



PAPERLESS eBook PUBLISHING FOR PROFITS

MODULE 2:
**Setting Up Your Business For
Paperless eBook Profits**

PAPERLESS E-BOOK PUBLISHING FOR PROFITS

**Setting Up Your Business
for Paperless E-Book Profits**

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PAPERLESS E-BOOK PUBLISHING FOR PROFITS

**Setting Up Your Business
for Paperless E-Book Profits**

Info Product Business Setup Explained

Dear Valued Reader,

Having a business system that works is one of the **most important Internet Marketing success factors**, and I will be dedicating this sequel to showing you, **step-by-step**, on how you can create your Internet Business following 3 slightly-deferred-but-proven blueprints I have discovered – the proven and tested blueprint used by **top** Internet Marketers today.

Always **was**, always **is**, and always **will**.

Just to let you have a *rough* idea of the type of system you are going to construct from this blueprint, a top Internet Entrepreneur whom I had the privilege to study after used one blueprint and sold more than 3,000 copies of his \$97 E-Books on the Internet in the space of 2 years.

That works up to more than **\$291,000**, which also works up to more than **\$145,000 a year**.

Another entrepreneur used another deferred blueprint, but his results were almost just as amazing, especially when we talk about **residual income** from his leads service (you'll get to see him in the case study later).

Don't let the figures intimidate you but I want you to realize the **power and value** of the information you now have in your hands.

This manual is **NOT** solely about copywriting, though I will be covering some basic principles of writing a sales letter that works. You can't make money without knowing and putting them into practice.

You won't find me recommending *expensive* professional services to overcome whatever disabilities you may have because I will show you how you can do everything yourself and where to get all the things you need to get started for *free* or *dirt-cheap* fees regardless of whether you have a flair for writing or not, have any programming or designing skills or not.

It doesn't matter if this is your first time in business and it works in any field or niche.

Game for Round Two?

To Your Paperless E-Book Publishing Success!

The 3 Business Models You Can Choose From

First thing's first: there are only **two** main purposes of your web site. They are:

- To sell your product to your customer
- Capture leads.

That's all. Yet, these simplified purposes are often overlooked by most Internet Marketers.

Your site isn't there to have many links and contents. Your site isn't there to give freebies (you can't get rich that way, anyway).

Your web site only sells your product and capture leads. **It is that simple.**

This is especially true since you will only be selling at least one Information Product (also known as digital product) off your web site.

In a conventional sense, you are setting up a mini-shop, not a supermarket, which sells only one product or a group of products of the same theme.

A marketing school of thought says that you **either go small or go big.**

In other words, there is a razor edge between starting a small Internet Business as compared to a huge Internet Business, like Amazon.com.

Now, there is **nothing wrong** with a smaller size of an Internet Business, such as what I am about to reveal to you in the coming pages.

If you are running an online version of “Wal-Mart”, your prospects are likely to expect you to have everything under the sun and if you cannot start an Online Business that size, you are better off starting a business that sells only one product.

Your site becomes more prospect-focused, and your prospects on the other hand are ready to expect what you have to offer.

