



Workbook 2 – Profit from Digital Services

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Introduction

We went into detail in Workbook 1 covering the subject of Buyer Perception of Value and Brand Snobbery etc.

If you haven't studied that Workbook please do so at some point as it will help you understand why the methods I share work so well and why your potential buyers are more than happy to pay a premium price for a similar product or service.

Background

I've been active with Digital Services Arbitrage since early 2010 and since that time I've built up a number of profiles and assets which allow me to cater to a large number of customers.

However, anyone and I mean absolutely anyone can start a Digital Services Arbitrage business more or less as soon as they have completed this workbook and viewed the videos.

Again, this is Stupidly Simple to do, there's no additional outlay and in most cases you will receive "promotional" examples from your potential supplier that you can use as your own!

Please take your time to go through this workbook and videos as there are some real hidden gems and even if you're a seasoned Internet Marketer; you will come across some real "ah ha" moments.

So without further ado, let's get stuck in!

Table of contents

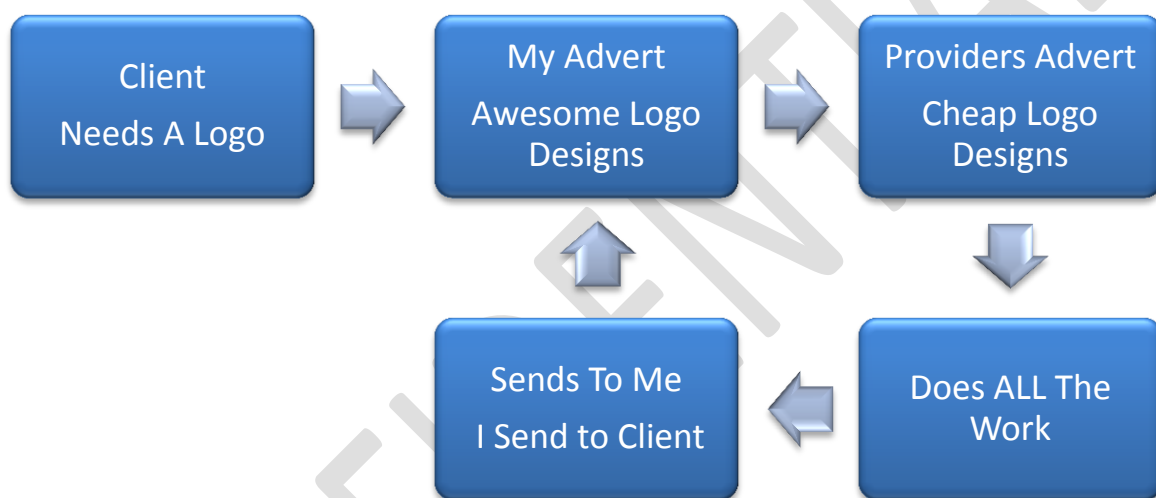
Table of Contents

Introduction	3
Background	3
The Process	5
The Beginning	6
Fiverr Arbitrage	10
The Downside	10
Fiverr Arbitrage the good part	11
Mindset	15
The importance of keywords	16
Setting up your listings	19
eBay Extended	21
Selling Digital Services on Online Classified Sites	22
Posting Your "Gig" on Craigslist	22
My Process	23
Example advert	24
Handling client enquiries	32
Fulfilling the orders	33
Tips and Pointers	36
In closing	37

The Process

As mentioned, I began Digital Services Arbitrage back in 2010, since then the landscape has changed considerably; however, for those more pioneering amongst us, the opportunities are even greater than ever.

Before we go into actual “how-to” and case studies, let’s look at a very BASIC Digital Services Arbitrage opportunity.



The above diagram simplifies the whole process and to be honest it doesn’t need to be any more complicated.

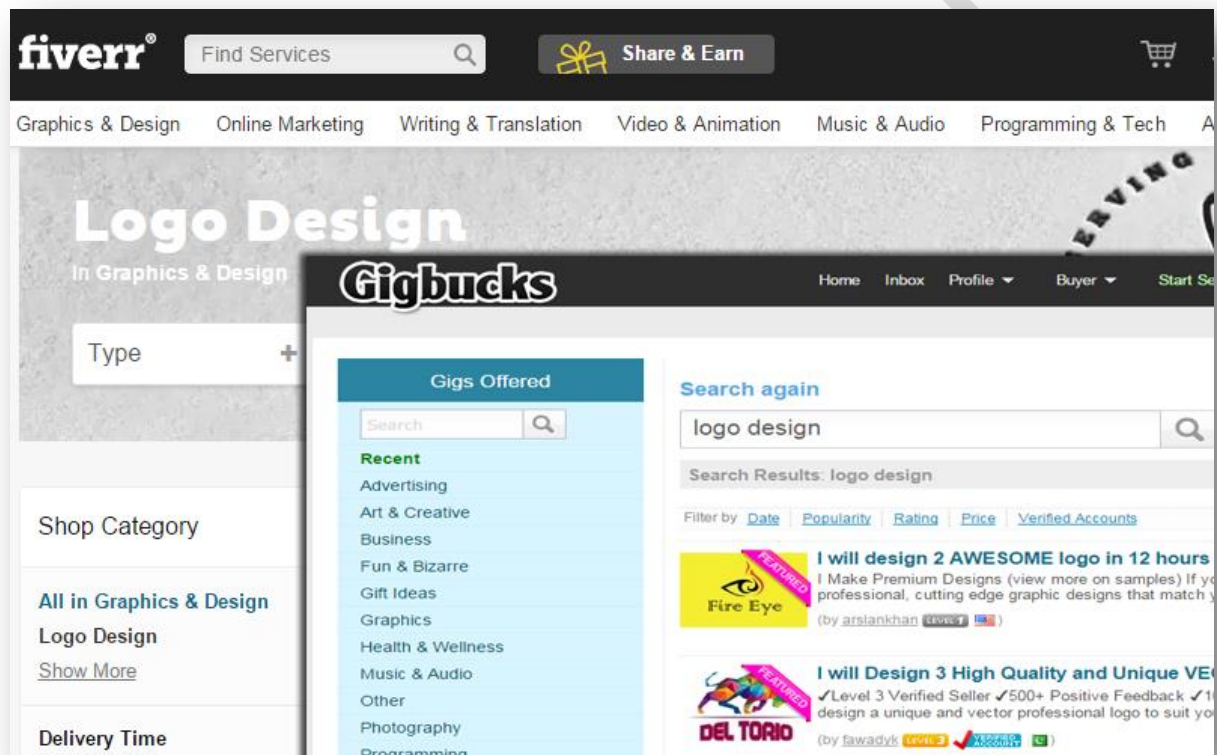
You don’t need to have a fancy website or payment processing system; instead you do everything through a third party site.

Choosing the RIGHT site (s) is the key to the success of your business; however, you’re going to be surprised just how easy this is to set up and also how you **DO NOT** need to price cheap and in fact being MORE expensive than your competitors is often better.

The Beginning

Back in 2010 the pickings were rich and those who were brave enough to forge new paths were rewarded handsomely.

You see, “outsourcing” back then was the BIG buzz word and thanks to sites such as Fiverr, TenBux, Gigbucks and all those other micro job sites; affordable outsourcing was brought to the masses.



There was a swarm of both service providers and buyers to these sites and most of the sites experienced rapid growth.

There was one CRUCIAL element that allowed forward thinking entrepreneurs to spot a TRUE opportunity.

The Service Providers were NOT required to use their real names in their profiles unlike the more traditional freelancer sites such as Odesk, Elance and RentACoder.

This meant that anyone could set up a profile and begin “trading” behind a nickname or rather, “user name”.

The business was carried out based on trust as the buyer and seller typically never communicated outside the built in messaging systems within these sites themselves.

This was a truly faceless, transactional arrangement that suited both parties.

Then the lightbulb moment came for a number of us...

