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Selling Your Product & Building Your Empire!

Writing Your Sales Letter & Mastering Copywriting

Your sales letter is the webpage you'll be using to help convince your visitors to buy your product. It's all about getting the best conversion rate possible (ie. converting visitors to buyers).

When you break it down to the nuts & bolts of making a sale you have to remember – you visitors don't know you, they don't know about your product and you're asking for their money!

You need to overcome these barriers, these objections and help them feel comfortable with buying your product.

But let's take a step back.

A sales letter is not something that magically makes people spend their money. A sales letter multiplies and maximizes the number of sales you make.

Ultimately you can stick a "Buy Now" button on a webpage, drive traffic and make sales – you just won't make that many.

In fact getting your buy button up is the first thing you should do before even writing the copy! I've read emails and bought products released with a 'no sales letter discount' prior to the official launch.

At least with a buy button up you have a opportunity to make money!

Then add good copy to increase those sales as you educate your readers, highlight the benefits of your product and present all the reasons they should buy right now.

Remember, **your sales letter is a sales multiplier**

How many visitors can you expect to buy your product?

Typical conversion figures '*talked about*' vary from 1% - 3% of visitors to

buyers. Ultimately the most important figure isn't the percentage conversion – it's whether or not you're making money and running your business profitably.

For example a \$997 information product converting at 1% is going to make you more money than a \$97 converting at 3% - right? Even if you turned the \$997 product into a physical product (which has greater overhead costs) you'd likely be making more money.

The job of your sales letter is to get your product converting, turn a profit and get it to a level where "*It's good enough*". If your product proves to be a smash hit with greater potential you may decide to invest in a professional copywriter to really ramp things up.

Or – once the sales letter is good enough – you might move onto your next money making project.

Quick Tip: Internet marketers frequently make the mistake assuming copywriters only work in 'our' niche.

BUT...

They're the guys who write the letters from your bank about credit cards, they work for pharmaceutical companies, politicians, investment banks, holiday brochures, newsletters, emails and much more.

I strongly recommend you find out who the good copywriters are in your niche, get on their email list and find out more about them and their market.

Copywriters have to do much more than just 'write' copy, they need to understand the powers of persuasion, how to push emotional hot buttons, position products and brands.

Start hanging out on copywriting forums and listen it – you'll learn some of the best copywriting and marketing information online.

Argh! Where Do I Start?

Remember – it's all about your market and what's in it for them.

You already know your market, their pains and frustrations, the words they use and the solutions they're looking for. You have done all the hard work when you researched your product and since you've written it to answer those questions... writing your sales copy will be so much easier.

Because you chose a market with competition you can read the sales letters of rival products. This is a great way to shortcut finding out the hottest

emotions, biggest questions and value other products are offering – then you can do it better ;)

If the thought of writing a sales letter scares you (or you've tried in the past) then you can't go far wrong if you follow the advice John Carlton gave to Guru – Frank Kern – when he was struggling to write the sales letter for the Stompernet launch. Here goes...

1. Tell them what you got
2. Tell them what it will do for them
3. Here's what to do next

Get a piece of paper, write down these three questions, answer them and craft your first sales letter – I've used this formula for online sales letters and offline adverts in the past when my mind went blank, deadlines loomed and I needed to get something done.

It's a great place to start and sometimes it's good enough to finish with too.

Classic Copywriting Formulas

As you browse the sales letters of top selling products you may start to notice some similarities and trends. The headlines, graphics, buy buttons, bullet points, testimonials and more.

The unusual thing about sales letters is they're modular.

By that I mean there are distinct chunks that can be written individually and then stuck together. If you think of your sales letter as several different sections it makes the project easier to manage, you can start where you feel most comfortable and start to let your creative juices flow.

Below I've included a typical checklist you can use to make writing your sales letter easier. When you follow these formulas – *always stay focused on the advice John Carlton gave to Frank Kern* – and remember it's all about your market and helping them solve their problems.

Remember you don't have to create your sales letter in this order. Jump to the part you can start and finish the easiest – as your momentum builds the rest will start to come together.

1. Headline – Capture Attention and Build Curiosity

Call out to your market with a headline that captures attention. "How to..." headlines are easy to create and work very well. Include a big benefit, be specific and – where possible – add an element of curiosity to get your visitors reading more.

It's often easy to start by writing out 5 – 10 headlines just to get you

started. When you have finished writing your entire sales letter you may come back and discover different angles and unique points. Don't worry too much if your headline isn't very strong when you start writing, you can come back when the letter is finished and improve it.

2. Offer – Stack the Value & Make It Irresistible

What is your product and what are you offering your visitors if they buy?

Stack the real and perceived value of your product HIGH and make a \$27 product feel like a \$127 product... everyone loves a deal, a bargain and they feeling they're getting great value for money.