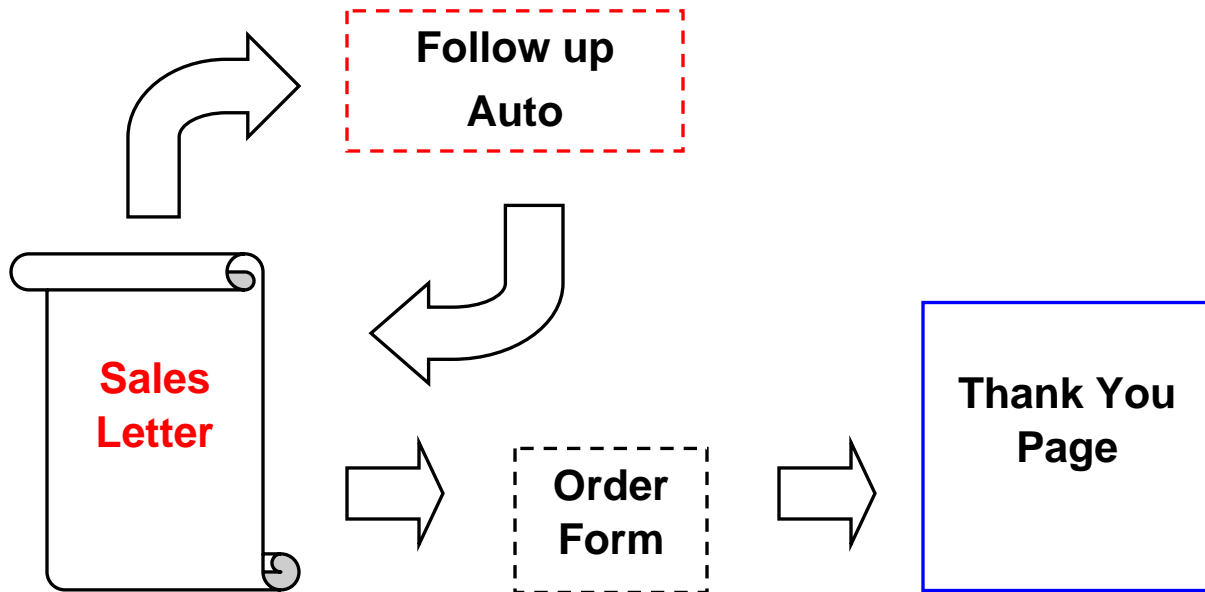
Having said that, many beginning Internet Marketers are not clear with the major goals thus their lack of focus often shows on their web sites.

Well, that’s **not** going to happen to you, not with this manual in your hands, as far as I am concerned!

There are **3** ways you can structure your business system (or school of thoughts, if you would like to call them) and achieve the two goals stated earlier, which are selling to your prospects and collecting subscriber leads.

Given no specific name, here are the 3 ways you can model your business system:

1. Model A



The concept is simple. You set up a well-written and persuasive one-page sales letter on your web site.

The only thing your prospect is going to see at your web site is your sales letter but there is more to it than meets the eye.

Your sales letter does all the selling to persuade your potential customer to buy your product from you.

There are no other links on your sales letter aside from your **Buy Button**. If your prospect is interested in your product, he will buy from you.

Your prospect, now your customer, will proceed to your order form and pays you with his credit card via a credit card payment processor you have set up in your order form.

Since your product is digital in nature, your customer will then be redirected to your Thank You Page you have created where he can download your product.

This process can be automated and very often, your net profit is very close to 100%.

There are transaction and deduction fees incurred by your credit card payment processor but they are so small they can be negligible.

If your prospect decides NOT to buy from you, you install a script in your sales letter to have a small window pop up when your prospect leaves your web page.

In the pop up window, you ask for your prospect's permission to leave his name and e-mail address for you to follow-up with him using an auto responder.

Earlier, you have written your series of follow-up messages to be e-mailed to your prospects on intervals and if your prospect leaves his name and e-mail address, your auto responder can do the follow-up on your part, automatically, sparing you the manual work which can be non-productive.

In your follow-up series, you reveal extra information or maybe give a sample of your product but the objective is the same: to **persuade** your prospect to buy from **YOU**.

Most people don't buy on first contact and when they leave your web site, chances are they will forget where they were 10 web pages ago.

And if you fail to persuade your prospect to be your customer after a few follow-up messages, you can invite your prospect to be your affiliate and partner in success.