“What if I sold gigs on other sites like Gigbucks; charged a higher fee for the work and then simply hired someone from Fiverr to actually do the work?”

Well guess what, it worked and it worked like gangbusters.

It didn’t take long for others to catch on, after all these methods were being discussed in bars around the World at Internet Marketing conferences.

There was one major issue though...

“Some” marketers were so broke they began undercutting the competition, in fact the usual method of “selling on Gigbucks and buying from Fiverr” began to hit problems.

Lo and behold, people started under-pricing their \$20+ gigs to \$5 on GigBucks too!

Next, certain “marketers” who were obviously jealous of the more forward thinking and therefore successful marketers began to report people to site admins, cancel jobs or leave bad reviews.

It became the Wild West for some...

For others; however, it became a TRUE Goldrush and they merrily went on their way staying under the radar and NOT sharing their methods or more importantly their “user names” with others.

So what was so different about these marketers?

These marketers where NOT price conditioned nor were they coming from a position of scarcity, no these guys knew that they could still make a great living charging two, three, even six times or more than their competitors, because...

They understood, “Buyers Perception of Value”. (Hopefully you’ve already read Workbook 1 as I discuss this in more detail).

So instead of dropping their prices they raised their prices.

This caused uncertainty with some of the buyers as they began to question the prices being quoted by others.

“How can they do this so cheap, something doesn’t seem right?”

“Hmm, if it sounds too good to be true it normally is!”

“Are they really going to give me a good service for only \$5?”



It is this “Perception of Value” that allows the savvy marketer to leverage “other peoples” time and skills and make a fantastic living doing so!

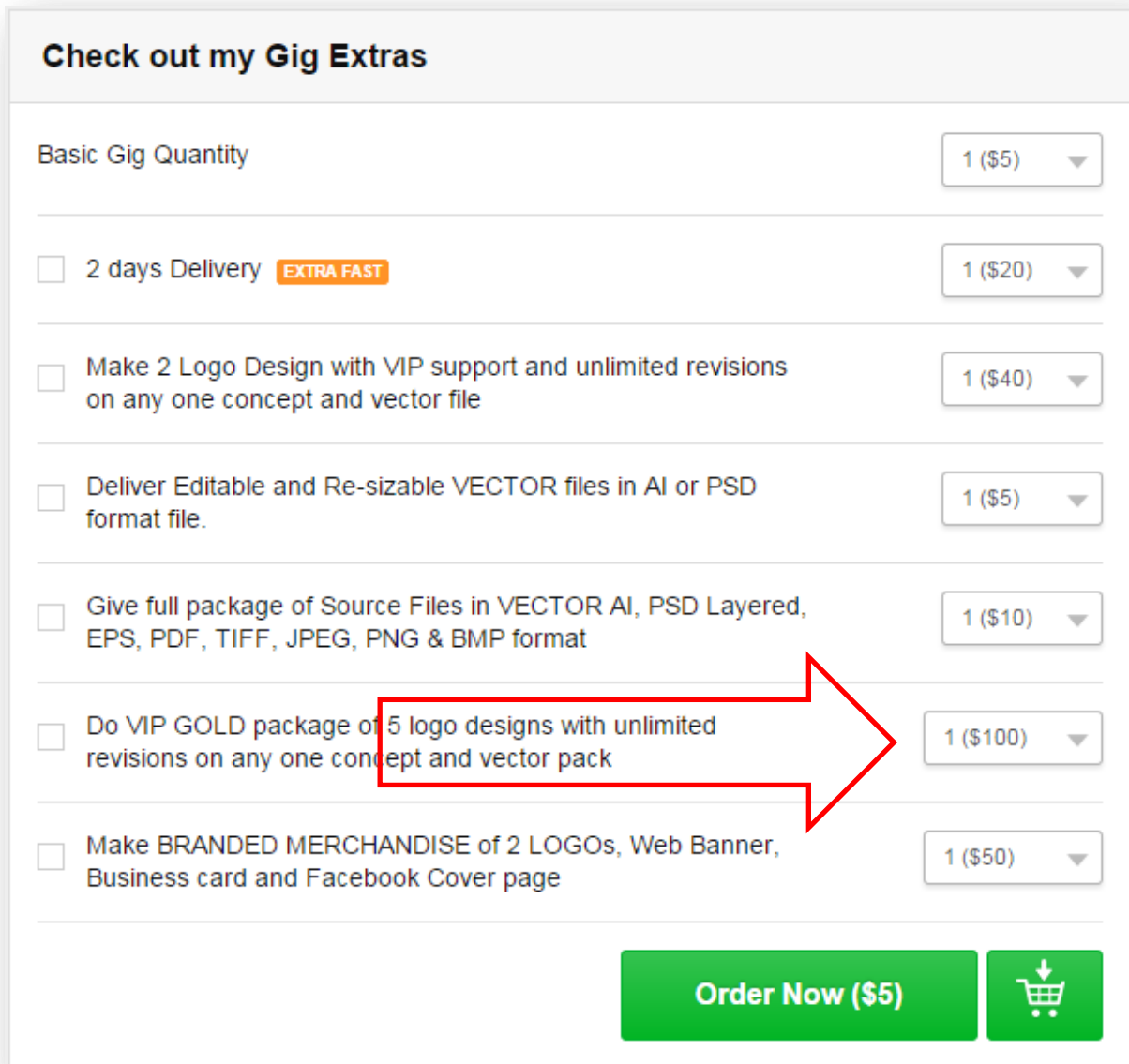
So for a time anyway, the good old “sell on Gigbucks buy from Fiverr” continued to work.

However, Fiverr themselves had different ideas and realised they were giving up a chunk of money to their competition.

After all they were only making a \$1 on each gig at a time (20% fee).


So...

Fiverr added the “Check Out My EXTRA Gigs” section, effectively allowing their members to “upsell” their customers and this meant MORE money for both the gig provider and Fiverr!



Check out my Gig Extras

Basic Gig Quantity	1 (\$5)
<input type="checkbox"/> 2 days Delivery EXTRA FAST	1 (\$20)
<input type="checkbox"/> Make 2 Logo Design with VIP support and unlimited revisions on any one concept and vector file	1 (\$40)
<input type="checkbox"/> Deliver Editable and Re-sizable VECTOR files in AI or PSD format file.	1 (\$5)
<input type="checkbox"/> Give full package of Source Files in VECTOR AI, PSD Layered, EPS, PDF, TIFF, JPEG, PNG & BMP format	1 (\$10)
<input type="checkbox"/> Do VIP GOLD package of 5 logo designs with unlimited revisions on any one concept and vector pack	1 (\$100)
<input type="checkbox"/> Make BRANDED MERCHANDISE of 2 LOGOs, Web Banner, Business card and Facebook Cover page	1 (\$50)

Order Now (\$5) 

As you can see from the image above, the “micro freelancers” now have the ability to make a whole lot more than the \$4 nett per “task” they used too.

Oh and of course Fiverr get their 20% cut off everything too 😊

There’s also something else at work here.

Yep you’ve guessed it, that crazy thing, the “Buyers Perception of Value!”

Fiverr Arbitrage

Ok so now you're probably thinking...

"If the old Fiverr to Gigbucks method no longer works, why are you telling me all of this?"

Simple...

The roles of the two sites have totally reversed, and NOT many folks have realised this!

So now you **SELL** your services on Fiverr and **BUY** from Gigbucks; pretty cool huh?

The Downside

Yep it was all starting to sound too good to be true right?

There is a downside to using sites like Fiverr and Gigbucks and that is they delay your payments by around two weeks! See below.

WITHDRAWING FUNDS

When you have a balance in your seller account, you can withdraw your funds to either your PayPal account or credit your FIVERR REVENUE CARDtm.

Note: You can withdraw money 14 days after the order is marked as completed.