Bring out the strongest points in your product and the Unique Selling Point (USP). What makes it different to the others?

Wikipedia Definition: http://en.wikipedia.org/wiki/Unique_selling_proposition

Is it the experience you've had as an author? Maybe your product is more specific or tackles the biggest hurdles your market experiences?

A clever way to find a USP is to find something you and your competitor do that's incredibly important and will impress your readers. BUT your competitors fail to highlight it and let them know. They fail to market this important point.

Bleach kills most bugs but only one brand I know of claims it kills 99% of them dead! I'm sure most others do to but they let the public know?

Your offer also includes the bonus material which can add a lot of value to your product.

A good bonus should complement and enhance your product. For example, a product on *Getting Pregnant* might have a bonus on healthy eating during pregnancy or how to ease the symptoms of pregnancy.

This is also where you test pricing. While you should never aim to compete on price there will be a zone your market is prepared to pay and you should test different price points. This is where it pays to research your competition and (above all) test.

Sometimes lower prices will convert best and sometimes a higher price will convert best – people tend to feel the more they pay the better the product so a 'cheap' product might be seen as 'cheap and nasty'. The same product with a higher price may be seen as premium.

3. Believability & Proof

Can you add believability & proof to your product? Have you evidence of

real results you've experienced and is your sale copy believable?

The best examples of these are the people losing weight where they show before and after pictures holding the newspaper with the date on them.

I particularly like the weight loss sales pages where they don't just before and after – they show pictures of everyday from start to finish. Or they show several people who've all experienced great results.

Why? Because it makes it EVEN more believable – even if you have the same method as your rivals – your proof is better and this becomes one of your unique selling propositions.

Now which sounds more believable?

- *"Little Know Secret Reveals How I Make **\$51,947** per Day Selling Information Products Online"*
- "Little Know Secret Reveals How I Make **\$217** per Day Selling Information Products Online"

Of course it depends on who's created the product but for the most part the second is more realistic to the majority. The first one is too good to be true.

Glenn Livingstone defines Hype as "A promise without proof" so if you're promising results can you prove them? Can you use a video demonstration? If you trained your dog to follow commands then video your dog following commands!

That's proof!

If you haven't any proof – don't let that hold your letter back – you can still market and sell your product. As you get customers you can gather testimonials from your buyers and use these. Or you can go and get your own or have a friend try your method.

Don't let anything hold you back!

4. Risk Reversal & Guarantee – Important for Conversions

Removing all the risk from buying is a key ingredient for buying digital products online.

Unless your visitors already know who you are they may be suspicious of your product and its quality – you have to remove all the risk from them buying.

The most common guarantee for information products are 100% money back guarantees and this is a good way to go because if you're customer

isn't happy then they may just apply a chargeback with their credit card – which is worst for you!

I've offered a money back guarantee on all my digital products and never had a refund request – it's one of those fears you have but if you create a good product refunds are usually just that – a fear.

If you get refund requests – my advice – simply honour them and where possible get feedback from the buyer. Unfortunately there are people out there who buy with the intention of getting a refund even before they buy your product. Forget them and focus your efforts on selling even more! There may be instances where you get too many refund requests. Again this may be the market you're in (the make money online niche is particularly bad) but it may also be the time to evaluate your sales page.

Is it selling something you're not providing? Is the price too high for the value you're providing? This is where testing and tweaking come into play – it's a part and parcel of business.

5. Urgency

Have you ever read a sales letters, liked the product and thought about buying BUT said *"I'll come back later"* or *"I'll buy it later this week"* and maybe even bookmarked the page?

I know I have and 9 out of 10 times I don't even remember the product or the marketer.

People in hot niches have short memories because there is so much choice out there. That's why it's imperative that you learn to build scarcity and/or urgency into your sales letter – *do your best to have your visitors buy today or else...!*

Or else what?

Prices increases, limited numbers (not advised unless it's coaching or has a maximum number your can cater for) and withdrawing bonuses are all options.

Just be careful not to fall into the trap of using false scarcity where you say *"Only 50 Will Ever Be Sold"* and then go on to sell hundreds. That's why limiting the numbers of units sold is usually a bad tactic.

A great way to build urgency is to highlight how your visitors will delay improving their lives if they don't buy right now. In the 'make money online niche' you can try telling your readers that the sooner they buy your product and implement your method – the sooner they can quit their job and live their dreams?

Are you looking forward to your alarm clock tomorrow morning, motivating yourself to get out of bed, the long, slow commute to work and making your boss rich?

Isn't a measly \$47 investment right now – to change your life forever – escape the next 30 years hard grind and actually start living worth it?

Imagine looking back on today as the day you sacked your boss!

Plus there is zero risk to you with my 30 day money back guarantee.

