripts to completely automate order processing (combined with a real time credit card gateway), product fulfillment, and backend sales process. You only have to pay once to get this type of deal set up, whereas to have a hard copy product fully automated, you would have to pay a certain amount each time to get a company to ship your products for you.
- **Digital sells better.** As long as you provide instant access to your product, meaning they can download it- or get access to it the minute after they order, you will make more sales. People can't resist instant gratification.
- **Less hassle.** You don't have to worry about packaging, shipping, printing cost, post office hassles, etc. You create the product once, and then make as many copies of it as you want to sell on the net.

The disadvantage for going with digital is that you do lose some perceived value. Although I think that the value goes with quality of the product, not what form it came in, most people do not look at it that way.

They would rather have both digital and a hard copy version. I do not believe that you lose too much with going all digital, I have got out of selling hard copy products and everything I do is digital now. The choice is yours on what route you wish to take.

In this course, I write about things that I have done. I try to leave out all of the fluff that seems to be in most other courses. I talk direct and get straight to the point. As you will soon notice, the majority of my experience is with selling "how to" courses and website software. I believe a "how to" course that specifically shows a person how to do something in a specific niche market is the most profitable product to sell on the net. It has advantages that 90% of other products do not have.

I wrote this course because I constantly receive emails on what is the best and quickest way to make money. I have to say that there is NO way to instant riches. It doesn't exist.

But the quickest way that I have used to create a big monthly income is to create YOUR OWN digital niche product. The techniques and examples that I give in this course is everything you need to setup a profitable website. The only thing that will hold you back, is that you have to actually do it!

I have laid out the system in a simple formula that you can follow to create your own product and get it selling quickly. The steps are all very simple, just do them one at a time in order and you will do just fine.

Before you take any action on any of the techniques in this course, please read the whole thing.

CHAPTER 1: Choosing a Niche Market

Choosing a niche market seems to be the first thing people do not put much thought into, but should seriously consider when creating a product. People do either two things, they choose the market that is selling well, or seems to make a lot of money. Or, they choose a market where they have a lot of expertise.

There are plenty of problems with both ways if not done correctly.

Let's take the first example as it seems to be the most common. When you choose a market that looks like it does well, or where you have heard it is easy to make money in, you are going to be hard pressed to be a new comer and have any sort of control over it.

If it is a hot market and a lot of money is exchanging hands in that hot market, there is most likely going to be some pretty large and furious competition in that market. The kind of people that can knock out your income almost completely within weeks.

They have larger budgets, more staff, and can accomplish much more in a much shorter time period than you can.

It seems the most popular market that people are getting into that they probably shouldn't just jump into is internet marketing. People come on the net, join some business opportunities, buy some marketing course, and then think that another marketing course is the thing to create.

Internet marketing is more of a market that buys from you because you have a proven system, not a theoretical course. In other markets, you do not have to actually be good on the subject, just as long as you are knowledgeable, you can make a ton of money.

With internet marketing, people want to buy from people who have made a ton of money from internet marketing, not people who have read all of the marketing courses, and then created their own. Or at least this is my experience.

This is also an extremely competitive market. There are niche markets out there that you can choose that have all of the nuts and bolts and have not even been tapped yet. I would suggest going into a different market and learn really

how to get stuff selling, and then maybe you might want to get into internet marketing.

The second way people choose a market will either make them or break them. They choose a market based on something that they already know. Now, this can be excellent, or it can be your worst nightmare.

I am all for creating a product based on something you already know, and after you read this course, you will most likely end up creating your product like this. BUT, to have it successful from day 1, you have to follow a few rules first.

People will create a product on something they know, and in their eyes, it looks like a real winner. Then they start buying advertising, spending all this money to try and sell a product that does not have a market, nor did it ever have a market. Or, the market exist, but has no money, or maybe no interest in trying to solve the problem. So before just jumping in any niche market, you have to consider ALL of the elements.

Here is a few that you need to look at:

- The amount of competition you will have, and how big the competitors are.
- Whether there is a market for your product.
- That market has to have money for your product. For instance, you cannot sell a 4 year old a book on how to tie his shoes.
- Is the market growing, or declining in business?
- Will you enjoy what you are doing if you start a business in this market?

All factors are very important, especially the last one. I and many others have found that when you really have true passion for what you are doing, then you can do it better. It doesn't seem like work to you, it's fun because you enjoy doing it.

Don't hop on to the hottest market and product just because it can make money, do something you really enjoy and you WILL make money. As Brian Tracy said; "Find something that you really love, and put your whole heart into it".

I recently heard a little quote from Ron Ruiz the other day where he said "It is much better to be the big fish in a little pond, rather than a little fish in a big pond". Choose a market or niche where you could potentially dominate it. The majority of the elements above will be revealed when you poll your market. Read on to the next section.

What do people want to buy?

Now that you have chosen a niche market, you have to find out what people want before you spend your time on creating something. It would be completely foolish of you to spend a week/month creating a product, a website, sales letter, bonuses, etc., and then find out that there is no market on this earth for that product.

If you are thinking of creating something that is already successful, then you still need to read/do this step. In my opinion, I would not create something that is not unique. Just a little unique is better than none. Do not create something that is exactly the same as something already successful.

You want to use the same idea as the successful product, but put your own edge and uniqueness to it that is beneficial to the customer.

This way, you have something *better* than what is already out there. And the way you find that out is by asking a few questions.

Poll your target niche market to find out what they want

As I said, all you have to do is poll your target market with a few questions to see what it is they are willing to buy. What problem do they have that you can solve, etc. It is very simple and will give you astounding results. You would also do this to find that unique edge that you are looking to add to an already successful idea, you just ask them what other features/benefits could this product have to make it better.

Here is how it works, you create a list of product ideas that you are willing to create. Whether you are planning on doing software, an e-book, membership site, whatever. I like to create huge lists to start off with, and then narrow it down(editing as I go) to anywhere from 5 to 15 product ideas.

You then survey as many people as you can to see which product the majority of your market wants. See how simple this is? This will save you hours or even days of time creating products that don't sell. And of course, when you do find what people want and give it to them at a reasonable price, you have just unleashed a mad stream of cash, charging into your pockets.

If you do not find out what people want, or create a product on a hunch, then you could end up with a product that will never sell. You then not only have wasted your time creating the product, but you will also waste money by advertising, trying to get it to sell. So this is a pretty important step.

Step by step - How to poll your market

1. You need to set up a web page where visitors will go to fill out your survey. You can find a good polling script at cgi-resources.com, then you can do it manually by have people email you the results. This is much more time consuming but really doesn't have much of an effect response wise, although you can get a CGI script to do this for free.
2. Create your poll very simple, you do not want to ask 50 questions that some of your market may not know. If you do that, they simple won't fill it out, or they will fill it out falsely. You want to keep it simple enough to where all of the market you are aiming at can do it, but you also want to get enough information out of them for the venture to be a success. Here are some sample ideas of questions you may ask: In the next 3 months, what would you most likely purchase a... How much money are you willing to spend on this a... What is the main problem that you have with "ABC"
3. Create a free report on the topic that you feel your target market is most interested in. Do some quick research and write an essay, or summarize a certain subject. This free report is going to be the reason why people are filling out your survey in the first place. If you do not have anything to give them for their participation, then they most likely won't participate.
4. Find a newsletter that offers solo mailings. I suggest you do this type of survey with solo mailings. But, you may already have an email list that you

regularly send to which is your best bet, or if your friend has one that will do it, that would work too. If you don't, spend a little money on a solo mailing to advertise your free report which is going to take them to your survey.

5. Your ad just needs to be about getting a free report if they click on your link. The link takes them to the survey page that gives a short explanation of how all they need to do to get the free report is to fill out this short survey. Here is an example ad for a golf product:

FREE REPORT! Learn How to Get the Most Out of Your Golf Swing! Tired of slicing or hooking the ball on every swing? This Free report reveals how you can instantly start hitting the golf ball as straight as you can point! Click here:
<http://www.golf.com>

That is just an example, I have no idea how your ad will work, but the point is to just get them to go to the page, and a free report is a simple way to do it.

A few tips with creating your poll:

- Do not have any of the options already checked. This will create false results as people will just click the "submit" button quickly and not even change the "already checked" results.
- Make sure and have "None of the above" options for each question. All of your products ideas might not be bought by anybody, and if you do not have "none of the above" options, then you would never know and you could still possibly end up creating something that nobody wants.
- No fancy designs. Have your webpage that hosts the poll on it, simply for hosting the poll. No need for fancy, flashy designs and links going to several different places. Just have your poll and that is it. After you have done the above, tally up the results and begin designing the product you

are going to create. Usually, you will see the results are pretty one sided. The majority of people will have picked the same options, which is what you want.

If the results show that everything is pretty equal, then pick the option that you are most comfortable with creating. If the majority of the results show "None of the above" answers, then create different questions and poll them again.

This is very simple to do. Don't get in a panic and think you cannot do it. Just follow the instructions and have at it. :)

CHAPTER 2: Creating Written Documents

This is probably the most popular way to go, but not always the best. This would consist of an e-book, online course, special report, or whatever else that you will write and package into a product.

The reason why I say this is not always the best way to go is because some people just flat out cannot write. I have a few techniques later in this course that will help you write, and write quickly to come out with your own info product.

First off, don't write a book. A book has nowhere near the value that a course does. **A step-by-step course is best.**

If you can show the customer that you can solve their problem in an easy step-by-step, paint-by-number routine, then you will have a very profitable product. A book tells about something. A course tells how to do something.

I would suggest an online course as oppose to anything else. I believe e-books are better used for promotional purposes, rather than actual selling. That is just my opinion; you can of course sell e-books and be plenty successful.

Creating a digital info product will give you the power of instant gratification (very powerful selling point) and the convenience of automation. I think a "how to" course will be the easiest and best selling product that you can create. Show people how to solve XYZ problem and you will be off to a good start.

Picking Your Topic

You can write an info product on anything. Just ask yourself what you are good at. Here are a few examples:

- Can you really save money by using free coupons(or whatever)?
- Can you cook really well, or have a unique cooking style?
- Did you accomplish something great(like loose a lot of weight fast, or do something positive that helped your life. Quit smoking maybe)?
- Maybe get out of debt really quickly?

Is there anything that you have had a problem with that you have found the solution to? Would other people want to know about it?

What you have to do is take the idea that you come up with, and turn it into as many product ideas as you possibly can. Re-arrange it into every variation that you can think of. This isn't hard at all to do, just write down your ideas, whatever they may be.

You may at times come up with one that you think is stupid, **WRITE IT DOWN ANYWAY**, that may be the one that everybody else will pay good money for!

If you have not done or do not know anything at all like the above (though you most likely do), then think up friends that have done or know something that other people would like. This makes it really simple.

For instance, I could have my friend working on a cook book, and a weight loss product. Once she gets them done, I will turn them into online courses, throw up a powerful sales letter, and have another automated cash stream!

See how simple that is? All I will have to do is the website design, salescopy, and some promotion. The product, order processing, and delivery will all be automated. Once I have the site selling well, I will also plug in an affiliate program to really boost profits!

You of course have to test your product ideas with the "What they Want" method before you begin the actual writing of your product.