To withdraw funds from your account:

1. Once logged in, place your mouse over your username and click **My Sales > Revenues**.
If you have money available in the **AVAILABLE FUNDS** area, then you have two possible options to withdraw funds.
2. If you setup your account with PayPal, then in the **WITHDRAW** area, click **PAYPAL ACCOUNT**.
A notification appears indicating the withdrawal process has started and you will receive an email.
You need to click the link in the email to continue this process.

Note: The email is sent to the email associated with your PayPal account.

Also note:

The “buyer” has 13 days from receipt of their purchase to cancel, this means you could actually lose money on the gigs.

I just want to make sure you are fully aware of this should you decide to become a seller on Fiverr.

Fiverr Arbitrage the good part

Ok so after bursting your bubble with the “downside” of Fiverr, let me show you a 100% NO COST way to start making money FAST from Fiverr.

eBay!

Yup, eBay is one of the quickest and simplest ways to start making money from Digital Services Arbitrage and NOT a lot of people know about this.

Here’s how I personally do this.

- 1) I spend an hour researching gigs in certain categories, for example graphic design.
- 2) Drill down into the subset of the category to find a specific service, for example, logo design.
- 3) Visit eBay and simply enter “logo design”, or whatever the service is.
- 4) Research what others are offering, the price they are charging and the timescale to do the work.
- 5) Return to Fiverr and begin shortlisting 10 maybe 12 “potential” providers who can offer a similar service and turn-around to complete the work
- 6) Begin crafting my “offer”, the wording I will use, graphic examples I can find etc.
- 7) Once I’m happy I’ll then create my eBay listing.
- 8) Wait for the “ka ching” on my phone app notifying me of yet another sale 😊

Seriously though it really is this easy to set up and once you’ve done a few you’ll be churning these “gigs” out left right and centre!

Don't over complicate any of this; I know it looks way too easy; however, that is why so many people have overlooked this method of making fast cash with ZERO outlay.

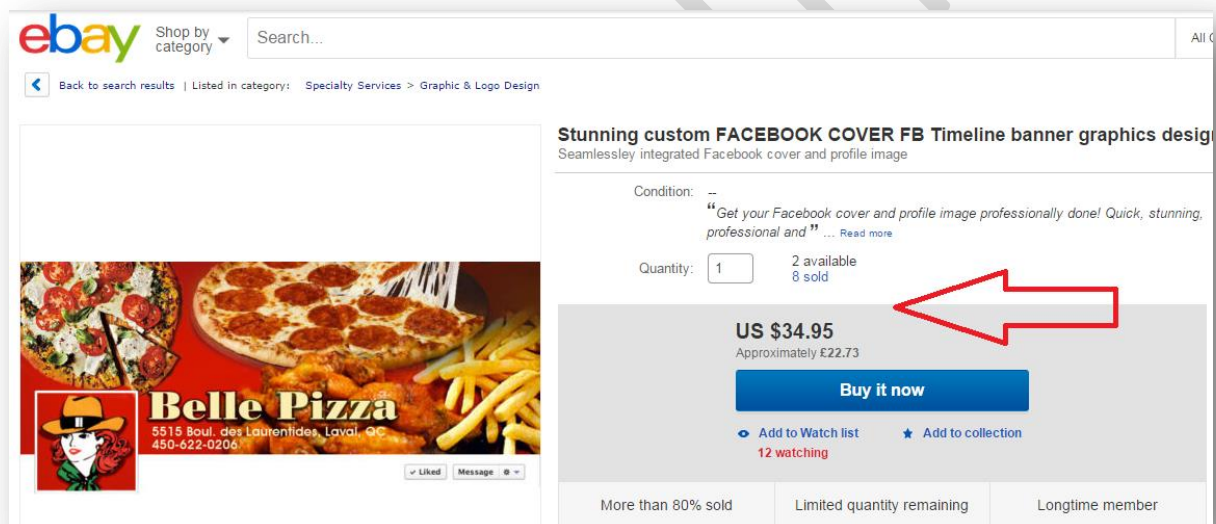
Oh and remember with eBay you're receiving your money up front before you go and hire the "micro outsourcer" from Fiverr!

Are you excited yet?

You should be!

Here's a REAL example just to whet your appetite.

eBay search term: "Facebook Cover Image"

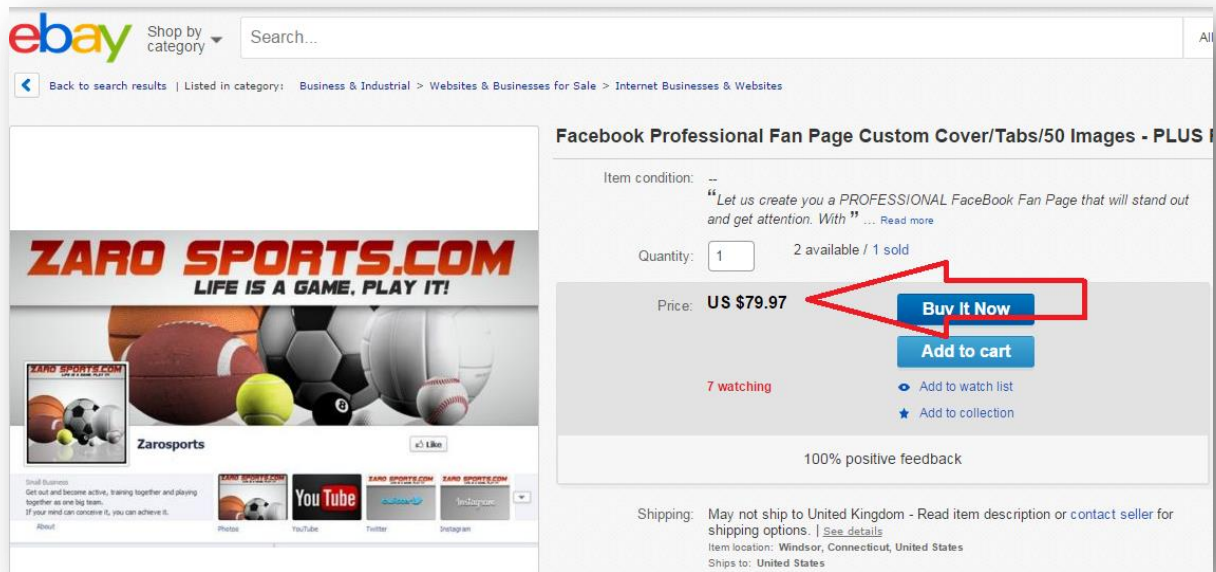


This is from eBay.co.uk. Note 8 sold for \$34.95, that's \$279.60 in GROSS revenue, minus the cost of getting the work done \$40, minus the ebay and paypal fee's of around \$38.48.

NETT Profit \$201.12

This eBay seller, if they are using arbitrage, could be making a return of over 250% very, very easily!

Here's an example from eBay.com, same search term "Facebook cover image".