6. Bullet points

Your bullet points will read by lots of your readers and all it takes is for one bullet point to strike a cord and create an emotional response to make the sale.

Your bullet points can mix things up a little and should include a benefit and an element of curiosity. The easiest way to write them is by going through your product and pulling out all best bits. Then turn them into bullet points where you reveal the benefit but not the exact 'how and what to do' – create curiosity.

Have fun with them and invest some time reading and creating a swipe file of the best bullet points you find.

7. What's your story?

Stories are 'something we tune in to' – they create pictures in our minds, generate interest, curiosity and can push emotional buttons. Lots of great products have great stories behind them.

The easiest and most common story I see online is what Vin Montello calls "*Been there done that*" story. It's the story about the guy who was broke, discovered a system that change his life and if he could do it... you can too!

It's the girl with terrible acne, who never had a boyfriend until she found a secret method for perfect skin and now turns down dates.

As cringe worthy as it may seem – you bond with your readers when you're feeling the same pain – its powerful stuff. Of course it doesn't have to be as dramatic as all that...

Imagine working 9 – 5pm with an hours commute to and from work every morning, you get home and look after the family, then sacrifice the time with your wife to sit down at the computer working until 2 and 3am in the morning just trying to make things work...

...busting your balls to get your internet business up and running and

when you get shouted at for not spending more time with your wife..

Little does she realize the driving force, the motivation and hunger for success is your love for them and desire to make your lives better.

That's a story lots of internet marketers are experiencing for real and will resonate with.

Stories don't have to be about sleeping in your car by the side of a highway while you went through garbage bins for your next meal. Everyone has a story they overlook and take for granted – you have to find your own story!

8. Post Scripts

Given the amount of people who scroll straight to the bottom of a sales page to check price – it's no surprise that Post Scripts (your P.S. and P.S.S) are highly likely to get read.

This is your last chance to reinstate the benefits of your product and what they'll miss out on if they don't buy today!

Finish your sales letter strong and remind them of the key points on your letter. Remind them of the benefits they'll experience and remind them of what they have to lose by not taking action today!

9. Sales Letters Should Be Easy to Skim Read

You need to write your sales copy for those who'll read absolutely everything AND for those who'll skim through picking out the interesting bits.

Use sub-headings (similar to the headings) and lead into your next paragraph to break up the copy, make it easier to read and keep the attention of skim readers.

A nice technique is that someone who skims your sales page and reads nothing other than the headings, sub-headings and bolded elements of your copy will still have a good understanding of what your product is, how it is different and how it can help them.

Another cool tip is to make sure your reader is never faced with a whole computer screen of just text – that there is either an image of what the product will do for them or a sub-head visible to break up the text on every page they scroll through.

You can also help skim readers with appropriate bolding and highlighting. So by reading the sub-heads, bolding and highlighting – they get the gist of what you're selling.

All it takes is one point to catch their attention and they'll go back and read

the rest of the sales letter.

10. Overcome Objections

There will always be objections and reasons not to buy your product. Some of your forum research will reveal these objections and it's a good idea to overcome them in your sales letter first.

Some salesmen like to bring up the negatives they expect to hear in a face to face meeting and get them out of the way so they can't be used later on by the buyer. Do the same with your copy.

If price is likely to be an issue you have to hammer home the fact that page 10 of your product is worth more than the measly \$47 (or whatever price you choose) all by itself.

Tell them the bonus material sells for \$97 elsewhere and then remind your readers they really do have nothing to lose because they're backed up by your 60 day money back guarantee.

Just to finish...

From internet marketers through to professional copywriters, a simple checklist like this can help keep you focused and on target. As you get used to writing sales letters you should create your own checklist.

And when you get to a level of experience where you feel comfortable crafting a 'good enough' sales letter in a couple of hours... you should still use your checklist... it's part of your system to keep your work consistently high, remove the feeling of overwhelm and streamline your working day.

Copywriting & Sales Letter Frequently Asked Questions

How long should my sales letter be?

I've no idea who said this but they made it very simple to understand.

'A sales letter is like a woman's skirt, it should be long enough to cover everything while being short enough to keep things interesting'.

Sales letters can run into double digits of pages and typically the more expensive the product is, the longer the sales letter. This is because you'll likely have a bigger product, more objections to overcome and have to work hard to build up the value of your offer.

Lower priced items don't have the same price resistance and can often be shorter but your job is still the same – you have to write whatever it takes to maximize conversions. You write what it takes to make the sale, no more, no

less.

What about video sales letters?

First it depends on your product. If your product is video based, then it makes sense to use video. If your product is text then it makes sense to use text on your sales letter. Or if your product is software that can be demonstrated – video is very good idea.

The most important question is '*Will it increase conversions?*' which you won't know until you create a video and test it so...

The biggest determining factors are:

- a)** Do you have the time and resources and
- b)** Testing!