Your Writing Style

When writing a course(or e-book, report, etc.) you need to talk directly at the person who is reading it. Like I am in this course, I am not saying "everybody" or "you all" I am saying "YOU".

If you have ever read a book on how to write ad copy, use those techniques when writing your info product. Be direct, use short sentences, use exciting words, use sub-headlines, etc. You want to keep your readers attention.

Don't ramble. Try to stay on the subject. There is nothing more that I hate when I think I am about to read something about the headline of the article, and it goes into another subject that is way off topic.

Use examples. Examples are good to show the reader different sides of the subject. It also gives proof about what you are talking about. Tell stories of situations that you know happened about the subject you are on. Stories are not only good to help explain, but they are also good to motivate the reader. They promote proof that other people are doing it, and that it is not difficult. You are not only writing a product to sell, but you also want your readers to take action, this helps you to get testimonials of results.

The Writing of Your Info Product

You aren't going to be able to do this in one day, no matter how fast of a typer you are. And if you do finish it in one day, then you will have left out a lot of stuff that you have in your brain, but couldn't access it that day. This is basically just how it works.

Your brain only remembers certain things at certain times. When you spread out your writing over the course of a week or two then your brain will access different parts of your memory, which will help you create a more detailed version.

What I do is just write as much as I can in one day, then the next day I will reread it and start writing more. When I reread it, it will trigger more ideas about what I have just read, which will make for a better explained course.

I also tend to just write the shell of my product all at once, then go back and add more detail to it. You can come out with products very quickly doing this.

Write down all of the chapters to your course, then go through and write the first 3 or 4 paragraphs to each chapter. Then when you finish the shell, go back and add more detail to each chapter. See where I am going?

One thing that may happen is that you will have all sorts of ideas to write your product, but once you sit down to actually do it, your mind goes blank. This happens from time to time. I have a report later in this course that will cure that. I don't want you to read it now as you may still be deciding on what type of product you will want to create, so let's move on :)

Packaging Your Info Product

You could just password protect a directory and have everything online using a program like [Membership Millionaire](#). This way you just put your whole course in HTML pages. This is probably the easiest, more beneficial way to go. If you are looking for some excellent e-book software, then check out [Ebook Creator](#) and you could package your product with it.

Once you have your product all packaged up, you can use the other techniques in this course to get it selling like hotcakes!

Creating Audio/Transcripts/Interviews

Creating audio tapes or online audio is quite simple. This may be much easier for you then to create an e-book or written course. The fact is, everybody can think much quicker then they can talk, and everybody can talk much quicker then they can type.

So if you have no writing skills or seriously go blank when you try to write, audio may be for you. I would only suggest you do your own audio if you "know" the subject of your product like the back of your hand.

You can create audio products a few ways:

- Look up a recording studio in your local phone book. This is expensive, but will produce the best sounding audio tapes. Not my first recommendation to creating an audio tape.
- Buy a recorder. You can go to a musical instrument store and get a "2 track" recorder for about \$300. Or possibly look in the classified ads, or trading post and buy a used one. You will of course need a microphone to plug into the recorder. Or, if you are really tight on budget, go to Radio Shack and get the \$20 recorder. You will want to make these recordings on a metal tape for the best sound quality.
- If you are just going to make online audio, then buy a computer microphone and record right into your computer. This is the simplest, and cheapest way to go. You can get free software to do this at: realaudio.com

The program is called RealProducer. Another idea is to get a CD burner that hooks into your computer, create the audio through your computer, then make it into a CD. Now you have an audio course on CD, which does raise the perceived value a bit over audio cassettes. Or, make an audio file, and turn the audio file into a CD ram. This is a good idea as well.

Starting The Process

You are going to want to write down the titles and sub-titles to the subjects you will be talking about on the audio tape. This will obviously help you to flip right through it and talk about it easily.

Tips to get you talking:

- Sit in a comfortable chair in a quiet room completely alone. You are going to have to translate your thoughts into words rather quickly and distractions will not help. I actually like to pace when I am doing this :)
- Don't forget to do all of the things that I described about writing an info-product. Such as, use examples, don't talk in a monotone voice - get excited, talk about one topic at a time, etc..

Usually, the case is that you will have to do a few practice runs to get yourself going. After that, you will just start talking up a storm and will probably run out of tapes to record on!

Raising the value of your audio course

It's simple. Just make a professionally edited transcript of it. Now you have just added 20-30% of value to your audio product.

Audio transcripts allow customers to go back to a certain section to get tips without having to fast forward or rewind the tape. This makes it very easy for the customer. It also helps to understand when they are reading along.

You can use this to increase sales instantly by offering it as a "Free Bonus" for your product. Or if you are mailing out audio tapes, you can still use the power of instant access by doing a "Order today and receive instant access to the transcript of this audio course!" or whatever :)

Can't talk about something? No problem!!

Going to take the easy way out? Or are you one of the people who think they do not have a great product in them? Well no worry, you can always interview the experts. Experts (in any field) love to be interviewed. This obviously gets them more exposure, and a chance to announce their expertise.

This can be a VERY powerful product because you have instant credibility. Credibility is a huge factor in your sales letter. It can be the element that skyrockets your sales! If you interview an expert (or a few experts) in a certain field, and write your sales letter around that expert and the benefits he/she talks about in the interview, then you are selling the experts knowledge, it has nothing to do with you.

This can be a very profitable product for you. If you do plan to take this route, pick a few experts and give them a call. A phone call works better than an email. Try to schedule an interview with them.

You may want to write the questions ahead of time and give them to the expert, or it may be best to let the expert write the questions that you will ask.

This obviously makes it simple for both you and the expert to ask and answer the questions. You do not want to have a moment of silence on your audio product where you are trying to think of a question to ask. Try and get as many questions as possible. This also works great for a bonus to a product.

To record the phone call, you can get the little \$20 recorder from Radio Shack that has a phone plug in to it. Just tell them at Radio Shack that you are looking to record phone calls and they will show you what to get. The whole package costs around \$40. But there is of course better equipment that can be up to \$300.

Once you have the audio tapes recorded, you can hire a duplication service to duplicate them, or turn them into online audio as described above. Just make sure you do in fact get a transcript of them as it will greatly increase value.

Creating software manuals!

Creating easy to read, non technical, "how to do it" software manuals is an easy to do, profitable venture. All you have to do is learn one software program that is in-demand, successful, but hard to use. Here are a few examples of these types of programs:

- MS excel, word, spreadsheet, etc...
- Adobe Photoshop
- Web Position Gold
- QuickBooks

There are plenty of others. You see, the problem with software programs is that they have very technical user manuals. Too technical and difficult to understand for the average user. If you can put that into layman's terms, then people will buy it!

Usually, you cannot sell software manuals for as much as audio tapes, e-books, or courses - but they can be very profitable.

Software manuals run from \$9-30 (about) but they do sell really well. Go to amazon.com and search for "dummies" and you will get all kinds of books that were written about how to do something for dummies. Like MS excel for dummies, Windows 98 for dummies, etc. All the books are, is they explain how to do a certain program in layman's terms. A better explanation than what the product creator gave in the user manual. Well this whole "dummies" trend turn out to be extremely popular and the company who publishes those books is making a killing!

When writing your software manual, you want to keep a few things in mind. You are writing to somebody who bought your product just to get a better

understanding, and better put explanation of the software program. So keep in mind to:

- Explain it on a 6th grade level
- Write in short sentences
- Give definitions to all technical terms
- Gives "Tips" and "Notes" throughout the manual to increase on a certain area
- Don't forget to be exciting, no dull writing. Use colorful words
- Make sure to cover the whole software program.

Many of your customers will be buying to figure out how to do just one thing, if you leave that one thing out, you will probably get a refund request

Also, give your manual a unique name. As said above, the "dummies" trend was popular and unique! You can package and sell this just like in the Creating Documents section. There is not much to creating software manual. It will also work very well as a bonus to some other "How to" product.

Selling newsletter subscriptions or membership sites

These can introduce very steady income streams because of the fact that people usually have to renew their membership/subscription at some point, which means residual/recurring income for you.

Selling newsletter subscriptions are generally harder than membership sites because of the fact that you always have to have brand new/fresh content in every issue on a disciplined basis.

With membership sites, you can usually just add to the site whenever you can or whenever you find new info.

Selling a Newsletter

Paid newsletter subscriptions are usually in a password protected directory, and when the author comes out with an issue, he emails all of his customers to tell them a new issue is available and to login to the members area.

Of course, you can do it anyway you want, but that is how the majority that I have seen do it. This way, you can use a program like [Membership Millionaire](#) to automatically tell people when their subscription has ran out and that they need to re-order. Paid newsletters can be done in any fashion. Most are once per month. But you can do once per week, day whatever.

The prices for them vary, most people will try and lock you into a year subscription for 1 price. But others will charge you a small price per month. For instance, I always thought it would be great to come out with a monthly newsletter in which you charge \$1 per month. If you have a few thousand subscribers, you would get that number each month in cash, not a bad idea considering my next point.

Paid newsletter publishers can charge more for advertisements than free newsletter publishers. The fact is, the readership is higher since people are paying for it and you weed out all of the freebie seekers, so the ads usually pull a better response.

So now there are two ways to make money from a paid newsletter, 2 solid ways. Another way is to obviously promote your other products or recommend affiliate programs in the issues. Heck, I could go all day long on marketing techniques with a newsletter.

The good thing about running a paid newsletter is that it gives you time to create each issue. In essence, you are basically creating a "mini" product each month. You don't even have to know anything about anything, just pick a topic that is popular, research it each month and put together a report based on your research.

Or, you could run a daily tips newsletter. How hard would that be?

- Pick a subject
- Find 30 tips about it at the beginning of each month
- Set up an automatic mail program to mail the tips out on a daily basis

That's pretty easy. You spend 1 day researching to find 30 tips, and the other 29 days you could spend getting new subscribers. Hmmmm, use your imagination on this one, there are tons of different ways you can create a profitable newsletter!!

You see, you don't have to actually know anything. Basically you just want to test your ideas using the "What they want" technique, then put together a newsletter(or tips, 2 page report, whatever) in a specific niche market that people are willing to buy information about. Kinda simple eh? And here you thought creating your own product was hard. It is always going to be hard when you think it is and don't give it a shot.

Creating Your Membership Site

You have to be careful with this one. A lot of the membership sites out there are nothing more than a big pile of re-hashed crap that can be found for free anywhere on the net. You don't want that. You bought this course to create a quality product.

Anybody can spend a day finding a bunch of free stuff to give away, and unless you can write an A+ sales letter, you aren't going to sell many memberships with this route. And if you can write an A+ sales letter, you will not gain much respect for selling a B- product.

The key is to find that unique edge, a USP that out "bangs" the other membership sites. If you look like just another site with the same info, you probably will not make many sales!

Most membership sites are somewhat of a resource, which can be good. People don't mind paying to save time. If you have all of the resources about a certain subject for them in an uncluttered fashion, and give some unique info about it, then people won't mind paying you for it. This saves them time.

Let's dissect a successful membership site, The Internet Marketing Warriors. When I first joined the warriors a couple of years ago, it had a lot of mail order stuff, a few software programs, and a few fresh reports written by Allen Says (the owner).