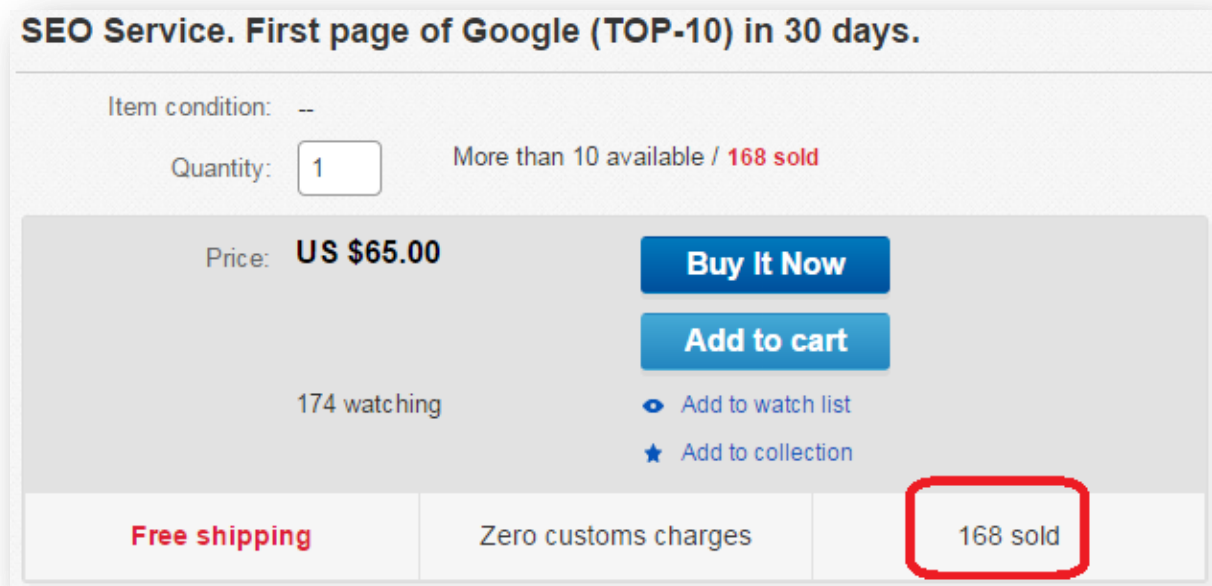


\$79.97! Ok so they have only sold one; however, look at the PROFIT they are making! Also note, the listing has 7 watchers so who knows how many more they will sell.

It's not just "graphic design" gigs that are selling on eBay either, SEO, Social Media etc.

Just drill down into the categories within Fiverr, see what is on offer and then search for it within eBay, it really is this simple.

Check this out (note I've hidden the image as it contained their name)



168 SOLD, 174 people watching...

These are your potential customers and you can “outsource” the actual work to someone on fiverr!

GROSS Sales \$10,920

Even if this person was paying someone \$10 even \$20 he's making a KILLING!

Can you see the potential here?

It doesn't matter if you don't have the actual skills to do SEO, graphic design, wordpress installation or any other service. As long as you can find someone on Fiverr there is NO reason why you can't arbitrage the service!

Whenever I show someone how to do this one of two things happen...

- 1) Their eyes glare over as they begin calculating the numbers
- 2) Their eyes glare over as they can't believe this has been in front of them all this time

This leads me onto something I'd like to cover at this stage...

Mindset

In all my years online nothing has amazed me more than the power of the human mind.

This 3 pound piece of grey matter has the power to catapult a person to unlimited success whilst at the same time potentially driving someone into the deepest despair.

I know as I've experienced both sides and believe me in my darkest hours I never imagined enjoying the success I have to date, heck, I couldn't even lift my head from my pillow back then and if I did it was to drink enough alcohol to knock me back out!

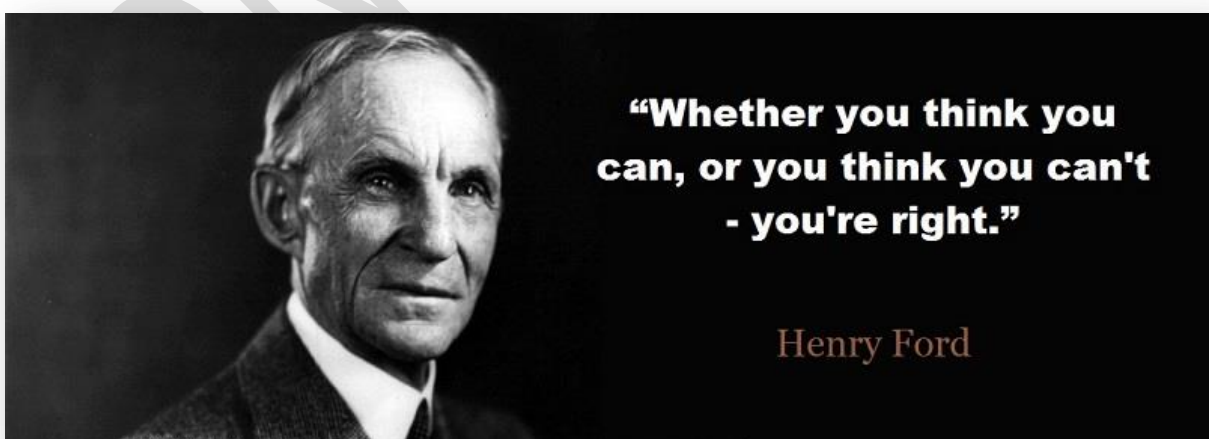
Here's a stone cold fact...

Right now you have the capabilities to take what I have shared, implement them and build a fantastic cash machine almost overnight.

Only you can do this though.

There is opportunity all around; however, if you are not in the "right frame of mind" then they will pass you by.

Remember...



The importance of keywords

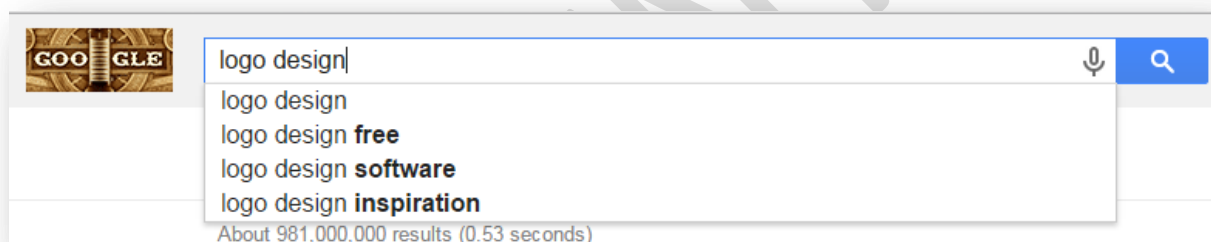
Most marketers will tell you about the importance of good keywords; however, there's something even more important to consider.

Buyers Keywords!

Let me explain.

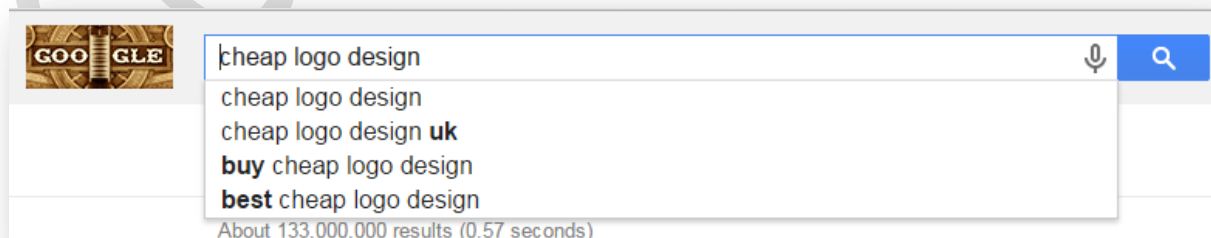
When a searcher goes to a Search Engine they are "typically" looking for information, not necessarily looking to buy something.

For example, a person looking for example, a person entering "logo design" may not want to buy a logo. Google knows this search keyword is vague, so they give suggestions.



This is to prompt the searcher to be more specific so they get the "actual" results they are looking for.

So in this example our searcher may do a second search for "cheap logo design"



Now Google tries once again to "prompt" our searcher to be more specific.

Also check out the “bolded” words. These are “modifiers” that Google is prompting our searcher to add to potentially return even better results!

It’s these “modifiers” and suggestions that we are interested in as it means we are more likely to get our offers in front of the buyers more often.

So the keywords you want to use to attract buyers could be something like.