If your prospect becomes your affiliate by signing up for your affiliate program, he will promote your product to his network of contacts for a commission. **And the cycle continues.**

Examples of this Business Model

Guide to Private Label Rights

<http://www.ebizmodelsyoucancopy.com/plc>

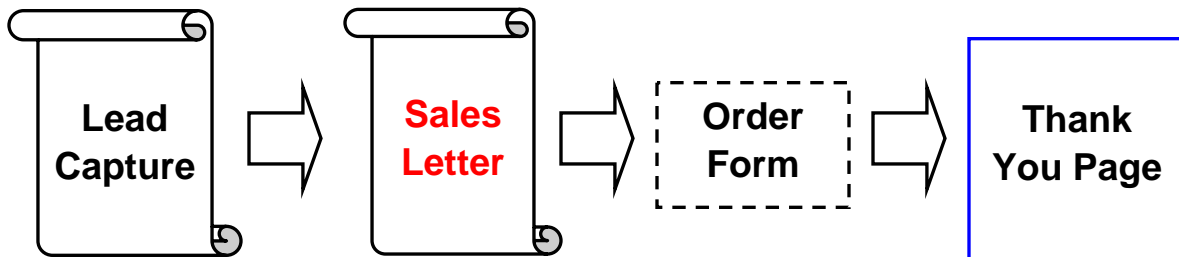


My Seduction Secrets

<http://www.myseductionsecrets.com/>



2. Model B



Contrary to the first model, you capture the prospect's name and email address FIRST.

On the lead capture page, you provide information on what the prospect should be expecting from you, in a nutshell.

Once he or she is interested and enters his name and email address into your opt in form, he or she will be directed to your sales letter.

The rest of the process here is similar to Model A, where your prospect reads your sales letter and if he or she is convinced and interested, he or she will go on to be your customer and purchase your product via your Order Form.

The difference between this model and the former is that you capture your prospect's lead first, which if done right; you are likely to collect more leads as compared to Model A.

He or she will then be subscribed to your auto responder mailing list where he or she will receive follow up letters from you in effort to persuade him or her to purchase your product by providing extra useful information NOT found in your sales letter.

The advantage of doing this model is that even if your prospect, who opted into your mailing list, can be followed up with other products or services you either own or are an affiliate for, regardless of whether he purchases your primary product or not.