It had a 2 tier affiliate program, a great sales letter, and a 2 page website that focused solely on the 1 product. Since then, Allen has added more reports, software that he has bought the rights to, e-books that he has bought rights to, and a few other things.

The point is, is that he had a few key elements that made his site successful.

- It was unique because he was close to one of the first people on the net to come out with a site like this (there are hundreds now).
- By the time there were hundreds of competitors for him, he already had a huge affiliate network, so he was getting much more exposure
- His site was focused on 1 thing. He calls it a "Buy, Bookmark, or Leave" site. Meaning that those are the only things a visitor could do. There is no clicking or surfing, reading free stuff, etc. I go into this later in this course.
- He had an excellent sales letter
- He sold it at a reasonable price(at the time, it was \$39).

So with all of these factors into play, uniqueness, good sales letter, a strong affiliate network, his site was extremely successful. He has since moved on to another venture, web hosting. He has his membership site affiliates promoting it. And yes, his new hosting biz is already a success!

At any rate, when creating a membership site, you have to be different than everybody else. I know a man right now who is having serious problems selling his membership site, and the fact is, it is not unique at all. He keeps lowering the price but the sales do not increase.

A big key to success is to learn from other people's mistakes. Don't re-create them :)

Paying Others for a Product

You can of course pay somebody else to build you a product, or buy reprint rights to an "already made" product. You can hire a programmer to build you a software program, or buy the rights to an e-book, etc.

This can be great, but you will have to spend some money. Resell rights for an info product usually go from \$500 and up(although it is hard to find one at \$500). Hiring a software programmer averages about \$40/hour.

So, this is definitely the easiest way to get your own product, but probably the most expensive.

If you are going to hire a software programmer, make sure you of course test your market to see if people are interested and would buy your program idea. here are some tips when hunting for a programmer.

- Try to stay out of the per hour cost. Some programmers will just estimate the time it will take them and multiply it by their hourly rate to give you a final cost. This is what you want.
- You do not want a programmer that says he charges \$40/hour and estimates 40 hours, but then it ends up being 60 hours. They WILL do this to you, so try to get a flat cost.
- You may be able to get out of the big cost by offering the programmer a percentage of each sale for a certain period of time, or sales. This is a good way to save money, but it is usually hard to arrange this type of deal.
- Never pay more than \$40/hour. I said that was an average, it is, but I have never paid more than \$25/hour for a programmer. There are plenty who charge less than \$40/hour, but also plenty who charge more.
- Try and stay away from paying up front. Some programmers may want some of the money up front, like 10% or so and the rest upon product completion. That is usually okay, I go for those. But never hire a programmer that wants all of the money up front. It usually causes problems on the delivery time, and also, of course, you can get scammed pretty quick that way.

- Check out elance.com to find a huge database of programmers that write in any programming language. You can sometimes find some in there that charge \$10/hour, although they are usually backed up on jobs :) go figure.
- And finally, if you cannot find one online, you can always go to your local college. Just go to the office and get a schedule of the computer classes. You can just ask the professor who his 3 best students are because you are looking to hire them for software work. Interview the 3 people and you will usually find out that the students have the knowledge to do what you want, and charge half the price.
Quick tip: This is an excellent idea for all types of things. Hire a college student to do your accounting, business management, certain paper work, etc. Whatever it is that you need in business, there is usually a class in college for it, and all college kids are looking for outside experience.

Buying Reprint Rights

Buying reprint rights can be a good venture. I know a lot of people that have done very well with it. The way I like to use them is as free bonuses for buying something that I create. This, in my opinion, is a better use of the products.

It is hard to make a product that has been bought by a few other people into a big success all by itself. It can, of course, be done, but offering it as a bonus, or extension to your own product seems to put it to better use.

Another idea is to buy rights to a few products, package them into one product, add a few of your own bonuses, and sell it like that.

There are 3 different types of rights packages.

- Resell rights. This usually means that you pay a fee upfront, and you then have to pay a small fee for every product you sell. Like you would buy the product at wholesale and sell it at retail(basically).
- Reprint rights. This is more popular. This is when you pay one big fee up front, and get to make as many copies as you want of the product and sell them without having to pay the original owner anything. This is the type of

rights package you will usually run into. This is more expensive than resell rights. You can get these from \$500-\$5,000.

- Master rights. This is the big one. Basically, when you have a master rights license, you can do whatever you want with the product. You can sell reprint rights licenses to other people, etc..

There is a definite plus in buying rights to a product. The product may be extremely hot at the time you buy it and it sells like crazy. Also, a definite downside, maybe the product doesn't sell worth a hoot, or has a saturated market.

Here are some things to remember when buying rights to ANY product.

- Make sure you find out how many other rights licenses have been sold. If they are going to sell an unlimited number of rights, then forget it. You are going to have loads of competition.
- Do some research of your own to make sure the product has a target market that is willing to spend money (or has money to spend) to buy that particular product/solution. You can of course just use the polling method in "What they want".
- Ask if there are any limitations. For instance, it is best if the person selling the rights sets rules. One of the big rules that you want set, is that whoever buys rights cannot give it away for free. Most seller's rules state that they cannot sell at wholesale. But if this isn't a rule, people will buy the product, and give it away on their website, which means it is going to be hard for you to sell it when everybody else is giving it away for free.

Make sure you consider everything before buying a rights package. You do not want to dish out a few thousand dollars for a product that is being given away for free, or one that has no market.

So where do you find rights to a product?

Well, the best way to do it is to just email the owner of product that you want to buy rights to and ask. It never hurts to ask. I have done this with lots of products and have had lots of people do this to me. Usually you will have to do a little negotiating on the price. Just make sure to consider everything above and to consider all of your options.

Pulling it All Together

Now that you have read through all of the things that you can potentially create, it is time to actually do it! You want to start off with a group/list of ideas to work with. Get out your pen and paper and start writing down your product ideas.

Start off with things that YOU could write about. Stuff that you already know. Once you get a list of all the product ideas that you could do, start writing down things that you think would sell, or maybe you have something that you just flat out want to do (like hire a programmer to create you a product, or some sort of service that you have been wanting to create).

If you have any marketing friends, run off your list to them and see what they think. Sometimes there are product ideas that simply won't work for common sense reasons that you will have looked over.

You want to avoid those before surveying any market. If you do not have any marketing friends, you need to get some :) Throughout your business you are always going to want to bounce ideas off of people, preferably with a marketing background. So go to a few marketing discussion boards and make some friends!

Alright, now that you have your list of products you can create (it will probably end up being half of the stuff you can create, and half of the things that you will have to outsource to create) you are going to have to poll your market. Use the "What they Want" chapter and see what the market is looking for!

One thing that you need to make sure of, is that your market has money to buy your product. Sure, there may be a huge demand for your product, but if your market has no money to buy it, then it is hopeless.

I was researching online one day and found that the average golfer has an annual income of over \$60k. That is a good market to sell to!! The only problem

is that it is a seasonal market. Meaning there is not much golfing in the winter months. So sales slow down dramatically.

After you have polled your market and found the product out of your list that has the highest demand, and most "willing to pay for it" market, I would suggest that you give your product a test run. The best way I suggest to do this is to create a mini version of your product. If you are planning to write a 180 page step-by-step course on weight loss to sell for \$79, then try writing a 25 page course on the same principles to sell for \$19.

This is good for 2 reasons:

- You can see how actively people are willing to buy it. Doing a poll is good, but actual experience is a better teacher.
- You get the customers information for each order at \$19, so when you do come out with your course (if this test venture was successful) then you can sell them all your \$79 course as somewhat of a backend.

Testing your product is a great step for product success, but, if you did a pretty good poll that produced strong results, then you can usually just come out with the full product and everything go fine :) Don't dismiss testing though, it can give you huge ideas on how to better your product before you even finish it.

Your Unique Edge

This could make you or break you. Your product and website uniqueness is what separates you from your competitors. Don't pass this one up! Coming up with a strong unique point can also get a lot of talk going around about your product and get you some good exposure.

Your product's name

Find the one benefit that your customers are most interested in, squeeze it down to a few words, and you have your products name. The main benefit is also what you will use to construct your headline explained later in this course.

The more unique the better. Coming up with something unique isn't too hard. You could possibly use irony or a metaphor in the name. Whatever it is, you want to also be able to squeeze it into a domain name.

You have to have your own domain name, preferable, just for one product. This is important. Lots of people try to sell 4 different affiliate programs and 2 of their own products on one domain. Sure, this could work, but believe me you will do better if you use 1 domain for 1 product.

Domains are cheap now so you no longer have the excuse of not affording it. Check out www.namecheap.com or www.godaddy.com.

CHAPTER 3 - Creating Your Niche Sales Site

People tend to have the idea that if they have 10 links going to 10 totally different things on 1 page, a bunch of free banner exchanges at the bottom and a few short sentences about "You can make money with these programs" that people are going to click on all of those links and buy. It just doesn't work that way.

Focus is a key element when you are trying to sell something. You cannot sell 10 different things to the same person in the same order. Focus on selling only 1 product, after you have that one sale, then you can focus on selling that same customer another product, and so on until you either run out of products to sell him, or he flat out doesn't want anything else that you have to offer. In that case, find an affiliate program that has something he does want, and sell him that! BUT, do it one product at a time.

There are 3 things that the internet provides to us marketers that you should take advantage of:

- The ability to reach millions of people from the comfort of your own home
- The ability to offer automated delivery and instant access to your products
- The ability to automate your entire sales, advertising, and follow-up

The first one is a gimme. That is probably the reason why you went into internet marketing right? The other two make internet marketing easy. As long as you use them to their fullest potential, you will have time to do the most needed things for your business.

A lot of people miss this. They don't use these "cash vehicles" that you cannot find in any other marketing medium. They are there, USE THEM! By automating your business in this fashion, you will have time to test sales letters come up with new products, tweak your marketing system and basically anything else that puts money in YOUR pocket. You see, most people focus on stuff that doesn't make them money. Like website design or looking for the next million dollar idea.

Set up a cashflow system that is automated and brings you money first. Then you can have time to piddle around with other stuff (although I would suggest you use that time to setup another automated cash stream).

There are a few things to keep in mind when you are trying to sell a product, the main one is that you are trying to SELL a product! Here are some others:

- You aren't in the business of getting your site visitors to click all over your site.
- You don't need to set a record for the visitor staying the longest on your site. They only need to stay long enough to read your sales letter and order.

Allen SAYS made a very potent statement in a new report he wrote that said "E-commerce and content go about as good together as water and oil". He is 100% correct! Free content and an order form doesn't fit. You are basically just confusing the reader on what you want them to do. So don't do it.

If you want the sale, why in the world would you link to somebody else's site? I don't get this, but I see it all the time. People are trying to sell a product, yet they link to 5 other websites on or around their sales letter. This isn't going to work. Focus your website on selling the visitor one product.

The 1-2-3 Website!

I call this the 1-2-3 Website idea because it only consists of three things.

1. Your sales letter
2. Your ordering system
3. Your backend sales process

That is all you need. Home pages are out. There is no need for one. Send your visitors directly to your sales letter and get the order!! Your sales letter gets them to order, ordering system processes the order and sets off your backend sales process.