Best Logo Design

Quick Logo Design

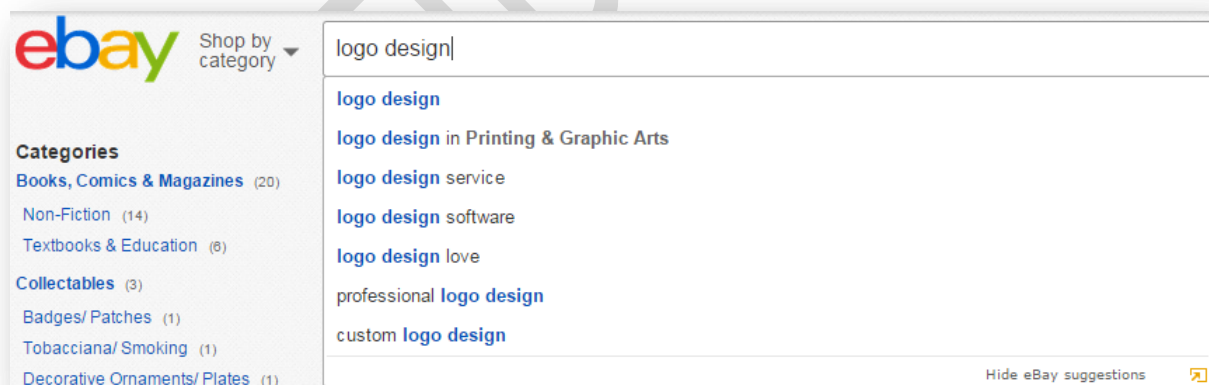
Cheap Logo Design

Great Logo Design

Company Logo Design

Logo Design **Town/City/Country**

I also like to use eBay to provide me with their suggestions; after all they have ALL of the data on their customers search habits for us to take advantage of.



We can continue to search adding their suggestions to drill down even more into buyer’s keywords to give us an even better chance of getting in front of the right buyers!

So why are we doing this?

Because we want to ensure our listing has the best chance of being seen by the buyers we want to attract.

These “keywords” form the titles for our listings

For example; I’d rarely use the word “cheap” as I don’t want my services to compete with lower level competitors.

The exercise here is to create a NUMBER of similar listings using the keywords we have found.

Remember the MORE listings we have the more chance we have of success, it really is a simple numbers game.

Taking the time to carry out this research can really have a massive impact on your success.

It is a worthwhile exercise that sadly too many people omit from their marketing activities. Don’t be one of them.

Choosing the right keyword phrase for your title and additional keywords in your listings can be the difference between zero sales and 10 sales per day.

Side note: Be sure to add the eBay app to your smartphone and leave the alert settings on, it’s great to hear all the “ka chings” coming in 😊

Setting up your listings

Setting up the listings should be the easy part, after all we've carried out our research, we know how the competition are promoting themselves and we also have the research information we have gleaned from fiverr.com

What I like to do is put myself in the shoes of my potential buyers and I ask myself this question.

"If I wanted to buy xxxx what would I search for?"

It's a simple question; however, thinking like your buyers instead of thinking like a marketer will increase your chance of success.

Here's a little story, I promise to keep it brief.

Back in 2009 I was selling Acer Aspires as an Amazon associate. As I had my low-priced items generating the bulk of my Amazon performance fee requirements; I was making between 6% and 8% on my higher end sales.

This meant I was making between \$12 and \$17 per unit sold.

I quickly worked out that most of my competitions were trying to rank or bid for the keywords "Acer Aspire", so I did something different.

I put myself in the shoes of my buyer, a buyer who had already "researched" the Acer range and decided on a "specific" model.

That's why the keywords I chose were "Acer Aspire AS1410". My cost per click was far less than my competitors who were bidding on "Acer Aspire" and my articles were ranking higher as I was more "product" specific and the content concentrated on one product not a whole product range.

Pretty simple, yet very, very effective!

Did it work? Well I sold 24 of these in the first month of “testing” the new keyword phrase!



The screenshot shows an 'Earnings Report Totals' for the period from September 1, 2009, to September 30, 2009. The report is presented in a table with four columns: Item Shipped, Revenue, and Referral Fees. The data shows a total of 24 items shipped, generating a revenue of \$5,193.30 and a referral fee of \$290.62. The report also includes a 'TOTAL REFERRAL FEES' row at the bottom.

	Items Shipped	Revenue	Referral Fees
Total Amazon.com Items Shipped	17	\$4,589.54	\$258.63
Total Third Party Items Shipped	7	\$603.76	\$31.99
Total Items Shipped	24	\$5,193.30	\$290.62
Total Items Returned	0	\$0.00	\$0.00
Total Refunds	0	\$0.00	\$0.00
TOTAL REFERRAL FEES	24	\$5,193.30	\$290.62

After that initial test I realised potential buyers go through a “research” process that could involve both online research and offline research. For example.

Seed keyword – Digital Camera

2nd Search – Compact Digital Camera

3rd Search – Compact Digital Camera Reviews

4th Search – Product Specific Keywords found in reviews, i.e. Panasonic Lumix TZ70 Review”

5th Search – BUY Panasonic Lumix TZ70 or BEST PRICE Panasonic Lumix TZ70

So when you create your listings use the “specific” product name as your title and associated keywords in the body and tags and you’ll have more chance of grabbing the right buyer’s every time.

PS – this goes for all of online marketing, be specific when attracting potential buyers!

eBay Extended

Ok so now you have your listing on eBay you can do one of two things.

- 1) Let eBay send you the traffic, after all they have about 155 Million of them
- 2) As above PLUS be proactive and promote your listings.

Both of the above methods work and with a fair wind you should make sales; however, I like to find NEW places where I can promote my services for free and for this I use the following.

Online Classified Advertising sites: Craigslist (see bonus items), Locanto, Gumtree, FreeAds, UkClassifieds, there are literally thousands more. To find these simply Google “online classified sites” and add your city or country to get localised results. There are loads of these sites who will allow you to advertise, many FREE.

The beauty of posting “ads” and then directing people to your eBay listing is the potential customer now “perceives” they are getting a bargain price as you are selling your services on eBay. Yup, good old Buyers Perception of Value works for us once again!

Sometimes it also pays to be the first mover on these sites as people often search for services on them as these are the sites they use on a daily basis.

I mention this in workbook one.

People have a list of sites they use daily, Facebook, Twitter, YouTube, Amazon, eBay, “classified sites”, etc.

All we are doing is getting our services in front of them. Incidentally, I’ve also sold my Physical Products listed on eBay on these sites.

When I advertise on these sites I use a link shortener. I have “pretty-links” on one of my domain names that I use; however, Bit.ly would work just as good.

Selling Digital Services on Online Classified Sites

I touched on “classified sites” in the previous section; however, it is worth pointing out there are more ways to attract potential buyers and also ways of “tracking” down potential clients for your digital services.

Here you have two choices...

- 1) Direct your potential buyer to your eBay listing as mentioned previously.
- 2) Negotiate the business deal and invoice your new client via PayPal

Both methods work well; however, if you use option 2 ALWAYS request 50% payment up front with the remaining 50% due on delivery of the “project”.

This way you will minimise the chance of being caught out by an unscrupulous buyer and also ensure you have the “cash” to pay for your “micro outsourcers” on Fiverr, Gigbucks, Odesk or People Per Hour.

Posting Your “Gig” on Craigslist

This method is a more “reactive” way of grabbing business from Craigslist as you are posting your adverts in the “hope” someone is looking for your services via the site.

I’ve had great success with SEO and Graphic Design type gigs on Craigslist and once again it becomes a numbers game when posting ads, the more you have on the site the more chance of success.

Also, I like to post multiple ads for the same gig, using different ad copy so I can “test” which ad is performing best. I would then use that ad on the other “classified sites”.

Getting started on Craigslist couldn’t be simpler and once you’ve done a few postings you’ll be able to create your ads in a matter of minutes!

Creating an account with Craigslist is a very straightforward process, simply follow the instructions they provide and you’ll be ready to sell in less than 15 minutes!

Craigslist has become one of my favourite places for attracting new clients for my Digital Services business and also for selling a number of Physical Products too!