If creating a video is going to slow your project down, then skip it or add it later. If you're a dab hand and have the resources go create a video then do it.

The easiest way to create your video will be by reading your sales copy into a microphone as you record a slideshow presentation (eg. Powerpoint). The information you read can simply be your sales copy while the PowerPoint presentation can be a summary that highlights the key points.

Remember you can try text, video or video with text and don't let decision making and thinking about it hold you back. You can always go back and make it better later on.

How do I test my sales letter?

The first step is to create two different versions of your sales page – perhaps headlines, changes to the order form or text versus video – the variations are endless. You might even try two totally different sales letters to see which works best.

The next step is installing testing software onto your sales page, the variation and the conversion page (ie. The page they go to after buying).

[Google website optimizer](#) (GWO) is a free split testing tool you can use. As traffic lands on your site, the split testing tool will alternate the traffic between page1 and page2. When someone buys your product they go to page3 and a tracking script on this page confirms the conversion.

A lot of people don't like letting Google in on their business so there are alternatives you can pay for. One I recommend (and is better than GWO) is Visual Website Optimizer. It comes with a 30 day free trial and lets you test a lot more than GWO.

Finally (and I'm not sure who said this originally)

"Test screams not whispers"

Test big changes to your sales pages that make big increase in your profits – not little changes than make little increases to your profits!

What about a picture of me?

The answer to virtually ever question comes back to testing but there's a good chance a picture of you will help increase your sales. Why? Because people buy from people and like to know there is real person human on the other side.

If you included a story in your sales letter REMEMBER your story helped them decide to buy and a picture of you can make that much more vivid. I also believe that it helps build a relationship between you and your buyer. This is important if you want to follow up and sell other products to them in the future.

Instead of name they can't remember, there is a face to that name.

My product isn't selling so I'm going to lower my price

The price of your product is part of your offer and something you should test.

There is no guarantee that lower price equals more sales. I know I never buy cheap running shoes because I associate price with quality and the health of my feet, legs, hips and back are all important to me. If two brands were presented to me I'd probably go for the most expensive brand (wrongly) assuming they were better.

Price is something you should test BUT if sales are slack reducing your prices is the lazy thing to do and cuts into your profits.

First you should improve your sales copy – perhaps you're not presenting your product in the most favourable light and demonstrating how good a product it really is.

Second you should improve your offer – try adding new bonus material to improve the value of your offer and help justify the price.

Only then – if improving your copy and your offer fail – should you reduce the price.

How do I get proof and testimonials?

As always don't let a lack of testimonials or social proof slow you down and stop you getting your product online and selling. Unless your sales letter is

totally unbelievable not having these elements may simply reduce your conversions – it doesn't reduce them to zero!

There are two easy ways to get testimonials, social proof and feedback from your product.

The first is to find a group of individuals to review your product. This might be people you know personally, you could email your list or approach individuals on forums.

It's as easy as asking the question "Would you mind reviewing my product and offering me honest feedback?"

In most instances people are nice and more than happy to get a product for free so they can review it. It's really is as easy as asking.

The second is to ask the buyers of your product for feedback – good and bad – so you can use the good stuff as a testimonial which is great for improving your sales letter and even increasing the price.

If you're worried about negative feedback then simply take it on the chin. The feedback from your buyers can be used to update and improve your product which you can send out to all your buyers (including the one's with the negative feedback. It keeps your buyers happy raises your game.

Where possible ask if people will supply a photo you can put alongside their testimonial (you can also mention their website URL which is good for them).

This makes testimonials much more engaging and believable.

WHAT TO DO NOW?

Step 1

Get your buy button up right away. As soon as your buy button is up you can (in theory) start taking orders. I've had sales letters up with no buy buttons in the past. They're simply wasting my time and the opportunities from the people who found my webpage.

Step 2

Start and finish your sales letter in one sitting. Shut the door, turn off your phone and get your first draft up done right away.

Step 3

Read your first draft out loud and tidy up any clumsy sentences and lines – don't perfect or rewrite it just yet – get your first sales letter up online.

Speed is of the essence here! When you improve your sales letter this becomes your second copy to run tests against.

Step 4

Install Google Website Optimizer (and Google Analytics) to start getting data from traffic that lands on your site. You'll be able to find out how many people visited, how long they spent reading your webpage and how many converted.

Step 5

Start to focus on driving traffic. As you drive traffic you'll start to notice that not all traffic is created equal. Some sources convert into buyers better than other sources. This will affect your sales page conversions.

This is also true of affiliates – some send high quality, pre-sold traffic while others send junk traffic that ruins statistics. The better the traffic, the better the sales conversion.

Step 6

Continue to drive traffic and improve your conversions by tweaking your sales page. Remember good enough is good enough – there will come a point where the time you spend improving your sales page starts to make little difference and your time is better spent elsewhere.