You would usually go for a 1 page sales letter that links only and directly to your order form. BUT, sometimes products are too info/feature intensive to have

just a 1 page sales letter. In most cases the answer is to go with a 1 page sales letter but if you are selling software that needs a demo, or something to that effect, then you can try more pages.

Your ordering system should be simple and should not be more than 1 page. I think it is ridiculous when I go to order something and the merchant's order form has one page that asks me the country I am from, then it takes me to a small form and asks me my address, then takes me to another form and asks me my credit card number.

I am not sure how many orders companies that use a system like that are losing, but I am sure they would increase sales by having everything on ONE page! This is obviously simple stuff. I have not said anything that should make you worry or get in a panic. Actually, the whole idea of marketing is very simple, and people sometimes make it complicated which usually cuts into their profits. Keep it simple; don't re-invent something that is proven to work!

Your backend sales process is where it could get a little difficult if you are new to marketing. You basically just want to send offers, or promote another product to your existing customers. I go into detail about this in the "Backend Selling" chapter :) But believe me when I say that the big money comes from backend selling products to existing customers.

So the key points to a successful website are:

- Send your visitors right to your sales letter. There is no need for any sort of homepage, or lead in page
- One page sales letters sell! One of the hardest things to do on the net is make people click, so put all of your sales material on one page if you can.
- Link directly to your order system which is setup in an easy to understand, quick manner. There is no need to confuse them in the middle of the ordering process.
- Have a backend sales system! This is crucial to huge profits, DO NOT leave it out. I know what you are saying "But Bob, you have sites that are not setup like this". Yes I do, they also are not selling products that have "buy on impulse" buyers. The product you will most likely create will be a buy

on impulse product. As I recommended earlier, any "How to" product is one that is bought on impulse.

I sell some software that is not bought on impulse so my main objective is to get them to subscribe to my lists so I can follow-up with them. So I break a lot of the rules above. I give away freebies, have a homepage, etc.

But the chapters in this course teach you how to create your own information product, whether it be audio, documents, etc... Creating a buy on impulse "how to" product and following the 1-2-3 website system will put more money in your pocket quicker than anything else on the net!!

There is also a big benefit to info products that not many other types of products have. It is that you have no competition. Sure, there are other products out there like yours, but you created it, so it is unique. And if you did in fact create it and are the only one selling it (you didn't sell rights to it), then you will have information in it that nobody else has.

And even if you did, you still will not have direct competitors. For instance, I do not have any competitors for this product. Here is why. Is this the first course on internet marketing that you have ever bought? Probably not. Do you think it will be the last course on internet marketing that you will ever buy? Probably not. You see, with information, everybody explains the problem and solution differently, therefore portraying somewhat different scene, which helps the customer solve their problem.

When I sell my software programs, my customers never go to my competitors site and go buy their software program that does the same thing as mine. But I get plenty of my competitor's customers to buy this course. See what I am saying? This is the ultimate benefit to selling information. Somebody can buy from your competitor today, and tomorrow buy from you.

So there you go. The basics of a site that will pull in sales. Now lets break it down and get into the guts of each area!

CHAPTER 3 – Elements of a Sales Letter

Ahhh, the almighty sales letter. The most feared, infamous element of an internet marketing campaign. But why? Why is everybody afraid to write a sales letter, or think they can't? It isn't that difficult, you just have to put a little time in, and **FOCUS ON THE READER.**

A good sales letter is the root to all success. You can have a B.S., low grade product and a killer sales letter and become rich. The truth is, a top notch sales letter and a crappy product will make much more money than a top notch product and a crappy sales letter.

Once you learn the art of writing a sales letter, you will have unleashed a HUGE profit avalanche that will never stop. This is how you can make a fortune. Good ad copy is the key to big big money. I cannot stress this enough, by studying great sales letters, educating yourself about them, and testing your own, you will soon be able to write great copy without even thinking.

Write in a direct response language

The truth is, you want them to buy today. Write your sales letter directly to them trying to persuade them to purchase TODAY! Fill it with action-oriented sentences and powerful verbs to get them to take the action you want.

Keep all of your sentences as small as possible. This is not a "proper English" contest. Sentence fragments are okay as long as they are easy to understand.

Keep your copy on a 6th grade level. Did you know that the majority of Americans read on a 6th grade level? That is a fact! If you are writing on a college level, you are going to confuse A LOT of people. A 6th grade student should be able to read your sales letter and know exactly what it is about. So try to use words with few syllables. Short sentences and simple words turn into sales.

Action-oriented, command copy is how it has to be done. You don't want the sale tomorrow or 3 days from now, **YOU WANT THE SALE TODAY!!** Verbs

can make this happen, here are a few to use: create - accelerate - discover - unleash - reveal - explode - open - unravel - turn - compel - etc..

Use words like this to get them to hang on the edge of their seat, and to keep your copy exciting! In time, you will begin to create a list of words that you like to use in your sales copy. Here is a list of words that I have created over the years that I often use.

The idea here is to create copy that people just cannot resist. Copy that triggers emotions in the readers mind that compels them to keep reading and then buy.

Create mental fantasies to compel readers

This is done usually by telling a story, or putting the reader in a certain scene like: "Imagine how your life would be to wake up every morning to check your email and find 10 orders were already processed and fulfilled. etc..." or "Picture yourself 25 pounds lighter, etc."

This can create a powerful influence that will get your reader to keep reading! Let them know how their life will be different after they buy your product. Do you sell a weight loss course? Let them know how good they would feel physically and mentally if they lost that 25 pounds, etc..

Or maybe tell them a story about somebody who bought your course and it changed their life, career, looks, skills, etc.

This is pretty simple, and works beautifully. You want to describe it dramatically and use plenty of nouns so that they actually picture themselves in the great situation that you are explaining.

If you have targeted your traffic right, then they are most likely already fantasizing about the benefit that your product can deliver. All you have to do is make them re-think it while they are reading your letter. Testimonials always help on this route too!

Use Lead-in Paragraphs

Most of your paragraphs should start with a lead-in sentence. Words like "You see... But... However..." This is a very good way to keep the reader reading.

The headline

This could very well be the most important part of your sales letter. The headline is what gets them to read your ad copy in the first place. If your headline sucks, then kiss your orders goodbye.

This is the very first thing people see when they come to your site. Don't lead off with a big fat flashy logo, or the name of your product. Lead with an exciting, enticing benefit called a headline!

Creating a headline is simple, just use what already works. Thousands of marketers have already done the testing for you. As Brian Tracey said, "Learn from the experts, you will never live long enough to figure it all out yourself".

Look at your product and find the main solution that your visitors are looking to solve. This can also be found in the results of your survey that you did before you even created your product.

What is the one benefit that makes your product what it is. We are not talking features here, pick the main benefit.

Now just construct your headline right around that benefit, towards the reader, focusing on his/her problem. Use exciting words, words that are already proven to work.

The experts have already proven that certain words/phrases work better than others, here are a few:

- How to
- Discover
- Generate
- Secrets
- Explode
- Amazing

...and there are hundreds more. I suggest you start off with a "How to" headline. It is simple to fit in with the main benefit of any product.

Write as many headlines as you can think of before you just pick one. Boil it down to about 5 headlines, and begin your testing.

Test which headline works the best out of the top 5 that you came up with. You will see amazing results. Some headlines will produce huge responses where another headline with the same idea created hardly any responses.

Bulleted Benefits *Whats in it for me?*

Your visitors want to know what your product will do for them. Not how great your product is. A benefit packed set of bullets will get them motivated to purchase. This again has been proven by the experts.

Nobody cares about the features of your product, "What is in it for me" is all that matters to the customer, and you can show them by listing benefits!

This is very important! No sales letter is complete with out a list of exciting, action rich benefits. Use action words in your benefits. Make them direct and to the point.

Use Testimonials

Testimonials are proof that your product does work. It shows that other people have bought it, are using it, and do like it. It is the almighty in making your product credible.

But, do not just make up testimonials, (actually, I think that is considered fraud in the US) you must get testimonials from real live people and try to display their website URL or email address(if the testimonial submitter approves) so that the customers knows it is from a real person. The city or state where they live isn't good enough.

The credibility factor

You can usually have testimonials take care of this, but you do someday want to show that you are credible for selling the product. Don't overdo it. People don't want to hear all about how great you are. They are mostly interested in what the product can give them.

A Bulletproof guarantee

30 day money back guarantees are out.

They are better than no guarantee at all of course, but if you are going to offer one (and you most certainly should, and need to for an incredible sales ratio) at least make it worth their while. If you are not confident enough to give your product at least a 90 day 100% money back guarantee, then you probably shouldn't be selling it.

Guarantees answer the question "What if the product doesn't work for me" that is on every customer's mind. If you do not answer that question, then don't expect them to take much action.

Don't create a "Money back guarantee". That isn't unique enough and looks almost second nature. Create a No Risk guarantee that makes the visitor feel safe about purchasing. If they look at it as they have "nothing to lose" then they will trust more to order. You can become pretty unique with this to make it express safety.

If you notice, some of the experts give double or triple your money back guarantees. That is basically because it is something that offers MORE. The customer always wants MORE. So if they try it out, use it like you say, and it still doesn't work, they can get double their money back. Now that is powerful.

Another idea is to offer their money back, and let them keep the free bonuses. You could consider that a 110% money back guarantee.

Offer bonuses to get action!

The perceived value of your product can always be raised by simply adding a few bonuses. Offer a few free reports with your product, or maybe an extraaudio tape, or whatever.

The point is to make your product more valuable by just adding bonuses. If you are selling an e-book, then take one of the most popular chapters and write in more detail about it, give it a unique title, and now you have a killer bonus. You can use any of the product creations methods in this course to come up with an easy bonus.

Just make sure that your bonus has the qualities to sit next to your product. What I mean by that is, don't sell a \$300 product and have a bonus that

people can get almost anywhere. But then again, make sure your bonus is not more valuable than your product.

Another fault is to give too many bonuses. Too many bonuses make your product look weak. If you have to give me 20 things for free that you state is valued at over \$500 just to get me to buy your \$50 product, then your product must not be worth much.

You can also list the value of each bonus for a great effect. This will of course raise the value of your bonuses, which raises the value of your product package. But as I said above, don't make it ridiculous and unbelievable.

Make your bonuses create action!

An "Order today and get these 4 bonuses" type of deal. Or you can of course offer the bonuses in conjunction with your guarantee, like: "If you are not completely satisfied, we will refund your money 100% and you get to keep all of the bonuses" or whatever.

Just be creative in these parts. I give you specific examples throughout this entire course but I do not want you to just snatch one up and copy it. Make it better. Test out your better idea, be creative. :)

Use Sub-Headlines Throughout Your Copy

Sub-headlines catch the people who are just going to skim right through your sales letter and not read the majority of it. These are basically the same as headlines.

They should be direct, to the point, and focus on a benefit. The easiest way to do it is to get your 5 main benefits about your product. The number 1 benefit should be the reason why most people are going to buy. This will be your headline at the top of your page.

Turn the other 4 benefits into sub-headlines and structure your sales letter with them in key places, explaining what part of your product you are going to talk about next.