NOTE: Please check the terms and conditions relating to your local Craigslist site and check to see if there may be any advertising costs incurred.

My Process

I'll list out my process first and then walk you through some examples of how I create my ads and the "copy" I use.

- 1) Research "potential" gig providers on Fiverr (SEO, Logo Design, Facebook Timeline design etc etc.)
- 2) Note down 6 to 10 potential providers who offer the SAME service, or close enough. Note the timescale for delivery, this is VERY important.
- 3) Check the "gigs" for suitable images that I can use in my adverts. "Right Click" and save these in my corresponding folder. (*ask the permission of the gig owners, I tell them it's to show my clients and I want to use them to do my work for me)
- 4) Open a Word document or Google Doc and draft out my advert using a mix of copy that I have "swiped" from the Fiverr gigs.
- 5) Once I'm happy with my "ad copy" I create my ad on Craigslist in the "Services" section and choose the "category" that closely matches the service I am offering.
- 6) Upload relevant images and post my ad.

I then repeat this number of times depending on how many "versions" of the ad I want to upload.

Also, I will often post my ads in a number of "cities" as this maximises my chance of success. Sure its additional work; however, it's a simple "copy and paste" process and well worth the time and effort to do.

Because we are offering "Digital Services" there really is no restriction on where we can advertise and I'd urge you to "widen your net" as much as possible to give you an even greater chance of success.

Remember this is a NUMBERS game; the more ads you are running the more chance you will have of attracting hungry buyers for your services!

NOTE: As with my Physical Product Arbitrage business; I am VERY organised and keep ALL of my research, ad copy etc in relevant folders either in Dropbox or Google Drive.

Example advert

Project: Facebook Timeline Cover

I have found 10 potential providers who I can “hire” to carry out the work on Fiverr and noted their “delivery” timescale to make sure I can advise this in my advert.

I have also carried out steps 1 to 6 and I’m ready to create my first advert.

My first advert will be posted in my own City first and then I will “replicate” this throughout the other UK Cities.



Note: If you are unfamiliar with Craigslist, selecting a “City” is very easy; you simply click on the city of choice down the right-hand-side.

As you can see from above, I’m logged in and I’m clicking on “post to classifieds”.

The next steps are just as easy as Craigslist is a very intuitive site.

please limit each posting to a single area and category, once per 48 hours

what type of posting is this: (see [prohibited](#) list before posting.)

- ☐ job offered
- ☐ gig offered (I'm hiring for a short-term, small or odd job)
- ☐ resume / job wanted

- ☐ housing offered
- ☐ housing wanted

- ☐ for sale by owner
- ☐ for sale by dealer
- ☐ wanted by owner
- ☐ wanted by dealer

- ☒ service offered

- ☐ personal / romance

- ☐ community
- ☐ event / class

As you can see I've "checked" the Services Offered button as I will be offering a "service". If I was selling a Physical Product I would check "for sale by dealer".

Once you have selected the services offered button, click "continue" and you will be brought to another page where you choose the "category" for your advert.

please choose a category: (see [prohibited](#) list before posting.)

- ☐ automotive services
- ☐ beauty services
- ☐ computer services
- ☐ creative services
- ☐ cycle services
- ☐ event services
- ☐ farm & garden services
- ☐ financial services
- ☐ household services
- ☐ labor & moving
- ☐ legal services
- ☐ lessons & tutoring
- ☐ marine services
- ☐ pet services
- ☐ real estate services
- ☐ skilled trade services
- ☐ small biz ads
- ☐ therapeutic services (non-erotic)
- ☐ travel/vacation services
- ☐ writing/editing/translation

You will soon become familiar with the various “categories” that best suit the “gig” you are advertising.

Note: I use the “categories” to come up with ideas for even more gigs, for example “article writing” ;-)

The screenshot shows a web form for creating an advertisement. The form is divided into several sections:

- contact info:** Includes radio buttons for "CL mail relay (recommended)", "show my real email address", and "no replies to this email". There is an "email" field and checkboxes for "users can also contact me: by phone" and "by text". There are also fields for "phone number" and "contact name".
- posting title:** A text field containing "Facebook Timeline Cover Design".
- specific location:** A text field.
- postal code:** A text field.
- posting body:** A large text area containing the following text:

Professional Facebook Timeline Cover Design, satisfaction guaranteed!

Looking for a professional Facebook timeline cover to enhance your presence and promote your business brand?

Look no further, our dedicated team of professional graphic designers can create the ultimate timeline cover for you.

About us.

* We have years of experience in working with Photoshop and Adobe Illustrator
- show on maps:** A checkbox and a link.
- location fields:** Fields for "street" (optional), "cross street" (optional), and "city".
- ok for others to contact you about other services, products or commercial interests:** A checkbox.
- continue:** A button at the bottom right.

Above you can see just how easy it is to create an advert.

My headline is simple and to the point. I would also create other adverts with “modifiers” such as.

Best Facebook Timeline Cover Design

Professional Facebook Cover Design

Facebook Cover Design, Satisfaction Guaranteed

I’d maybe test a few more headlines; however, I’m sure you get the idea just from this.

Here's the ACTUAL advert.

“Professional Facebook Timeline Cover Design, satisfaction guaranteed!

Looking for a professional Facebook timeline cover to enhance your presence and promote your business brand?

Look no further, our dedicated team of professional graphic designers can create the ultimate timeline cover for you.

About us.

- * We have years of experience in working with Photoshop and Adobe Illustrator**
- * Creative and Original Ideas that are sure to WOW**
- * Professional Team (10 developers)**
- * PSD FILE provided**
- * FAST turnaround**
- * UNLIMITED modifications until the Cover is just right for you.**

Note: We can also create eye popping timeline covers for individuals, musicians, groups, charities, small businesses, events etc.

Today's Special Price

ONLY £47.97

Contact us today for quick delivery!

- * 50% deposit on ordering with the remaining 50% payable upon the delivery of your Timeline Cover to your satisfaction. Secure payment via PayPal (full buyers protection).**
- ** Designs can take up to 7 days depending on complexity etc”**

As you can see it is VERY simple and to the point, I don't use any hype in my adverts as I find this is a turn off for my potential clients.

Also, you'll see I mention "dedicated team". I have found adding this has increased my sales as the buyer perceives they are dealing with a group of professionals rather than one individual.

I'm comfortable using this wording as I do have access to a "team" of professionals although they are not employed full-time by me, I still have access to their services.

Remember, you are simply marrying the client with the provider and acting as a middle person.

Pricing:

As you can see I'm pricing this gig at £47.97 (\$78.36); this allows me a LARGE profit margin and also leeway should I have to reduce my costs.

It also means I can easily afford the "extra gig" items such as "fast delivery" and "editable PDF" etc.

NOTE: The use of the wording "professional" throughout my advert is to "price condition" my potential client and also to pique their Buyers Perception of Value.

The call to action is simple; "Contact us today for quick delivery!"

And I always ask for 50% up front on ordering. "* 50% deposit on ordering with the remaining 50% payable upon the delivery of your Timeline Cover to your satisfaction".

I'd urge you to test various wording and find the best copy that converts for you.

NOTE: I uncheck the box that says "show on map". I've tested this both on and off and found there is no impact either way. I like to keep my home details off the web as much as possible. It's your choice if you want to do likewise.

Next we are going to click on continue and upload or images.

For this purpose I will upload six images that I have downloaded from the Fiverr providers gigs, ensuring there is NO watermarks relating to Fiverr etc.

edit text edit map edit images

CL glasgow > services > creative services

reply Posted: seconds ago

Facebook Timeline Cover Design





Professional Facebook Timeline Cover Design, satisfaction guaranteed!

Looking for a professional Facebook timeline cover to enhance your presence and promote your business brand?

Look no further, our dedicated team of professional graphic designers can create the ultimate timeline cover for you.

About us.