Examples of this Business Model

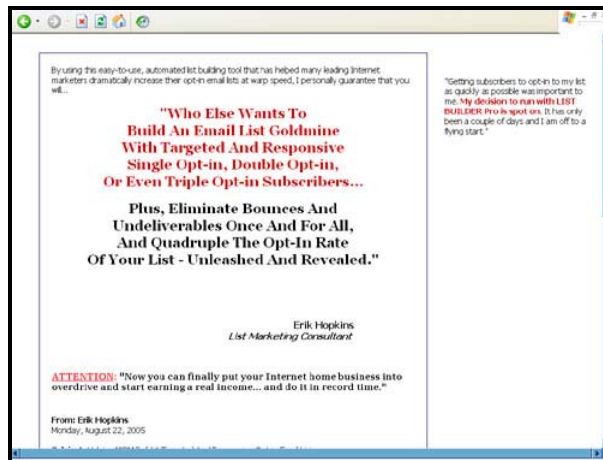
Megapreneur Millions System

<http://www.megapreneurmillions.com/>



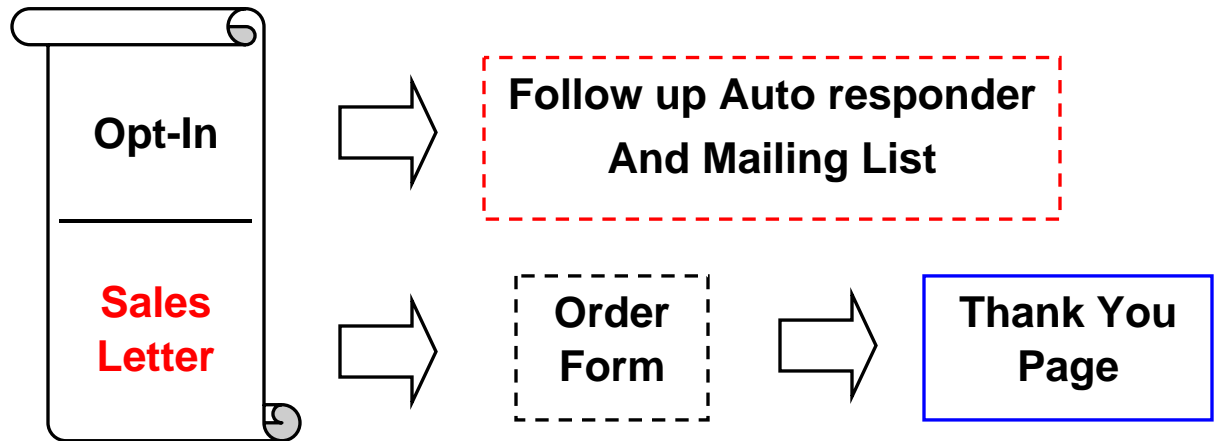
List Builder Pro

<http://www.listbuilderpro.com/>



3. Model C

This one is slightly tricky to do and requires a certain degree of good copywriting skills.



In the letter itself, the first component (top) is aimed at capturing the subscriber's name and email address to be subscribed to your mailing list whereas the second component (bottom) is aimed at selling your product to your prospect.

As far as my observation concludes, this is the least used model of all the 3 models.

The rest of the process is similar to Models A and B, but you would require a certain degree of good copywriting skills to follow this particular model successfully.

This is because on the letter itself, you want to convince your prospect to subscribe to your mailing list first, and later be redirected back to this same letter.

As far as the next battle to profits is concerned, you now want to persuade your prospect to buy your product now. This is probably the hardest to do of all models. But given the 3 choices, you can decide which one works best for you.

What You Need

1. Domain name

This is your web site address (e.g. www.yourdomain.com).

Recommended domain names:

<http://www.godaddy.com/>

<http://www.namecheap.com/>

2. Web hosting

You need web space where you store your files and documents such as web pages, scripts and images.

Recommended web hosting:

<http://www.sitehost4u.com/>

<http://www.doteasy.com/>

3. Auto responder

A follow-up system that can automatically follow-up with your prospects after they leave your web page.

Most of the time, people don't buy on first contact.

Therefore, having an auto responder is essential for your Internet Business for follow up purposes until you are able to convert some more of your prospects into customers.

Recommended auto responders:

<http://www.freeautobot.com/> (free service)

<http://www.getresponse.com/>

<http://www.aweber.com/> (paid service, recommended)

4. Credit card payment processor

It enables your customer to pay you with credit card through a secure server.

Recommended processors:

<http://www.2checkout.com/>

<http://www.paypal.com/>

5. Affiliate program

It is your marketing life wire. You have to leverage on other people's marketing efforts to sell your product on your behalf.

Recommended affiliate program:

<http://paydotcom.com/> (free to setup, \$29 for premier account)

<http://www.clickbank.com/>

6. Other Tools

- **FTP program** - I use [WS FTP Pro](#) to upload my files to my web host server.
- **HTML editor** - I use [Macromedia Dreamweaver](#) to create HTML documents.
- **Paint program** - You will need to use a professional paint program to edit and create images for your sales letter and E-Cover. I use [Adobe Photoshop](#).

Recommended Resource for Those Who Do Not Have HTML, Designing and/or Programming Skills

You can get all of your Internet Business necessities such as domain name, web hosting, auto responder, PDF converter, file upload manager, web site builder, sales letter generator, pop-up generator, and more at [SOLOBIS](#) for a low monthly fee.

This way, you can save money from purchasing tools ala carte and time and effort sourcing for them. You are not required to have any experience in programming and designing either to access this suite.

Writing Your Sales Letter

This chapter will be long – and **the most important** as well. I cannot cover every ground on copywriting in this manual alone, but I'll show you the important aspects of creating a copy that sells.

Regardless of which of the 3 models you choose, the ability to write a persuasive sales letter is not optional, which is why I am dedicating this entire chapter to writing your sales letter.