Building Your Empire 😊

Ok you know your market, you have your product and you got your sales letter up and taking orders.

It's time to start driving traffic to your sales page and expand your empire.

There are a million and one different ways to drive traffic and the key is to focus on creating a plan or blueprint you'll stick to and follow daily or at least weekly until you get things going.

If you're familiar with the 80:20 rule or [Pareto Principle](#) – how 20% of the things we do get 80% of the results – marketing is the 20% that will yield 80% of the results.

First you need to drive traffic, then you need to watch and improve conversions and when you know people are prepared to spend money on your product... it's time to expand, create a sales funnel and start to 'go deeper'.

Build your empire!

Start Driving Traffic

Traffic is one of those evergreen niches because it really is the lifeblood of your business. By evergreen I mean it's one that it's going to be relevant for a long, long time! Without traffic you make a big fat zero sales... with traffic you might still make zero sale but at least now you know you have to work on conversions!

Bottom line - you need traffic!

The list of methods to drive traffic is longer than both my arms put together. Here are some of the most popular:

1. Article marketing
2. Search engine optimization
3. Forum signatures
4. Banner advertising
5. Pay Per Click
6. Blogging (and blog commenting)
7. Recruiting affiliates
8. Working with Joint Venture partners
9. Social media (eg. Facebook and Twitter)

There's just too many to list and too many to become an expert at all of them.

The most attractive forms of driving traffic are usually the free ones and that's a great place to start, build experience and avoid losing a ton of money.

But the real cost is your time. You can always make more money but you can't make more time!

Is it better to spend 10 hours writing articles or \$100 dollars on paid advertising that gets you traffic immediately?

Your time is valuable and you have to ask yourself:

Is it more profitable to spend \$100 on driving traffic so you can free up time to create a new product – than spending that time driving free traffic?

Quite often free traffic is a false economy. You can work your butt off posting on blogs, getting exposure to your forum signature and writing articles – when you'd have been better spending that time on paid traffic or networking to build relationships and find JV partners.

If you're the kind of person who believes it's a good idea to spend \$1 to make \$2 – then as soon as you start to make money from the sale of your product – reinvest your profits back into getting more traffic.

Think About This: Have you ever refused to invest money in paid traffic yet bought a product (or five) on learning a new technique to drive more traffic to your site?

Next time you dig out your credit card to buy a new traffic super-solution consider investing that money directly into paid advertising instead – it might get you better results!

A great example of paid traffic in the Internet Marketing niche is of course – the Warrior Special Offer section of the Warrior forum – and the classified adverts on the pages. There you see well targeted paid advertising (ie. adverts for Internet Marketing products and not weight loss products)!

Start slowly, track your results and you'll soon discover that paid traffic is the only way to truly turn traffic on and off like a tap – you decide whether you want a trickle or a flood.

Now Before You Drive a Single Visitor to Your Website...

Think of a big marketer you like to follow and listen to. The reason for their success is because they get a lot of traffic and they convert that traffic. There's no other way to make money other than bringing an offer and traffic together.

Now have a look at how they get their traffic.

Can you find them writing regular articles on Ezinearticles? And if they do... did they really write them or where they outsourced?

Are they spending hours on the forums posting so they get clicks on their forum signature?

Do they invest the time in Search Engine Optimization so they rank highly in Google for the search term and keyword?

I sincerely doubt you'll find one marketer – big or small – who spends the majority of their time doing any of the above. Not because you can't but because it's not easy waking up everyday and wondering how you're going to get traffic to your site and pay the bills.

What they will do is drive traffic using affiliates and joint ventures. You may like it, you may not feel comfortable with it but it's a fact. The easiest way to put your traffic on autopilot (or at least as close as possible) is by constantly recruiting and motivating affiliates to do it for you.

Affiliates specialise in traffic.

Let's say that again – affiliate specialise in traffic!

They don't create offers, they don't have customer support. All they do is drive traffic using all of the methods listed above (and every new traffic source that comes out in the future).

You recruit affiliates and they use – article marketing, seo, PPC, banner ads, social media, forum signatures, email marketing, banner advertising, blogging and every brand new method that comes out in the future.

Seriously... you need to think about recruiting affiliates and letting them drive the traffic so you can focus on building your business.

It means you can work ON your business and not IN your business.

Build a Ginormous Sales Funnel

Not sure if ginormous is a real word – somewhere between gigantic and enormous - but everyone will agree a huge sales funnel can only be a good thing.

So what's a sales funnel?



Diagram Above: Your sales page is your opportunity/product and at this moment in time your traffic either buys your product (the sale) or leaves your page. Chances are, those visitors will never return.

With a sales page your website traffic lands on your page and either buys – or does not buy. And that's a good place to start and find out if (and how well) your product converts.