- * We have years of experience in working with Photoshop and Adobe Illustrator
- * Creative and Original Ideas that are sure to WOW
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- * PSD FILE provided
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** Designs can take up to 7 days depending on complexity etc

- do NOT contact me with unsolicited services or offers

posted: seconds ago [email to friend](#) [best of!](#)

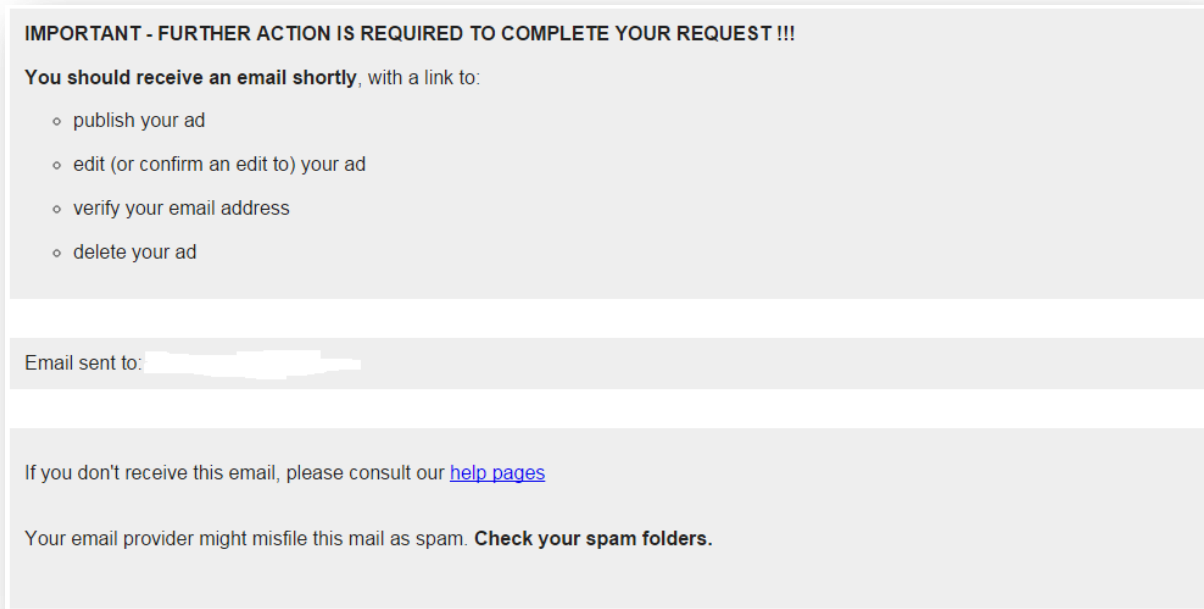
edit text edit map edit images

publish

Above is the “draft” advert and I double check for any spelling mistakes.

Once I’m happy I click “publish” and that’s my advert created.

You will then receive a notification like this...



It’s important that you do exactly as instructed to ensure your advert is published.

The adverts run for 45 days or until you decide to stop them.

TIP

Wait 48 hours and if you have not had any sales from your advert, create another advert using different images and reduce your price by 10%.

I’ve often had a surge of orders when doing this and it is a worthwhile exercise.

Also note, I don’t edit the adverts once I have published them, instead I would rather create a fresh advert with a different headline, body copy, call to action and images.

Handling client enquiries

Here's where things can get interesting.

You'll soon discover that there are some weird and wonderful people in the World and you're going to get your fair share replying to your adverts.

I've had all kinds of weirdness; however, I remain steadfast and professional and this seems to weed out the wheat from the chaff.

Here's my "canned" response to ALL enquiries, again, please adjust this to suit your style of writing and how you wish to conduct your business.

"Thank you for your enquiry,

My name is XXXX (decide if you want to use your real name or not and only use your first name).

I head up the design team here and will be your point of contact for the duration of the project.

To ensure we provide you with the highest level of service please provide your email address and we will set up a "dedicated" Dropbox folder for your project.

We use Dropbox as it allows us to easily transfer files back and forward and it saves emails going missing etc.

Dropbox is free and you can set up an account at [Dropbox.com](https://www.dropbox.com)

Once the folder has been set up, please upload any images you would like us to use in the Timeline cover, also if you have seen a specific "design" that you like, either send us a screenshot or the actual URL to the Facebook page and our designers will take their inspiration from this.

Next, please provide your PayPal email address; this is so we can invoice the first 50% of the project value. We will ONLY invoice the remaining balance on your complete satisfaction.

Once again thank you for your enquiry

Kind regards”

Of course you may receive “questions” and you’ll soon get into the flow answering these, most of the answers can be found on your Fiverr providers “posting” and you’d simply copy and paste them as a response.

Sometimes I get requested to lower my price and I view each event on its own merit; sometimes I will drop my prices other times I won’t. I kind of have a “gut feeling” for this now, it’s hard to explain; however, I just seem to know when it’s right or not.

Fulfilling the orders

The BIG clue to how I fulfil my orders was in the previous section.

I use Dropbox!

This ensures I keep everything in order and it is the best way I have found to receive the client’s images and instructions and also to deliver back the finished artwork.

TIP

Did you know you receive BONUS Dropbox space for referring others?

<https://www.dropbox.com/en/help/54>

I often use my referral link <https://db.tt/Vww37Koc> when replying to a NEW client and I’ve received a LOT of FREE Dropbox space because of this.

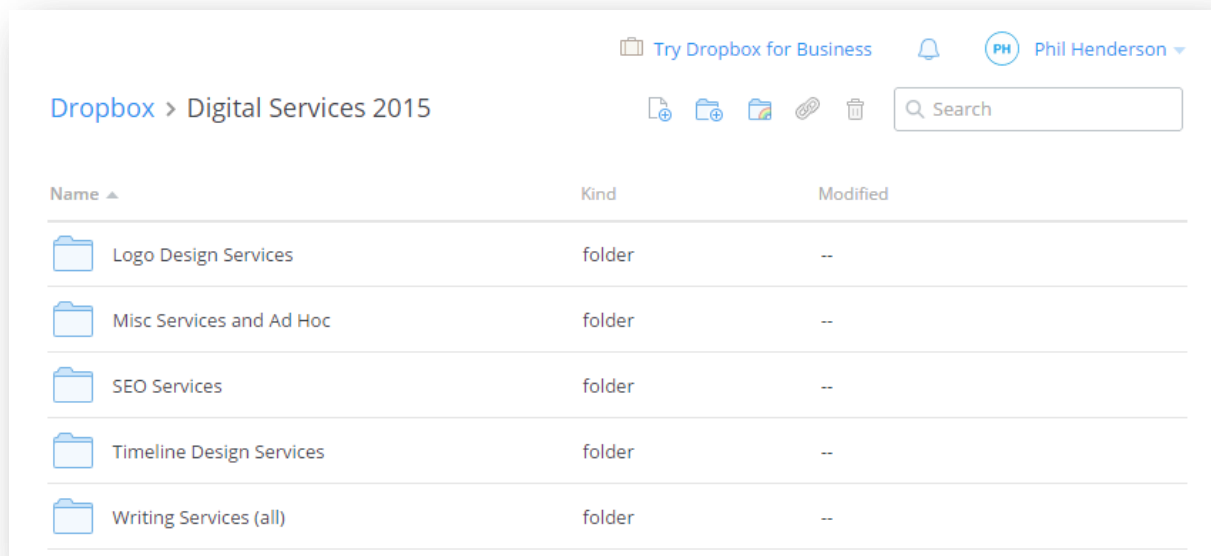
I actually have 2.02TB of space now on Dropbox and I doubt I’ll ever need any more!

Again I want to stress the importance of being organised in your business as you’ll never know just HOW busy things can get.