Pretty simple enough :)

Use a P.S.

These are always read. At the end of your letter, you will close it with something like:

Sincerely,
Your Name

Then you use at least one P.S. I would suggest using two. In the first P.S., you would most likely remind them to order today or they may miss out on the bonuses or the price may go up. Link to your order form here.

In the second, summarize your product and maybe talk about its biggest benefit, ask for the order again. The sub-headlines and P.S. are always read by the skimmers, so make sure they are compelling.

Pulling it all together

Something that you should remember is that your sales letter should take much longer to do than your web design. Most people seem to have this backwards, they spend hours on designing their site, and 5 minutes writing the sales letter.

You can pull that off if you are an expert copy writer, but you most likely aren't. Write your sales letter, then go through and add more action words, better sub-headlines, focus more on the reader, etc...

Your sales letter is 100 times more important than your web design, or logo, or whatever. Your site can look like it was built on a typewriter, have an excellent sales letter, and make a fortune.

But if your site looks like it cost \$10k to build, and has a crappy sales letter, you probably won't make anything at all. So just keep that in mind, that is one of the main problems why people are not making money on the net.

Well now you have the key elements of a sales letter. You can see a few templates of plug-in molds of letters with the bonus that I give with this course.

CHAPTER 5 - Your Ordering System

Alright, you have your product, you know how to write a sales letter, now it is time to find the best way for you to accept the order and deliver the product.

Ordering systems are everywhere. There are shopping carts, 3rd party processors, your own merchant account, form mails, and the list goes on.

Don't get confused in this mess. All you really need is a system that will process credit cards in real time, and a way to deliver your product. There are of course some things that you may want in terms of customization and such. There are a few things to consider when hunting for an ordering system. I personally like to use my own merchant account and scripts to host my affiliate program and delivery system on my own server. This gives me full control and the ability to customize whatever I want.

Remember these:

- Your ordering system should be simple for the average net user to use.
- It should have 1 form to order. A 5 step ordering system is pointless. Customers are impatient, they aren't going to like 5 steps just to place an order.
- You have to have secure ordering and accept at least VISA and Mastercard. At the time of this writing, this is all that I am accepting, soon to be accepting AMEX. I have never had a complaint about not having enough ordering options. Although it is of course an excellent idea to have as many ways to order as possible.

I use a combination of E-commerce Exchange and Authorize.net for real time credit card transactions and The Little Salesmen Affiliate System for my affiliate programs.

You are probably not looking to get your own merchant account, which is fine, but I do suggest your own affiliate software. You can get a 3rd party processor that has everything you need. You can setup for free with these, but

they take a bigger percentage per sale. For instance, I have my own merchant account and it cost me \$50/month and 2.25% of each transaction that goes through. A 3rd party processor usually cost nothing to setup, nothing per month, but they take 10% of each transaction.

Some 3rd party processors even have their own affiliate system that you can plug right in. For instance, have a look at ClickBank.com

ClickBank has the right idea, but it isn't nearly as customizable as it could/should be. It would be very easy for them to add a few features to make it much better, but they haven't done it. I have heard nothing but good things about ClickBank. I believe they charge a \$50 setup, \$1 for each transaction and 7.5% of each transaction.

BUT, there are a few flaws in there system that I think you should consider.

- Their affiliate system is cheatable. Anybody with a ClickBank account(There are 40,000 of them)can enter in their ClickBank ID and cheat the referring affiliate out of the sale. This is obviously not good for your affiliate program(that is of course if you are using their affiliate plug in).
- Their system isn't easy to customize. You cannot pass forms fields to the ordering system, nor will it pass fields to a script of yours when the order has been made. This is one of the things that would be simple for them to add/fix, but they haven't yet. This makes it hard to upsell, integrate your own affiliate script, etc.. You would have to have the customer fill out 2 different forms to get automated backend selling and automated password generation, etc..
- There is a limit. You cannot sell anything that cost more than a certain price.
- You can have 50 products, but the affiliate referral link only goes to one page. This goes back to the idea to send all of your visitors to 1 certain product page, not a homepage with a bunch of links. ClickBank has it

setup to where you would have to send all traffic to 1 page that would have to link to all of your products. Not a great idea.

BUT, you do want to look at the upside to ClickBank. You can have ordering and affiliate program completely automated. They write out your affiliate checks for you, so that is a pretty good deal. But if you want to have a professional system, I do not recommend it.

For third party processors, I suggest Ibill.com. The company has all of the features in their ordering system that authorize.net does. You can pass through fields, have the system post to your CGI script (for automated backend selling, password generation, affiliate program, etc.), you can have recurring billing, and lots more. I would suggest a combination of Ibill and LSAS. That is a very powerful combination.

Here are a few more that you may want to look into:

- ccslide.com
- ccnow.com
- online-billing.com
- web-charge.com

Upselling for More

Upselling is a technique that you use to get them to purchase another product while or right after they purchase your main product. You can come up with a product to upsell the same way you come up with one for a bonus.

- Do an interview with an expert and upsell that
- Pick the most popular chapter in your course and go in to extreme detail to make a report to upsell.
- Make an audio tape etc.

Your upsell should not cost more than your product. Usually, you can close upsells at a good ratio when they are about 20-30% of the price of the main product.

Upselling is very simple. You can just add a checkbox to your order form and give a short description of the upsell product and ask them if they want to add it to their order. For example: As a special offer, you can get the ABC widget normally priced at \$39 for only \$24 today. This widget will show you how to get XYZ benefit in only 10 minute per day. Check the box below to add this to your order.

Pretty simple eh? You of course would have to integrate that with whatever payment system if you wanted the extra amount to be charged in real time. Or you can just have the form field that distinguishes whether they did order the upsell and charge them the extra money manually.

CHAPTER 6 - Backend Selling = Ultimate Profits

Okay, this is it. Backend selling is the big tamale. If you only put to use one thing from this course, let it be backend selling. This is the heart of every successful marketer's fortune. Actually, more like the "heartbeat" of every successful marketer cash stream.

You see, a backend sale is a sale made to a person who is an existing customer of yours. Meaning that he already purchased a product from you.

A front end sale is the first product that you sell to somebody. The big money is in backend selling. Think about this for a minute, Your customer is worried about:

- Your product
- Who you are
- Your ordering system
- If he will get scammed
- If your product will deliver what is promised
- If your product is worth the money
- ...and more

BUT, when you have already sold the customer something, none of that is a factor. Once they order, they now know:

- Who you are
- That they didn't get scammed by you
- Your ordering system was safe and easy to use
- Your product did deliver what was promised
- You are now a trusted company in which the customer will purchase from.

What does all of this mean? It means that it is twice as easy to make a second sale, and then it is to make the first. Once you have the second sale, it is even easier to make a third sale. You are now trusted by that customer to where

he knows that if he does place an order, none of those "caution signs" will come into play.

This is of course saying that you do have a good product as the front end. And that you didn't scam anybody :)

You can backend sell anything. Use the first half of this course to create another product similar to your front end product. Maybe go into extreme detail. Or maybe your front end product is a "How to Get Fit" 50 page manual then your backend product could be 4 audio tapes, transcripts, and workbook course that sells for 3 times as much as your manual.

No matter what you are selling, whatever it is, you need to setup a backend sales process. If you do not have, or cannot create a backend product (although you most likely can), then you can join affiliate programs and backend those.

Or maybe you have an expensive product already. Use the techniques in this course to create a smaller priced front end product for it as somewhat of a lead generator.

If you sold \$750 golf clubs, then you come out with a "How to play golf" product to sell for \$97 which will set them into your automatic backend selling process.

Your backend product will cost more than your front end. You actually don't even have to make much money on the front end if you have good closing rates on your backend product. As I said earlier, this is why some affiliate programs pay 50-60% commissions.

Those affiliate program owners just want you to lead people into their "sales funnel" of backend products. They pay you 50% of \$50 so that they have another customer to backend sell a \$300 product too. And you usually do not get 50% of the \$300. This is just an example by the way :)

For each customer that orders from you, you will need to have your ordering system automatically add them to a mailing list that you can send a broadcast email to with personalized message. You also want them to be entered into a follow up autoresponder sequence to sell your backend product.

This can usually be done at the same time using a system called Aweber.com. Aweber is an automatic follow-up system that has list management features, and broadcast mailing features. This is perfect for backend selling :)

You can of course add the customer's email address and name to some sort of email list management program manually, but having it all automated would be best. Whichever way you go, just set it up to where you can email offers to all of your customers with the click of a button!

Personalization in your backend sales letters is important! You got their name and email when they ordered. Use it in the emails that you send them to sell your backend product. This is powerful, and Aweber does this as well. Don't dismiss backend selling. As I said, you do not have to have your own product to backend sell (although it would be best), you can backend sell affiliate program products that are related to you front end product. Just go to a directory like associateprograms.com and search for programs related to your product.

Setting Up Your Backend Selling System

Setting up your backend system is actually a lot easier than people think. If you have the right tools (software programs) than you can have a programmer easily implement them together quite cheap.

And if you know how to install those tools, or CGI programs, than it is that much cheaper.

First, I am going to give you a run down of how my system works, and then tell you how you can setup your own backend system.

The components I use are:

- 2CheckOut.com payment gateway (for credit cards and order processing)
- ClikGate Pro password protection CGI script
- Custom automatic follow-up script

When somebody orders any of my products, they first go to a regular order form (nothing special here). When they fill out that form to order a product, it sends the information to 2CO to approve/decline it. If the customer's credit card

has been declined for any reason, it returns an error. If it is approved, 2CO then sends them a receipt by email, and it sends me an email telling me I have an order.

2CO then sends the customer on to my affiliate script which calculates the commissions for the referring affiliate (if any). Then it sends it to a customized version of ClickGate Pro which adds the member to the password protected directory.

It then sends me another email with the new member, and sends the customer an email with their passwords to login to get the product.

It then adds them to my custom automatic follow-up backend selling system which sends offers and tips to that customer throughout the course of a few months.

All of the above that you just read is done within a few seconds, and it completely automatic. Pretty cool eh? :) This type of system is very easy to set up.

It doesn't really matter what type of ordering system you have setup, you can have something very similar to the above without having to know any programming languages.

First you need to decide what type of backend selling system you are going to implement. You can of course backend sell any way you want, but I prefer 2 options.

1. A monthly or regular newsletter.

This would consist of an article that relates to the product that you sell. You basically just subscribe each customer to this newsletter and send out either product updates or news about the product topic.

You throw in your backend offers as endorsements along with the free articles. This is one simple way to do it, although I prefer option number 2.

2. Each customer is put in an automatic follow-up sequence

This can be done with a simple autoresponder. Whenever somebody orders, you enter them into the followup sequence which sends them offers for other products that you either own, or are affiliated with.

I think this way is best, everything is automatic and once you have a good follow-up system in place, it spits out money all day long!

With either route you take, you need to not only send endorsed offers, but also some free advice. This helps to keep them subscribed to view more of your offers.