Without any delay or 'over thinking' you have your business up and running – you're taking orders and testing the market.

The downside is everyone who doesn't buy leaves your webpage and is unlikely to return. This is particularly bad if you're paying for traffic that simply bounces back and leaves your site – you are pouring time and money down the internet drain.

Unless you build a sale funnel.

Hopefully from the diagram above you'll appreciate that the more people you 'pour' into your funnel (traffic) and the wider the neck at the bottom (conversions) the more money you will make.

Between your traffic and your sales page it's time to add a lead capture page (squeeze or splash page) and entice them to join your list. Once they join your list they are instantly forwarded to your sales page where you they hopefully buy your product.

How to Interact With Your Market & Sell More Stuff!

The purpose of your lead capture page is to build a list and keep in touch with your visitors once they leave your site. Over time the goal is to build a relationship with them, build trust and constantly remind them about your product.

They may not want it now but that's not to say they won't in the future! The best way to do this is to interact, ask questions and listen to your list.

Ask them what their most pressing problems are, what they've tried in the past and what they'd like to try in the future. The easiest way is to write an email with some short questions or use a service like [Survey Monkey](#).

This is great feedback to help improve your front end product, tweak your sales copy and build your future backend products and services (see step seven)!

Get surveys right and you may never have to do a days niche research ever again!

Step One: Create Your Lead Capture Page

This is the first step in your sales funnel where you offer your website visitors a reason to join your list. All you need is their name and email address and a good reason they should part with those details. The most common method is to offer a free report, gift or newsletter in return for their contact details. The better the gift... the more likely they are to give you their contact details! If you can put a monetary value on your gift – even better!

The best free gifts have a monetary value and provide a partial solution to the problem your market is looking to solve. It should offer useful but incomplete information and lead readers towards buying your paid product.

As soon as your visitors join your list they are sent to your sales page by your auto-responder provider where they buy – or don't buy your product.

If they buy your product – you get paid, they get their product and you should set up your system so they are added to a specific email list for buyers.

If they choose not to buy your product at least you can stay in touch via email, send them updates, free information and regularly plug your products. This is your non-buyer list.

There is a lot of money to be made in the follow-up!

If you need a hand with setting up your squeeze page I

recommend this free resource:

www.alansinternetmarketing.com/squeeze

It's always a good idea to promote your own products first since your new subscriber joined your list because they liked the free gift you had to offer and what you had to say.

But you can't and won't convert everyone into a buyer so at a later date you can start to sell other products – either your own or other peoples.

Some people will never buy anything and others are just waiting for the right offer. Remember people's circumstances change and so do their needs.

As time goes on you may look into ways to maximize your traffic further using exit pop-ups and other strategies to get as many people onto your list and in front of your offers.

Whilst I whole-heartedly believe in capturing the email addresses of as many people as possible there is one distinct disadvantage.

You may alienate affiliates. Many affiliates won't promote to a squeeze page in case they are not credited with sales commissions – this happens from time to time in the real world and – as the saying goes – "once bitten, twice shy".

The easiest way around this is to have two options – a sales page or the squeeze page and let affiliates decide which they want to promote.

Step Two: Drive Traffic to Your Lead Capture Page

Pick a method and start driving traffic. The best way to get started is to block off time in your day and have a checklist of things to do everyday.

It might be post a \$40 classified advert and speak to 10 potential JV partners. Or you may decide to use free traffic and might write 5 forum posts, 1 blog post, 5 blog comments and an article everyday.

Remember you can re-purpose your work by re-writing blog posts as articles, posting your articles to Ezinearticles (or where ever) and then letting affiliates use them to post around the interweb.

Create a daily routine, drive traffic and stick to that routine until you find a better or smarter way to get traffic fast!

Step Three: Create a High Converting Sales Page

Anyone who joins your email list instantly gets sent to your sales page where you present your product. Your lead capture page and free gift should

complement your main offer – which should be a more complete solution.

If your subscribers buy your product they can download their product and should be added to a new list for buyers – people who have proven they spend money on solutions with you.

If they don't buy (right now) you get a second bite of the cherry by following up with emails to your non-buyers list (step 4). Now you can keep in touch until they buy, die or unsubscribe from your list.

Your goal right now is: Get your sales page converting the best you can.

Not only will you make more money but better conversions also means more money for affiliates and that will keep them motivated and sending traffic by the bucketload!

More traffic = more money and a bigger buyers list

Bigger Buyers List = even more money

Create a high converting, high quality front end product and get affiliates promoting it so you can make EVEN MORE money!

Step Four: Follow-Up with Emails to Leads (non-buyer) List

Your email list is where you're going to make the most of your money.

You can follow-up indefinitely and as harsh as it sounds until your visitor buys, dies or unsubscribes from your list.