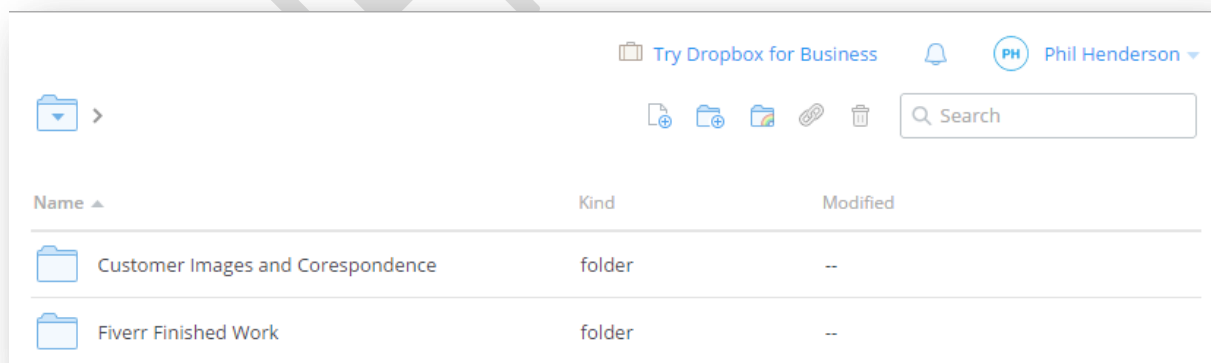
I’ve had days where I’ve had no enquires and other days where I’ve had over 50 and believe me whilst this is a great problem to have, had I NOT been organised and had my “standard” response emails ready I would have become swamped and stressed very easily.

You'll soon get into the swing of things and come up with a process that you can work with and fits in with your style of working.

Here's a simplified overview of my "Digital Services Arbitrage" Dropbox setup.

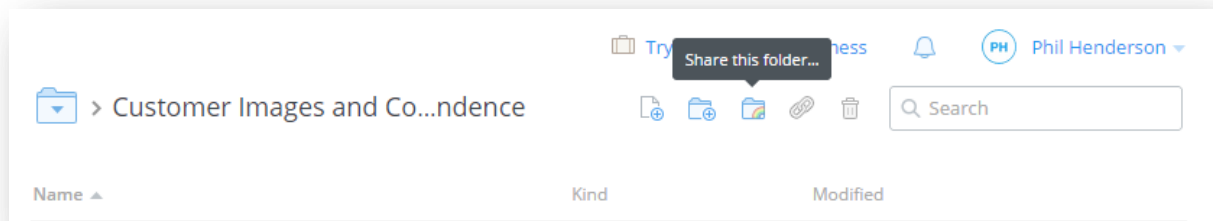


The "internal" folder structure looks like this...

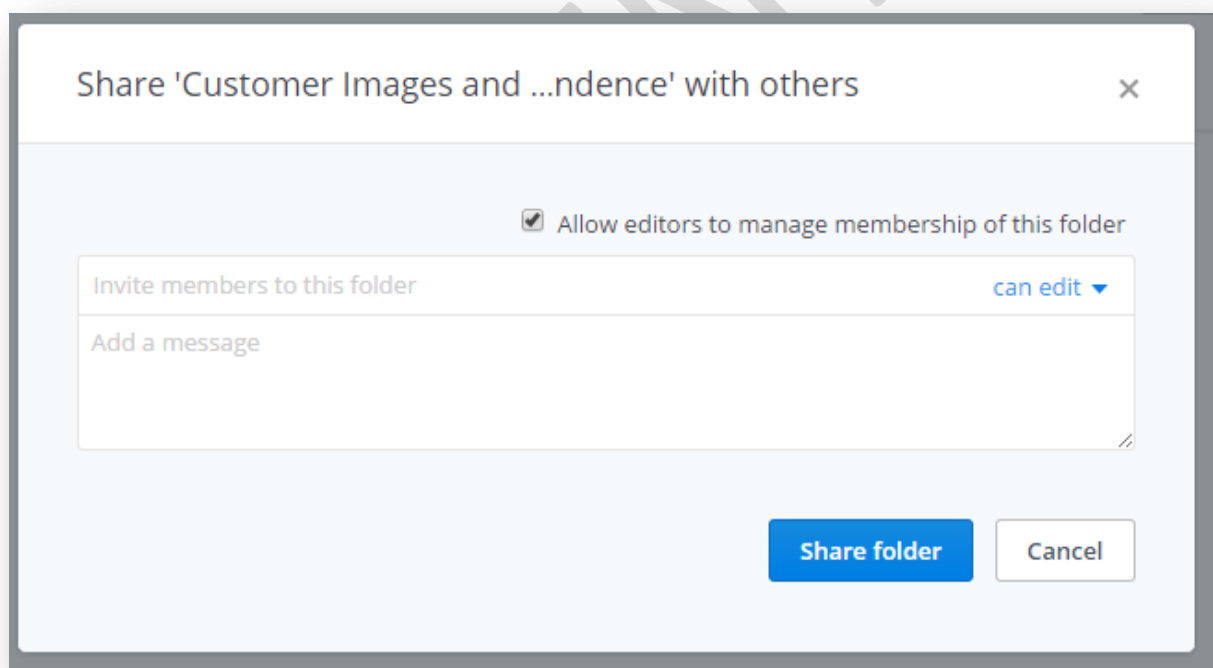


Note: I ONLY share access to the "customer images and correspondence" folder with my client.

It's easy to do and if you are unfamiliar with the "how-to" here is a quick overview and you can also find more instructions via Dropbox themselves or via YouTube etc.



Step 2...



You simply add your NEW clients email address and a note to remind them who you are such as...

“Hi this is xxxx from the “project name” on Craigslist; I’d like to add you to this folder so you can upload relevant images and also any additional information.

We will also upload the finished designs here for your review, feedback and acceptance.

Kind regards”.

Nothing complicated, short and to the point.

Tips and Pointers

I’m often asked how do I know what to write in my adverts and how do I know what to ask my potential clients before starting a “gig”.

It’s really quite simple...

I get the information from the “gig providers” gig page or when I place the order they will message me back and tell me what they need to complete the work.

After time you will know exactly what to ask of your new clients and you will become much more comfortable the more projects you complete.

Don’t let this deter you from posting adverts as I find the more you DO the better YOU become.

Don’t overthink this; don’t over complicate the process, just start sourcing and advertising gigs today!

You have ALL the skills you need to succeed and don’t forget you have access to our Facebook group where the other members and I can offer support and advice!

Finding buyers on Craigslist

I have to be honest here and advise that I have had MIXED results trying to find buyers on CL.

Some have just been tyre kickers who are total time wasters; others competitors trying to “reverse engineer” how I sell and others total weirdos!

Also, the success using this method is often down to the size of the City you are targeting and often you have to cast a VERY, VERY wide net to find suitable buyers you want to deal with.



Gold Members ONLY - Check out the BONUS Section as I have a very special video for you on the use of AUTOMATED software that can find buyers in a matter of minutes!

It can be a REAL slog trying to track down and attract buyers on CL and although I've had some success, researching manually is simply too time consuming an activity and I'd rather be creating more adverts on CL or other sites and leveraging my time that way.

In closing

Digital product arbitrage is a fantastic way to build a massive business with ZERO up-front costs.

Once you have the system down you should be looking to outsource the “heavy” tasks such as research etc, maybe even have your outsourcers create the listings or adverts in the classifieds.

You could even find someone on Fiverr or sites like PeoplePerHour who could do this for you.

The simple truth is these methods work as long as you are willing to work them.

Like the other workbooks, this is only to serve as a reference document and something you can download, print out and read offline.

Be sure to make notes as your head will be bursting with new ideas that you can “test” to make money using these methods.

I say “test” as I want you to get into that mindset of having an idea and just getting out there and testing to see what the uptake will be, after all it will only cost you your time.

Also, be sure to join our Facebook group so you can bounce ideas of other members and also learn new tips and techniques to improve your success.

Thanks for reading



Phil Henderson