The good news is that this is only a one-time activity and you won't need to repeat it again! It's a system, remember? It's supposed to be taking care of your boring chores!

The other good news is that like anything else, it requires nothing more than practice and testing your sales letter conversion rate and results.

In the next page, I detail to you a draft format of what your sales letter should be like in a nutshell.

You will discover that what works offline works online, too. In this case, you are taking a **direct response piece** to cyber space.

The Format of Your Sales Letter

YOUR HEADLINE HERE

**FIX
PRODUCT
IMAGE
HERE**

YOUR SUB-HEADLINE HERE

Write a summary of your product

INTRODUCE YOURSELF

Tell a little about yourself, what you do and how you can solve your prospect's problem through your product or service you are offering

EXPLAIN THE BENEFITS AND FEATURES OF YOUR PRODUCT

in a neat, presentable and tabled form

TESTIMONIALS

of happy customers, top names, and endorsements to your product to explain the results your customers will get as a result of using your product

BONUSES (OPTIONAL)

as incentives for your prospects to buy from you

**FIX
PRODUCT
IMAGE
HERE**

PERSUADE TO BUY NOW

include money-back guarantee statement, your order form and a persuasive summary to prone your prospects to take action now

[Privacy](#) | [Disclaimer](#) | [Affiliate Program](#)

Layout

Your main text color should be **black** on a **white** background.

You can have other colors such as blue, red and gray on your website, but the background behind the text should be white.

The color of your main text should be black. **No other exceptions!** That is because this is the **easiest format to read**. You are in business so dress your site in a business manner.

Any Other Links?

Besides the link to the **Pay button**, there should be **no other links on your sales letter**. This is an important key to success for this blueprint. That means no links to About Me, F.A.Q., and Sitemap.

You shouldn't put any advertisements (banner ads, Google AdSense and the likes) on your sales letter, either. You don't want to *distract* your prospect.

You want him to **stay focused** – and continue reading your sales letter from *top* to *bottom*.

Therefore, you have to explain who you are, what you do, and how you can help your prospect to solve his problems – **all in one page**.

This can result in writing a long sales letter. You might wonder if your prospect will actually read your lengthy sales letter.

That depends a lot on how **well-written** your sales letter is and **how interested your prospect is** in your product.

These links can be exceptional, however:

- **Disclaimer and Privacy pages.** If your prospect needs to see these pages, try either putting them on the same page as the sales letter or open them in a new window. That way, your prospect will not get distracted from reading your sales letter.

You can get a disclaimer page for free [here](#).

- **Your contact e-mail address.** Should your prospect have any questions, this information is essential to put into your sales letter. However, you are advised **NOT** to hyperlink it as it can be a SPAM-magnet as there are countless automatic spam-blasters creeping in cyberspace! Instead, just write your e-mail address as it is. Preferably, write your e-mail address in this format: **yourname[at]emailaddress.com** instead of [yourname@emailaddress.com](#).
- **A link to signing up for your affiliate program.** A big number of the prospects who visit your sales letter will not likely buy your product. However, you can convert some of the non-buyers to be your affiliates and sell on your part to earn commissions.

With no other links in your sales letter, it boils down ultimately to whether your prospect **buys from you or not**.

Fonts

You should use fonts that are available ready in all PCs. Arial is the easiest font to read on the computer screen so you are encouraged to use this font.

Other fonts such as Times New Roman, Georgia, Verdana, Tahoma, and Courier New are also commonly-used fonts for effective sales letters.

Do not use *uncommon* fonts.

This is because not all PCs can recognize such *bizarre* fonts you are using for your sales letter, making your prospect see something else that appears otherwise on his computer screen thus damaging the impression and the looks of your sales letter.

Now, let's go work on your first sales letter. ;-)

The Headline and Sub-headline

This is a *hard and fast* rule. Your sales letter **must have a headline**. That's the first thing your prospects are going to look at when they visit your web site.