Here is an idea of how you could have the automatic follow-up process done:

- 3 days after they order, they get a thank you email that asks if there is anything you can do for them.
- 7 days after their order, you send an email that is short and to the point about a product that you really believe in (either your product, or somebody you are affiliated with)
- 12 days after their order, you send them a free report that has to do with the subject of the product that they initially bought
- 16 days after, they get another offer

And so on. You do not want to bombard them with all offers, throw in some free information and make sure they are a happy customer and you will close more backend sales.

To have it automatic to where you do not have to manually add each customer into your list, all you have to do is host the signup form for the autoresponder/newsletter on the thank you page of your order form.

So people will go to your site and order, once their order is complete they are sent to a thank you page that you are allowed to edit (this is how about 99% of the ordering systems out there work).

On that page, put a subscriber form that says "Enter your name and email address to complete this order". You can even state that they need to enter their name and email address to have the product emailed to them, or the download instructions emailed to them, whatever. This makes it automatic for you. The order is already made and all they have to do to get the product is fill in a 2 field form which adds them to your newsletter or autoresponder.

Or if you are technically inclined, or are willing to pay a programmer, you can have something like what I have got where everything is done all at one time, although that is much harder to set up and it doesn't seem to be all that much better. Stick with the simple plan.

Any list management software would work for your customer newsletter, and most autoresponders like Aweber.com and Getresponse.com come with an HTML form that you can add to your web pages. Just cut and paste and you are ready to go!

You could even mention this as a bonus for ordering your product "Get a 6 month subscription to the ABC customer updates newsletter where I continually update you on [topic]". Or let customers/prospects know that you will continue to send them free information and worthy products via email which could be your automatic follow-up backend selling system.

At any rate, this is so simple to do and it produces so much extra income, you would be crazy not to do it. Just find a few affiliate programs that relate to your product, put the subscriber form on your "Thank you for your order" page, and practically double your income instantly!

CHAPTER 7 - What and Why to Test

Testing is a MUST to become a successful marketer. Testing can be the main factor that will determine how successful you will be.

You hear it everywhere, everybody is practically yelling at you to test. The main reason is because testing makes marketing easy. You just test a selling component until you find out what works.

The great thing about the internet is testing is so simple and almost automatic. Just use some special, simple software to do the hard work for you.

If you do not test, you basically throw away money. Let me give you an example: Let's say you have a website and a \$50 product. And let's say you have an average selling ratio of 2%. That means that for every 100 visitors your website gets, you get 2 sales. This is a 50:1 visitor to sales ratio.

That is what you start out with. Let's say you send it 200 hits per day and gross \$200. You have been doing this for 6 months, so you have made \$36,000 in sales.

Now let's say that you started to test from day 1 and got your visitors to sales ratio down to 40:1. Now you will have made \$45,000 in sales over the course of 6 months. So not testing, you would have been missing out on about \$18,000 per year. The good thing is, you can see increases in sales like that by just changing one element of your sales letter. Like your headline.

At any rate, testing is a must. You should get use to testing everything. This should become a huge part of your marketing.

There are thousands of aspects in marketing that you can/should be testing. Here are just a few

- Test ezine ads, classifieds, banner ads, etc..
- Ad copy
- Sales letter format
- Web design
- Ordering systems
- Bonus offers

- Testimonials
- Action to order
- Headlines and Sub-headlines
- Bullets
- Backend offers (and all of their ad copy, headlines, etc.)
- ...And pretty much everything that is on your website.

Testing these elements will show you what works best for your product/market. Nobody can tell you exactly what is going to work perfectly every time. You have to test it to find out.

Once you find out what works, you roll it out and send it tons of traffic to produce massive cash! As I said, testing makes marketing easy.

Check out the next section to figure out some simple ways to testing the elements of your marketing plan quickly and effectively.

How to Test Effectively

It is a good idea to set up your website to test right from the start. As you build your website design and write your sales letter, you should also be implementing a simple testing system.

There are three heavy elements of a marketing campaign that should be consistently tested on a disciplined basis. These three are the product, sales letter/webpage, and advertisements.

Once you have all of these tested to perfection, you simply buy advertisements using your winning ad copy, which will send them to your winning sales letter, which will equal sales.

It is quite simple. Let's start from the beginning of setting up a testing system!

Product testing

As stated earlier, the best way to test your product is to make a mini version of it and see if the concept sells well. The poll will let you know if you have a market

that is eager for your product, and the mini product will show you just how eager that market is to buy what you are selling.

Doing it like this enables you to test a product before you even finish it. Just write a summary of your product idea and turn it into a special report to sell for something like \$19.97.

If it sells well and you get a good customer response, you can complete the full product to sell for upwards of \$50. You get the idea.

At any rate, it is a huge time saver to find out that a product won't sell when you have only spent a few days writing a special report, as opposed to putting in weeks or months of effort on a huge course and finding out it will never sell.

You also may even want to keep the special report for \$19.97 to use just as a front end, and then backend sell your more expensive, more extensive course for a higher price. People are much more willing to throw down \$19.97 for your special report than say \$97 for your full fledged course.

Once you have impressed them with your special report, you backend sell them your course. So that may be a very profitable venture for you. Give the above ideas a shot!

Sales letter/Webpage testing

This is pretty simple and probably the most effective way to test copy on your website. It is called split-run testing and consists of a simple CGI script that you can obtain for completely free!

Here is the deal. When you install the simple script, it will rotate web pages with each visitor. So the first visitor will receive and see webpage #1. The second visitor will get webpage #2. The third visitor will get webpage #1. And the fourth visitor will get webpage #2. Pretty simple idea, and this is extremely effective.

The two web pages have one, and ONLY one element of the sales letter different. They then link to different order forms that are keyed so that you know which webpage produced the order. You can key the order form by adding a simple hidden field.

The only reason why a split run test is not successful is because you are testing too many elements of the sales letter at once. That is why I strongly suggest you test only one element at a time.

Do not test a different headline and a different closing technique at the same time. If you do, you will have no idea which element actually made the difference, so your test is basically a flop. Other than that, test everything, but do it one at a time.

Even if the new webpage you are testing flops or does worse than the previous webpage, your test is still successful as you are also finding out what does NOT work, so you can avoid it in your next test.

I usually just start at the top of the sales letter testing, and work my way down. Test the headline first as it is the sole element that will determine if the visitor even reads your sales letter. Once you see a pretty decent increase and can determine clearly which headline is producing a better response, then move on to the opening paragraphs, then the bullets, etc...

You will soon see that simple little changes can make a HUGE difference in sales. Heck, I added 1 simple sentence to the ProfitSteps.com sales letter that increased sales by almost 30%. Imagine how much I would lose this year if I had not added and tested with that one sentence. Now multiply that by 10 and you can get an idea of how important testing really is!

Advertisement testing

Testing advertisements is not as easy as testing your sales letter. If advertisers allowed you to do split-run testing like a webpage does then you could do tests quickly and easily, but most do not, so you have to create your own split test and track the stats on each ad.

It is though, basically the same concept. You key each advertisement whether it be banner, ezine or whatever and then measure the results.

You can do this several ways. Some people just key their ads by adding '?' mark and then add name to the end of the URL. Like:

<http://www.yourdomain.com/?ad1>

Then you can check your web logs and see how many people went to "ad1". But now you can use different types of tracking programs. I came out with the very first tracking program called the Ultimate Ad Tracker. It can do what you need. There has since been many competitors pop up, all are basically the same.

The absolute BEST way to track your advertisements is to use your affiliate script. This is the way good marketers test, because you can not only see how many hits a certain advertisement gets, but also how many sales it gets.

Other than that, just try to test 1 element at a time and keep using what you find works.

The only thing that is nearly impossible to test is market conditions. You would have to run a test for 1 whole year just to test all of the different market conditions, and even then, the market conditions would most likely change next year so your test will not have helped much. I wouldn't worry about this, just stick to testing ad copy and sales copy and you should do just fine.

CHAPTER 8 - Getting Hot Targeted Traffic

Your Affiliate Program

Are you ready for massive exposure and mega sales? Starting your own affiliate program is single handedly the absolute best way to generate incredible traffic. This in turn will obviously give you more exposure, more opt-in leads/subscribers, and of course more sales.

Every successful marketer on the net that I know of has one, your competition have them, it is time you learn the essence of running an affiliate program and get your butt in gear to launch it. Lets take a look at some of the big benefits of your own affiliate program:

- Lots of free advertising from affiliates
- You only pay for advertising when you have already made money
- You will accomplish massive branding for your product
- You will get the word out about your site easily and quickly
- Hit advertising spots that you never would have promoting by yourself
- Earn LOADS more money
- Build lasting business relationships with your affiliates
- It can kick start your business
- Gives leverage for getting linked to by other more prominent webmasters.
- You can get your affiliates to suck people into your sales funnel, and create huge backend profits

With all of that said, you can see that starting your own affiliate program is a **MUST** to be hugely successful. Let's get right down to the goods!

There are a few ideas that you can do with your own affiliate program to make a bundle of money. First you have to decide how your affiliate program will work. Here are a few questions for you:

- Do you plan to make most of your money on the first sale regardless of affiliate commissions?
- Maybe you want to give away most of your first sale so that you can have your affiliates lead customers into your backend sales funnel.

- Maybe a pay per lead program? Have your affiliates build your opt-in list.
- 2 tier or 1 tier? I suggest either a 1 tier that pays at least 40% commissions, or a 2 tier that divides at least 40% on 2 levels.

Going all digital makes it even better. Now you have virtually no product fulfillment costs, and about 90% profit (depending on your web hosting fees and credit card processing fees, etc.).

This is plain common sense, but it seems most people don't get it. You need to pay at least a big enough percentage to even look attractive to people interested in joining your affiliate program. I know a gal who sells software and only pays affiliates 20% on 1 level. Her competitors are simple killing her because they all pay 40 and 50%.

I have told her many times that she needs to up her payouts, but I believe she is a little too greedy to do it. And you know what; I am now promoting her competitors because of it. I get paid \$30 per sale with her main competitor where with her I would only get \$15. Why settle for half??

So don't be greedy, it ain't going to get you very far. Look at it this way, you will have never made that sale if that affiliate wasn't promoting. So wouldn't you rather get the sale, and pay out a 40-50% commission than not get the sale at all?

For one thing, that sale still gives you whatever money is left over from the affiliate commission. Not only that, it gives you the backend. And as I said earlier, the lifetime value of a customer averages in the thousands. So if each sale could potentially mean thousands of dollars to you over the next few years, why wouldn't you pay out big just to get that first sale?

The #1 problem to avoid

This will ruin your affiliate program before it even gets going. It is starting an affiliate program for a site that is not proven to sell. You need to make sure your site makes money before your ever let one affiliate promote it.

Why is this so important? If your affiliate spends his hard earned money on advertising, sends you 150 hits, and doesn't make a sale, do you think he will keep promoting it? Highly unlikely unless you are selling a high priced product.

The best thing to do is to buy your affiliate software, install it, then use it to track advertisements to gain better knowledge of how well your site sells.