There are, however, different email marketing models you can use here.

The first is to hammer your list aggressively with your offer and promote other people's offers too. You will make more money fast but you will very quickly burn and tire your list out. This works best if you have the ability to send bucket loads of traffic to your squeeze page and add thousands of subscribers per month.

The second option is my preferred method – you build a relationship with your list – provide valuable content and (remember this is important) keep selling. Don't feel guilty about selling once you are always talking and helping your list with their problem.

You should start by promoting your own products, add new products and (where useful) other people's products too.

Step 5: Treat Your Buyers List Like Gold

Your buyer list should be treated like gold. These are the guys and girls

who spent money with you – an action that sets them apart from the people on your non-buying list – and if you treat them well and present them with good offers they'll buy from you again.

It's very easy to forget your list is made up of real people with real dreams, hopes and aspirations. The subscribers to your buyers list are also the ones that put the food on your table, pay your mortgage, bought your car and may even put your children through college.

Treat them like gold – look after them.

Marlon Sanders calls them his "A-Team" and they get his premium information, great free content through his emails and discounts on some of his products. Look after these guys!

Step 6: Follow-Up with Emails to Buyers List

We've talked about the importance of traffic and conversions. The final piece of the jig-saw is your visitor value.

Your formula for success looks like this...

$$\text{Traffic x Conversions x Visitor Value} = \text{Income}$$

Let me give you a real world example.

Example: Imagine your local martial arts school charges a \$100 joining fee plus \$100 per month tuition fee and \$50 per private lesson...

If that person stays for 6 months they're worth $\$100 + (6 \times \$100) = \$700$ to the school.

If they stay for 12 months then they're worth $\$100 + (12 \times \$100) = \$1300$ to the school

If they stay for 12 months and do a private lesson costing \$50 every month too then they're worth $\$100 + (6 \times \$100) + (12 \times \$50) = \1900

Clearly the last student example stays the longest and pays (or buys repeatedly) and is the one that makes this martial arts school the most money per month and over the course of a year.

As an internet marketer you can push for just one sale and build a buyers list. Or you can deepen the relationship with your buyers list, make repeated sales and turn them into a customer for life. You increase the lifetime customer value and your income.

The great thing is you have access to your buyers at the touch of a button (ie. Click send). There is no need to invest any more time, effort or money in traffic. You've done the 'hard work' by getting them to buy from you the first time. It gets easier from here on!

Remember...

Look after your buyers list, present them with high quality, relevant offers and they'll put money in your bank account over, and over and over again.

Step 7: Build a Backend Catalogue of Products

Ok so this may not be in the 'sales funnel' picture above but it's a CRITICAL factor for online and offline marketers alike.

The hardest sale to make is the first sale and (usually) it's for the least amount of money because it's the start of the relationship. It's why your first task should be to create a high converting, front end product that delivers high quality content.

But once you made that sale it's much easier to make more money by promoting bigger, more expensive products with higher profit margins.

As an affiliate I've some great days and one of the best was when 38% of the people landing on the sales page made the purchase – the only downside is that the product made me a measly \$7 commission.

Note: Still it was a good day and despite the low commission I was really glad I promoted because this was a tool everyone should have and I was providing a good service by letting them know where to get this tool before the price more than doubled. It made me look good.

On the other hand I've had some really nice days where I only sold one or two high-ticket affiliate product that made me hundreds in commissions.

You can make big bucks online selling \$7 products but the big money is in selling mid to high priced items that will make a massive difference to your bottom line.

This includes continuity programs where someone might spend \$97 a month for 12 months – that's a grand total of \$1164 over a year! Continuity programs are simply high-ticket items with a payment plan.

When you have your front end product in place and making you money it's time to ramp up your sales by offering a variety of related products at different price points.

Some people will only buy your low priced products less than \$47, some

will pay up to \$97, some might join your continuity program and others will pay hundreds for your personal coaching and mentorship.

Want a \$25,000 month? Read this...

I recently came across a 4 week mentorship program costing \$500 which was limited to 50 people. The marketer sold out all his spaces, making an extra \$25,000 in just one month!

That's for just one months work in addition to selling all his other products and continuity programs which – for the record – are all products like this, written in eBook format and sometimes read and converted to MP3.

These are digital products that sell themselves 24 hours a day, 7 days a week, 365 days a year through a simple sales page like the one we've already talked about.

Internet marketing takes work BUT it's easy compared to lifting bricks, building houses, commuting to work and asking "How high?" every time the boss says "Jump!"

WHAT TO DO NOW?

See the big picture but don't allow it to overwhelm you. The first step – creating your product and sales page – is the first and most important step.

Once you have your product up and selling it's time to build your sales funnel. Do everything incrementally, add layers as you go and gradually improve!