Not having a headline is like looking at a headless person! Embarrassingly enough, this is what you often don't see on a big percentage of web sites.

Your headline serves as an advertisement to your prospects. Your headline must grab the attention of your visitors or else they will not read the rest of your sales letter.

This is very crucial – the headline will **make or break** your sales letter!

The size of your headline should be bigger than the rest of the text in your sales letter.

You may want to color and stylize (e.g. underline, **bold**, *italic*, **highlight**, and ~~strike-through~~) your headline text.

Case Study: Ancient Secrets to Asthma Cure

This is the headline and sub-headline of a sales letter I've made for a client some time ago. My client plans to sell an E-Book on ancient secrets to asthma cure.

His target market is, of course, asthmatic people. After a careful research, he discovers that there is a market looking for a cure on asthma.

And according to his study, about 300 million people world wide are suffering from asthma and it seems that the asthmatics are even hooking onto the Internet in search for a cure.

My client was an ex-asthmatic and has plenty of quality information that he has used to cure his asthma. Now, he's ready to bank on it! ;-)

Now At Your Finger Tips! A Guide To **Asthma Cure** That Reveals **Cutting-Edge** Techniques, Exercises, Tips and Remedies **Never Heard Of Before** That Can Save You From Expensive Medical Bills!

If his prospects are asthmatics or know of anyone who is suffering from this disease and they visit his sales letter, they would definitely stop to read on and learn more about his product and how it can solve their health problems.

Notice that the fonts are big and stylized.

The sub-headline will encourage his prospects to read further:

At last, the truth will be unveiled in 212 **power-packed letter-sized pages, PDF Format, so that YOU can *CURE* your asthma and get your breath back in the comfort of your own home!**

Now, put yourself in the shoes of an asthmatic person. You are spending too much money on medical bills but your health never improves.

You still suffer from tight breathing and wheeze every night. And the next day, the doctor recommends you to pump the red inhaler!

If you are to see this headline, you'd definitely read with interest. You have never heard of this before.

You badly want to save in medical bills since they never help you improve your health but just increase your stress in finding the money to pay for something that never works.

The sub-headline will give a spark of hope to you who are coughing your life away while frantically searching for a cure – and you have finally found it!

Since you are already interested in reading the sales letter, you will continue reading on.

The rest of your sales letter will tell you about the benefits and features of the product, testimonials from happy customers, who are ex-asthmatics in this case, guarantees, and most importantly, the pay button with a price tag to it.

Would you buy if you are in the shoes of an asthmatic person? Sure, you do.
You are ready to fire the doctor and draw your credit card out!

So, the **bottom-line** is to start your sales letter with a *compelling* headline followed by a *powerful* summary in the sub-headline.

Long Sales Letter vs. Short Sales Letter?

Now, we have come to an **age-old question** in writing your sales letter:

Is writing long sales letter better than writing a short one – or vice-versa?

You don't have to guess. The answer is: **The long sales letter**. Before I tell you why, here's a simple analogy I want to share with you:

I am sure you have watched movies. Some movies run for a long time and others short.

When you watch a short but boring movie, you thank God the show was over in a breeze.

When you watch a short but exciting movie, you wish the movie would run longer, wouldn't you?

When you watch a long but slow and boring movie, you would be in deep agony that you may as well leave the cinema.

See the logic I am trying to tell you? Now do I need to tell you how you would feel about the movie if it was long and exciting?

That's the secret. Write a long and exciting sales letter. Don't just bore your prospect with the features of your product.

Tell him what is in it for him. Don't just write from the perspective of a salesman or even a CEO for that matter.

Write from the perspective of a movie director! It doesn't matter even if you have not been one before.

Just imagine yourself producing a show for your viewers. Just how would you produce a 2 hour movie and keep your viewers watching your show with interest from start to end?

I also believe this is the same secret movie directors use to produce sequels to their initial blockbusters to keep the same viewers to watch!