You can also use a free program like CopyClicks to test and tweak your sales letter and make sure you have a good conversion rate before you even think about launching your own affiliate program. You do not want to make this mistake. Word can spread fast about a new affiliate program on the net, and you want to try your best to make sure that it is good things said about your affiliate program, not "I sent 300 hits for this \$49 product and never made a sale" or whatever. :)

Keeping your affiliates active

I just told you the two best ways to keep your affiliates active. Pay out a big commission, and make sure your site sells your products. And since this whole course is on the quickest way to create and sell products, you should have no problem with the second one. Now all you gotta do to have 100% active affiliates is pay out at least 40%, right? WRONG!

For one thing, 80% of your affiliates aren't going to do squat. That is a given. Actually, I should say at least 80% of your affiliates aren't going to do squat. If you have 20% of your affiliate force highly active, then you should be jumping for joy.

This is just how it is. You are going to get affiliates who sign up; it seems like, for no reason. They won't even send one visitor to your site. Don't get discouraged by this. It happens with every affiliate program out there. There are three things that you need to give your affiliates to get and keep them active. This is aside from the two main ones mentioned earlier. They are:

- An incentive for them to promote. Why is your affiliate program better than your competitors? Is it worth my time?
- An affiliate training course that describes in detail how to promote, link, and make money with your affiliate program (this is very important!).
- An easy to use, reliable system that makes affiliates feel secure about promoting.

I have already described most of the first one. You want your site to sell and have attractive commission payouts. You also need to have something that separates you from your competitors. A perfect example of this is at Host4Profit. When you promote their affiliate program, you can get free Bahamas vacations. That is a pretty good incentive eh?

Now you probably don't have the cashflow to offer something like that yet, but you can run any sort of contest and give away stuff for free or any sort of bonus for a certain amount of sales in X time frame. Or maybe if they send you a certain amount of traffic in X time frame, etc.. You can always give incentives to start promoting TODAY to your affiliates.

The second one is very important. You need a fully detailed, easy to understand course on how exactly to make big bucks with your affiliate program. Declan Dunn made a good point when he said that if you do not contact your affiliates about your affiliate program within 2 weeks of them signing up, then you have lost them forever.

Affiliates need encouragement. They want you to walk them through the process of making money with your site.

Your affiliate marketing course is what you are going to contact them with. You want a system that automatically follow-up with your affiliates about every week. Spread out your affiliate marketing course over a few weeks and have a follow-up system email it to your affiliates. Pretty simple idea really, but it works well. You also want to have the course in full setup on a webpage so your affiliates can access it right off.

You can again use Aweber or Getresponse to send out the emails, or some affiliate systems already have it built in. At the very least you need to have it where your affiliates can easily access it.

Another thing that is critical to keeping your affiliates active is that you must contact them at least once per month, every month. An easy idea is to just send out an email each month letting your affiliates know that all commission checks for the previous month were sent (or however you are planning to do it) and remind them of the benefits, or uniqueness of your program.

This of course can always bring a few inactive affiliates to start promoting. Another little trick is to take your top producing affiliate and give recognition. If that top affiliate made a bundle of money, talk about that too. You of course want to get the top affiliate's permission before you go telling everybody how much money he/she made, but this is a good technique.

It works like a testimonial. It proves that your program does make money, it does work, and other people are doing it. Of course if you are running any kind of contest (like the ideas I gave you above) you can always announce the contest winners in your email too.

Getting Affiliates

You can mostly use the regular traffic driving techniques to get affiliates (i.e. ezine ads, newsletter swaps, search engines, etc.) but you may want to have another system for generating affiliates.

One thing that you do need to have is a page just for promoting your affiliate program. It should tell about what products people will get to promote once they join, what type of commissions they will receive for each sales, the uniqueness of your program etc.

This is somewhat of a sales letter to get affiliates to join your program. The easiest way to generate new affiliates is to run a 2 tier program and let existing affiliates promote their second level. I like 2 tier programs more than 1 tier anyways, and I believe most people do. It is in your best interest to have your program payout on 2 levels.

You also want to go to Affiliate-Announce.com and pay the small fee to have them manually submit your AP to all of the affiliate directories on the net. This is a huge time saver.

You want to do this before you launch your affiliate program to the public so you can get listed in all of the directories with your link. You can of course go to all of the affiliate directories yourself and submit your program, but the [Affiliate-Announce](http://Affiliate-Announce.com) service is quick, easy, and saves a bundle of time.

You can also gather good strong affiliates by searching for keywords that are related to your product in the search engines, picking the top 10 sites that show up, and sending them a simple email about your affiliate program.

You want to email them personally and mention a few things about their site so that they do not think you mass mailed them like a spammer. This may take a little time of course, but 1 affiliate who has a top ten listing in the search engines for good keywords can bring you a load of traffic and sales.

You see, when looking for affiliates, you are basically just looking for people who have traffic, then you want to position yourself in that traffic path. You can also email people who have large ezine lists and ask them to become affiliates.

Choosing your software

I have already mentioned a few ways you can start your affiliate program. You basically want to have a solid system that gives you the customization options that you will need to do certain tasks.

Here are some things to look for:

- Ease of use. You want the software to be easy to use for you and your affiliates.
- Ability to handle 2 tiers. As I said earlier, most people would rather promote a 2 tier than a 1 tier program. This will help some to generate affiliates if you pay out on 2 levels.
- Stable and reliable tracking system. I recommend your affiliate script tracks atleast 2 different ways. Whether it is cookies, ip tracking, hard code HTML, or whatever. This makes it look safe for your affiliates.
- Automated signups, emails, and commissions. You should not have to manually enter new affiliates, or credit affiliates with sales. This should all be done automatically.
- Real time statistics. Affiliates should be able to view hits and sales in real time.

Email Advertising

Ezine advertising has always been known as one of the most cost effective solutions for getting the word out about your site.

A few facts about ezine ads bring it to my favorite way to test and bring in affiliates.

- It brings your advertisement right to the reader
- Ezine ads are dirt cheap
- The ezine may be archived on a website for more exposure
- Emails are often kept for later reading, which means your ad may get a second or third chance to be clicked on.

This is probably the best paid advertising you can get.

Buying Classified ads, Sponsor ads, and Solo mailings

You can get classified ads very cheap. Usually around \$30 per 10,000 subscribers. BUT, buying classified ads in ezines is nowhere near as good as sponsor ads, or solo mailings.

Classified ads are still worth it, but they are slowly declining in value as newsletter publishers tend to put more on top of each other. This obviously makes your ad drown out in all of the other ads. Most newsletters only have 1 or 2 sponsor ads at the top of each issue. Which usually get read.

Solo mailings however go out entirely by themselves. No article, no other ads, just your 1 page ad out to the newsletter list. This is by far the best way to go, but not all newsletters offer them, and they are more expensive.

Here is a little system that I use to generate huge responses. I write up 5 classified ads and find 10 newsletters that accept both classified ads and sponsor ads.

I then place 1 ad in 2 newsletters as classified ads. I measure the response to see which ad pulls the most traffic/sales. Then I take the 1 ad that did the best and blast it out all over the net by buying sponsor ads.

Still with me? I do not want to spend a bunch of money on an ad that doesn't work. So I test 5 different ads in the classified section. For one, it is

cheaper, and two, if it works in the classified ad section, it will do really well in the sponsor section.

That is a simple little formula that you can stick with to generate a ton of income!

- Classified ads usually run about \$30 for 10k subscribers.
- Sponsor ads usually run from about \$60 for 10k subscribers.
- Solo ads are about \$150 for 10k subscribers.

Of course all prices will vary, but that is an average of what I have dealt with. There are a few key things you should look into before buying an ad in a newsletter.

You want to be sure that it is a decent and read newsletter. Don't buy an ad in a newsletter that is basically all ads. That is ridiculous. It is best to subscribe to the newsletter first and see how it looks as far as fresh content, and how the ads are placed.

You do not want an ad in a newsletter that runs an article that everybody else is running. Those types of newsletters usually don't have good readership.

For instance, I have run an ad in a newsletter that only has 5k subscribers and then run the same ad in a newsletter with 30k subscribers. They pulled about the same response.

The 30k newsletter ran articles that were submitted by various people and have already been used all over the net. The newsletter with 5k subscribers only ran fresh content and had a unique writing style. The point is, I paid half the price for the ad in the newsletter with 5k subscribers.

After awhile, you will start to compile a list of newsletters that pull in good responses that you will advertise in regularly. Once you have a pretty good list, you can alternate them every week and always have a good flow of traffic to your site.

To get a big up to date database of newsletters to advertise in. I suggest the DirectoryOfEzines.com. It is probably the most useable database for internet marketers on the net.

Writing Your Advertisement

One thing everybody seems to forget when writing their newsletter/e-zine ad is that you are not trying to close the sale in the ad. This seems to be the number 1 mistake with online marketers.

You are just trying to get them to click. Once they click, your headline is what will get them to read your sales letter (along with the other elements), and your sales letter will get them to order.

So don't sell your product in your ad, you will not get a high response. The purpose of a classified ad is just to bring in leads. It is not to sell. Once you have done the testing and have found the perfect ad that brings in a load of leads, then you can blast it out in tons of e-zines and create a big flood of opt-ins and sales.

Writing an advertisement for an e-zine is kind of like writing a headline. Or I should say you can write it like you write a headline described in the elements of a sales letter chapter. You want to pack it with action words and talk about the biggest benefit of your product. It has to be something compelling. Remember to use specifics, as in the sales boosting report, use direct specific examples over general statements. Stuff like:

Discover How Margo Lost 45 Pounds in 6 Weeks.

...works better than...

Discover How to Lose Weight Fast.

You can pick out your biggest benefit, throw it in an attention grabbing headline, add a good specific, and have a winning classified ad.

This is a pretty important role to your online success. I wouldn't say most important, because you can have an ad that brings in leads by the thousands, have a crappy sales letter, and never make a dime. But hey, the sales letter can always be tuned.

I have found that most people's biggest problem is getting traffic, yet everybody seems to be either working on their sales letter, web design, or something besides getting traffic. Look at it this way, once you have traffic, you can always sit there and test sales letters until you find one that works. But it is

pointless to tweak your website, when nobody is visiting it. Use the word YOU in your ad. The word "you" is, as I said in the sales letter chapter, the most powerful word in sales/ad copy. Focus on the reader by using the word "you".

The Ultimate Word in a Classified Ad

The ultimate word is "FREE", IF it is used correctly. Lets face it, everybody likes something for free. The only problem is, giving away free stuff attracts freebie seekers. Freebie seekers aren't looking to buy. So you have to gradually sell them. I already explained all of this in this course.

When I run an ad with the word "free" in it, it usually takes them to some sort of opt-in email course. Like a Free 5 day email course on marketing. This way I can follow up with them, get them interested in what I am selling, then try and close the deal.

It is quite hard to sell something to a freebie seeker the first time they click on your advertisement. Basically, they just want to get their freebie and move on, no buying involved.

So if you are going to offer something for free, either send the freebie by email so you can follow up with them, or ask them to subscribe to your newsletter to get the freebie. I have done this with the free scripts on cgitoolbox.com successfully.

Even better than "FREE"? SEX!!!

Well what did you expect me to say? Yes, the word "sex" is even better to use than "free" for the fact that the internets biggest industry is sex related. The only problem with this is, how you can relate the word "sex" to what you are selling if you are not selling any adult material.