When your product is up and selling – do this:

Step One: Keep in touch with your buyers

Start emailing the buyers of your product on a regular basis. Stay in touch, make sure they don't forget you and provide a combination of content and product recommendations.

Ask questions and survey them to find out more about them and how you can help and what future products might help them out.

Step Two: Capture the information of people who don't buy

Add a lead capture page (squeeze page) so you start to collect the data of your visitors before passing them onto your sales page.

Visitors who join your list get forwarded to your sales page... visitors who don't join either leave or you can add an exit pop-up later on to capture a percentage of these people.

Step Three: Follow-up with the people who don't buy via email

Create a follow-up series of 5 – 10 emails spaced out over the next month offering partial but incomplete information and soft-sell your main product.

Track results to see which emails generate the most sales.

Ask questions and survey your list to find out more about them, their situation and what you can do to help them (eg. These are new products to create or recommend).

Step Four: Create your next product and start to sell it

When you already have a list of buyers and non-buyers you have data from survey's and feedback. It's time to start adding new products to your 'sales funnel'.

Your sales funnel can go 'deep' or it can go 'wide'. It's better to start going deeper, adding complementary products that gradually get more and

more expensive. These include more comprehensive courses and membership sites with recurring billing and personal coaching.

If your front end product was an eBook here are some examples on how you could go deeper (stick with the same niche):

- 1) **Start with \$37 eBook:** Marathon training for beginners
- 2) **Charge \$97:** Create a video course with exercises and interviews of people who've completed marathons – the problems they faced, how they overcame them and what they'd do differently next time.
- **Charge \$47 x 6months:** If the average marathon runner prepares for 6 months create a continuity program with weekly training schedules, diet, exercises, overcoming injury and tips to follow along. Help them on their journey as they train for the biggest event of their life!
- **Charge \$97 x 6months:** Same continuity program with email coaching so they can email you for advice once a week asking anything they want (or create a community using yahoo groups where they have access to you and other community members).

While you might be wondering what content to provide, as you deepen your funnel you have the chance to interact with your subscribers and find out more. This will keep your products 'alive' and constantly give you new ideas to add and improve.

Then -- when you've gone as deep as possible you can:

- 1) Kick back and collect the money!
- 2) Sell your business for a lump sum
- 3) Try your hand at a completely different niche.
- 4) Move sideways into a niche where the information overlaps. You could move into Triathlon Training where there is an obvious cross-over of both customers and information – you can recycle and reuse information, diets, testimonials and training techniques from your marathon course in your Triathlon course.

Here are some other alternatives to RAMPING UP your income!

Easy Continuity:

Create a 12 month course on affiliate marketing where your subscribers pay \$27 per month and get a 10 – 30 page short report every month emailed to them.

All you have to do is get 100 members on board and you're making \$2700 per month for writing short reports every month. Fill it with a cool

1000 members and you're making \$27,000 per month (remember the 80:20 rule and focus on marketing your service).

Get Physical!

Turn that same monthly report into a real report posted to their home address every month and charge \$97 per month.

Get 100 members on board and you're making \$9,700 per month gross or get 1000 on board and you're making \$97,000 per month.

Sure digital products are close to 100% profit but you can charge more for physical products and there are plenty of service providers who'll do the printing or create the CD or DVD for you online you can make a lot more money.

Check the prices: <http://kunaki.com/prices.asp>

Food for thought - eh?

Now Put It All Together!

The Irony of the Internet & Dare to be Different!

The internet is a funny and frustrating place to be when it comes to setting up an Internet based business. It's sad and it's ironic that when we read the sales pages of a brand new product – promising riches – and buy...

... we are buying an INFORMATION PRODUCT.

Did you get that?

We're looking for a solution to our financial worries -- so we buy information products – and miss the fact that creating OUR OWN PRODUCTS is the key to success.

The irony ☺

Dare To Be Different?!

It starts by realizing there are no push-button solutions and the surest way to success is by choosing an evergreen business model. One that worked in the past, works today and will work well into the future.

You can be different from the 97% out there dreaming and wishing they could change their lives by simple **seeing what other people are doing**, taking note and building your own information empire.

You'll save a ton of time and money too!

Selling information is one of those skills that – once you master – lets you work once and get paid over and over again. You can build a residual income, go to bed for 7 hours and wake up richer.

Information marketing is an evergreen business models – we'll never satisfy our hunger for information – we will always have problems that cause us pain and chase dreams that give us pleasure.

As a sports fan I couldn't put a price on what I'd pay to become a major sports-icon so \$47, \$97 or even \$1997 to help me get there is an absolute no-brainer. And there are many more out there – just like me!

As Lao Tzu said "*The journey of 1000 miles begins with a single step*" your first step is your first product.

That's where it all begins – now it's time to stop reading and start applying everything you've learned in this course.