On the same context, produce an exciting sales letter that keeps your prospect to read from start to end.

And if they like it, they will definitely look forward to another product from yours truly.

This same secret will make back-selling easy. Make him see a good future he can get with the help of your product.

Think in this logic and you will be on the right track. It did very well for successful movie directors and copywriters, so why should you be an exception?

Now, are you still thinking of writing a short sales letter? Don't even think about it! Besides, you're writing a sales letter, not a *brochure*.

A brochure only informs your prospect about the features of your product. It does not sell. Your sales letter **does**.

Benefits vs. Features

Copywriting 101, Part 3:

What happens when you don't explain the benefits of your product in your sales letter?

Answer: **No sales!**

That's right. You don't have to be a copywriter by training to know that.

But somehow, most of us make this terrible mistake, probably because this is so over-simplified we tend to overlook it.

More often than not, **features are often being mistaken as benefits**. If I were in the shoes of a potential customer, I am more interested in **how a product can benefit me**.

Recall the last time you bought a product, online or offline.

Why did you buy it? Did you buy it because of its features? Or did you buy it because it can benefit you or solve your problem?

To learn the distinct **definitions** of benefit and feature, see below:

- **Benefit**. According to the Pocket English Dictionary's definition, it means *an advantage; to be useful or profitable to*. In the case of selling your

product on your web page, you want to tell how useful or how your product can solve your prospect's problems.

- **Feature.** According to the Pocket English Dictionary's definition, it means *characteristic*. In the case of selling your product on your web page, you want to also tell your prospect in what form your product is (digital or physical).

Examples of Benefits and Features That You Can Use In Your Sales Letter

- You sell **slimming powder** on your web page (physical product). The feature of your product is **easy-to-digest powder packed in a tin or carton**. The benefit of your product is that consumers **can now lose weight the easy way!**
- You sell **turtle pellets** on your web page (physical product). The feature of your product is **small and easy-to-digest green pellets** for your pet amphibians. The benefit of your product is that it is **easy for your pet amphibians to consume and grow healthily because they are going to get all the nutrition they can get in the pellets!**
- You sell an **information product** on your web page (digital product). The features of your product are **.PDF format** and **have Master Resell Rights**. Therefore, the benefits are your customers **can download it instantly** as soon as they pay and they have an **income opportunity to make money and keep all the profits to themselves!**

All in all, write **BOTH** features and benefits of your product. Remember to *sell a solution, not a product!*

I know you are cringing when you hear this.

All these while I've been talking about your product and selling it but remember, nobody on this planet buys a product *for the sake of buying a product!*

You buy a product for the sake of *getting the benefits or solving your problems* for that matter.

You didn't buy a refrigerator because it was a refrigerator, did you? But you bought one because it sure is going to be a problem keeping your food out in the open!

Top Internet Entrepreneurs and Resellers know this principle very well, which also explains why exclusive product membership sites continue to thrive and grow.

Their selling point is **not in the product** but **the solutions and benefits** that come with the product.

Write with Personality

Now, we have come to an interesting part of writing your sales letter where people with strong personalities love to express themselves while others wish there was no such thing as personality.

I once heard the speaker at a Network Marketing seminar say, "*Talk with personality*". When you compose your sales letter, *write with personality*.

Don't write a stiff sales letter. Not only will it be boring, your prospects won't likely buy from you – unless they've got no personality, too.

Birds of a feather flock together. If you are fun and easy-going person, express yourself in such a manner in your sales letter.

Be friendly and approachable. If you are serious person, you write in a serious manner (but not *too* serious, it might just sell people away from your web page, and it is cheaper that way).

Remember that people of a kind attracts others of the same kind. This is a law written on stone. If you have to take a personality test on the Internet, please do. It will be worth your time!

And also, write casually. You may be in business but the key here is to write an *informal* letter. (Keyword: informal)

Address your prospect with “*Dear Friend*” and not “*Dear Sir*”.