Well, think about a few things before you go and try this. It is a good word to use in an internet ad, yes, but you don't want to hurt your reputation in anyway by doing it.

What I mean is make sure you do not offend anybody or make it look like you are actually advertising a sex site. The whole point of the word is to just get your ad noticed, not to falsely advertise.

Check out the headline that added over \$50,000 to Allen Says' income last year: "Sex Sites are Not the Only Sites That Can Pull in \$5,000 Per Month Using The Power of Instant Access!"_Pretty slick eh? It worked very well!

So if you want to use that word, be a little clever with it and don't hurt your reputation in the process. :)

A New Little Trick

Here is a little trick that seems to be working quite well in ezines. It is using your domain as the headline, or "call to click". Since we are now allowed to register 67 character domain names, you can register long domains that state your biggest benefit right in the domain name. Domain names are only \$8, so you could register quite a few if you advertise in ezines a lot. Example: Wes Blaylock registered www.Get-Cash-To-Host.com to promote a new web hosting opportunity.

Other than that, I would suggest you decide how much of your profits are going to go back into advertising your business and then create an ezine advertising strategy!

CHAPTER 9 -Your Opt-In Email List

This along with backend selling are going to be your two biggest profit producers. I have run an opt in ezine for 4 years now and it was probably the best marketing decision I have ever made. You can make tons of money from a good strong opt-in email list in a variety of ways. A list of people who have specifically requested to be on your list is one of the most effective marketing tools on the net.

Let me break it down to what you gain by having an email list.

- Credibility

This is a huge factor. Credibility can close sales alone. If you had a horrible product, a lousy sales letter, and huge credibility, you could still make loads of money. Now of course, you want to have a killer product and letter. This is just an example of how powerful credibility can be.

You can gain credibility with your opt in list in a lot of different ways. Here are a few:

1. Share your knowledge with your list. You can write informative articles to give to your list and gain massive credibility.
2. Give news about the topic of your list. Keep up with the net news and share it with your list.
3. Give special offers. Make it to where your list is the only source that can access your special offer.

I do this all the time with discounts for my products. I state that only my subscribers are getting the discount and that is the benefit of being a subscriber of mine.

- Show you care

You will most likely receive questions from your list. Answer them as best you can. Help them with whatever they are doing. There are tons of different opt-in lists that you can start to develop this credibility.

The most popular is an email newsletter or e-zine. A newsletter is simply a free article of something that is targeted to a specific audience, or some sort of news on a specific market.

You can accept advertising, talk about the net news, give famous quotes, or whatever. It is your list, do what you want, just be unique with it.

I regularly send offers to my lists and always get orders from them. I always send free articles, news, updates, etc.. to them to keep them as faithful subscribers. It is simple to do this. All you need is a service like Aweber.com to handle everything automatically and you are good to go.

Marketing to your list

If you are just starting out, then I would suggest you build up some kind of credibility before you start throwing offers in their face. Focus on getting subscribers and giving them free articles and such to keep them reading your emails.

An opt-in subscriber is pointless if he/she does not read your email. The whole point of your opt-in list is to get them to not only read your email, but to also take action. Whether you want them to click on a link, email an autoresponder, etc..

There are many different things you can do with your email lists, but I would suggest that you mainly try to stick to selling your product.

I have recently cut out most of the advertising in my newsletters. I used to sell classified ads for another little stream of income.

BUT, I noticed that every single (well, almost) free newsletter on the net offers the same type of classified advertising. So when I cut it out, and stuck to just giving fresh content and marketing my products, I ended up making much more money. So now, I only market either my products, or affiliate programs that I use myself. I still run a sponsor ad in my newsletter, but I do not sell it to anybody. It is either an ad for my product, or one that I have swapped with somebody else.

I also only run fresh articles. I usually write them myself, but when I don't, I will get somebody else to write me a fresh one. Try to stay away from articles

that have been run in 15 other free newsletters across the net. If your subscribers see that they have already read that article elsewhere, then they most likely won't read it again in your newsletter.

When marketing to your list, I suggest doing only 1 of 2 things. Either start with your offer, or end with your offer. The other half will be your free content. I have done both and haven't seen a drastic change in responses from either.

You can start with your offer and then lead into your free article/content, or write articles that show the benefits of your offer and lead into your sales pitch. Or, of course, you can just write an article and leave your signature file at the end of it. :)

Creating a follow-up email course

This is a good way to go if you do not have the time to put out an ezine. It consists of using an autoresponder to automatically deliver pre-written content that either has a link back to your site, or flows into your offer. The idea is to give a 5 day free course by email. At the bottom of each article is your ad, or offer linking back to your site.

When somebody subscribes to your course, they immediately receive the first pre-written report. The next day another free report goes out. I usually have 5 days worth of free content, then for the last 2 days, totaling 7 altogether, I have 2 full blown sales letters for the product I have been advertising in the 5 free reports.

You can of course advertise a different product in each follow-up email, but you get better closing rates when you focus on just one.

There are a few key elements you have to use when executing this technique:

- Personalize with their name in the subject. You see, with a newsletter it is good to personalize in the subject of the email, but not extremely necessary because you always have the name of your newsletter in the subject and your readers will know what it is (that it isn't spam).

Personalizing email is always going to get a better response than not

personalizing it. And with the software out there these days, personalization is quite easy.

- Always have a simple way for them to unsubscribe. A link at the bottom of the email where they just have to click on it to unsubscribe is choice. You do not want to make your subscribers have to work to unsubscribe for the fact that they just won't do it. They will simply reply with "remove" in the subject which means YOU will have to do it. So to have it completely automated and less confusing, make sure you have a clickable link in the bottom of each autoresponder for unsubscribe function. Most professional autoresponders and list managers have this.
- Let them know that they will be getting another email the next day, or three days from now, etc. I usually "sell" the next report. I tell them that this next report has XYZ benefit and try to get them to eagerly await it. This is so they don't unsubscribe from the report that they have just read. You cannot please everybody, some people may not agree with what you said in the report they just read, therefore they are going to unsubscribe right then and there, UNLESS, you "sell" them the next report.

I suggest you have some sort of follow up marketing system like this anyways. Even if you do not do it like I say above. I am sure you have heard that it takes the average person 7 offers before he will buy your product. So make sure you follow up as much as possible.

The ideal way to advertise in your follow-ups is to start off slow and work your way into a full sales letter. You do not want to throw an ad right in their face on the first report. This makes it look invaluable to them and they will get the feeling that your email is just one big ad.

Here is a simple format you can follow if you are going to offer 5 free reports:

- The first free report doesn't really have your advertisement in it, but rather your signature file.
- The second report makes mention of how your product relates to what you just said (in the report) at the end of the report and links back to your site. Somewhat subtle.
- Now you make another mention of your product and list some of its best benefits.
- Do the same as the third report, but list a few more benefits and again how it relates to the topics of the report.
- Slowly change the article into a slight, somewhat hidden sales letter. You want to still be giving free advice.
- Thank them for reading your reports, talk about the topic more, and move into a sales pitch.
- Close 'em! If they haven't already bought by now, then make call to actions throughout this sales letter and try to get the order!

That is a system I have used to close tons of leads. You can setup something like this very quickly using something like Aweber or GetResponse. Use the product creation methods earlier in this course to come up with 5 free reports quickly.

Never ever use a free autoresponder to execute this technique. It defeats the whole purpose of slowly selling them with free reports. You flat out cannot sell from a free report instantly. Free reports draw freebie seekers who are not looking to buy (hence the name). You have to gradually get them interested in your product without blatantly pushing them to buy, which causes unsubscribes.

Every free follow-up autoresponder on the market puts their advertisement right on top of each email. So right when the prospect opens your email, BAM! they are hit with an advertisement. This isn't built for selling. This is no good. It also reflects the same unprofessional manner as using a free domain. You aren't going to make much money with a free domain, and you aren't going to make much with a free autoresponder.

I have been talking about the free course by email and free newsletters a lot because they work the best. They produce more opt-in leads and are easier to make money off of. Of course your most profitable opt-in lists are going to be customer lists. People that have already bought from you. I already talked about that in the backend selling section :)

At any rate, some sort of opt-in email list is vital to your success. So once you are ready to get the ball rolling and get a product for sale, decide which type of list you want to create and get to it! :)

CHAPTER 10 - Finalize Your System

Well, you've got all of the knowledge you are going to need, now is the time to sit down and start with step one.

Don't get overwhelmed on any of this. I know that you just read a big chunk of info and you may be flowing with ideas. Just do it one step at a time. But to get it done, you actually have to start it!

There is nothing more for you to learn. I just explained virtually everything you need and need to know to run a very profitable site.

There is no big secret, so it is pointless for you to go looking for it. The concepts in this course are where the money is. There is simply no big 1 secret that will make you rich overnight. It does not exist.

So take it one step at a time. By the yard it is hard, but by the inch, everything is a cinch, right?

1. You should start back at the beginning of the course and start writing down your ideas for a product that you can create. Don't be shy with this; just write down everything you can think of.
2. When you have a good list, go through it and pick out your top 5-15 product ideas and see which one people are most willing to buy by using the simple polling technique.
3. After that, you will have the product idea that you are going create. I strongly suggest using the audio idea generation technique as it will help you produce a fully explained extremely detailed course very quickly. Heck, you could do the audio idea generation technique and have a course down in a day. Or, if you plan to buy resell rights or hire somebody to build you a product, then you should start your research based on the information that your poll gave you.

4. Now it is time to create your product. You can do this rather quickly. Don't worry about spelling errors or mistakes your first time through. As I said earlier, I like to write the "shell" first and then go back and add detail.

5. Put together your 1-2-3 website. You can use the templates I give you in this course and have it done rather quickly. You want to spend most of your time on the writing of your sales letter.

Write it, then go through the sales letter section of this course and make sure you have everything in place. Don't take this part lightly. If you feel that there is no way that you can write a sales letter, then you can always hire somebody to do it. I hear Micheal Fortin is good and probably cheaper than most.

Don't forget to add some sort of backend sales system.

6. Test everything out. As stated earlier, you may want to create a mini version of your product and see how that sells before you even build the whole product. Testing is a huge part of marketing, you should get used to testing everything. Once you have it all tested and selling well, then you can setup your affiliate program.

7. Mass advertise it. You can buy ezine ads or whatever to advertise your affiliate program or product. Once you have completed step #6, all you have to do then is just send some traffic to the site.

You should also test the 54 sales boosters and see how much you can increase sales. Other than that, the only thing that will hold you back from profiting is that you don't actually do it. The biggest problem on the net is procrastination. DO IT TODAY. Start up your ideas, poll your market, etc. It isn't difficult at all.

And one last technique that you should do, is called virtual packaging. Basically you just want a nice picture of your product to give it a sense of realness. Like all of that ebook cover art you see floating around the net, it does increase sales.

The Ideal Plan

The Ideal plan would be to:

- Create a how-to info product
- Set it up on a 1 page website that links directly and only to your order form
- Start off your sales letter with your headline and incorporate your virtual packaging(image of your product) somewhere on the page
- Have your email list at the bottom of the page that is either a subscription form for your ezine, or a follow up course for your product
- Offer instant access
- Run an affiliate program

That is a real quick run down of all you need to do.