Be personal and find how you can relate yourself to your prospects. If you are a break dance enthusiast, you can relate to your prospects your first six months of snapping every bone in your body before getting the power moves down.

You write with the understanding of the trouble and frustration your prospects are going through therefore you have the solution – you are going to teach your prospects how to break dance every step of the way with your how to videos!

The Power of Testimonials

Testimonials are powerful. They back what you have to say about your product in your sales letter. Good testimonials will encourage your prospects to purchase your product from you.

What to Have In Your Testimonials

- **Testimonials about YOUR product, not you.** Don't be fooled by the simplicity of this statement. Testimonials that say you are a great person whatsoever are NOT the type of testimonials your prospects are looking for, though such testimonials can build trust and your name. But your prospects are more interested in how your product can benefit them or solve their problems. They didn't read your sales letter to see you praising yourself.
- **Testimonials that mention results.** The more specific they are, the better. Interested prospects want to know what the results other customers have benefited from the usage of your product or service.
- **Quality / quantity.** If you can get top names in your niche or field to endorse your product, it will help you increase your sales. If you do not know any experts or top names who can help endorse your product, you can make up in the quantity of testimonials. The more testimonials you have, the more convincing your sales letter will be.
- **Customer essential details.** Include your customer's Full Name and City/State/Country after his or her testimonial. You can include your customer's web site URL or contact e-mail address where applicable (with permission). And if you can, get your customer's photo and paste it into your sales letter. Using photos can increase your credibility and shows how pleased your customers are when using your product.

How to Get Testimonials

- **Create a sample or mini version** of the main product you are selling. Give them to people close to you whom you think can benefit from your product. You can get their testimonials.
- **Get top names, influential people and experts to endorse your product.** So, look for top names and experts in your field and get their e-mail address. E-mail them and politely ask for their endorsement. Since they are only an e-mail away, why not? And if you
- You can **participate in active forums and newsgroups** where people of similar interest and mindset gather around and discuss on the same topic. This is a good place where you can meet people and get their testimonials simply by asking for their permission and give them a sample of your product. If your product is of genuine quality, you can count on them to send their honest testimonials in and spread the word for you.

Examples of How to Use Testimonials in Your Sales Letter

Case Study 1: Wizard Ads

<http://www.wizardads.net/>

The screenshot shows a webpage titled "EZINE ADVERTISING & TARGETED WEBSITE TRAFFIC". The main text describes the service, stating that all orders come with additional free classified advertising and that targeted traffic is purchased specifically for that page to ensure thousands of individuals see what you have to offer. A red arrow points to the text "Again, this is a free service in addition to the services detailed below." On the right side, there are three testimonials, each with a name and a website URL. The testimonials are enclosed in a red oval. The first testimonial is from Dan Yoreway of QCF.com, praising the service and response. The second is from Debbie Suesz of Ways to Prosperity, thanking the service for helping her get her ad campaign going. The third is from an unnamed user, thanking the service for the quick response and for catching a mistake on their webpage.

With Every Order

!! *NEW* Find that Special Article

EZINE ADVERTISING & TARGETED WEBSITE TRAFFIC

All orders come with additional free classified advertising. Your ad (similar to an ezine ad) is placed on a prominent and well advertised web page here at MWA. Targeted traffic is purchased specifically for that page to ensure thousands of individuals see what you have to offer. Again, this is a free service in addition to the services detailed below.

Ezine advertising is your 6 line classified ad figured prominently in the paid advertising sections of online newsletters and ezine publications.

You have a choice to subscribe to the ezines or not, depending on the service you choose. Ezine advertising has the benefit of appearing inside the various issues and, frequently, these issues are archived online. Thus your ezine advertising remains online long after the original run date.

Solo ad advertising is similar to ezine

The service and response I received using my Wizard Ads has been second to none. Extremely good investment and I plan to come back over & over again. It truly has increased visits to my website and also sales revenues!

Regards,
Dan Yoreway
QCF.com

Thanks so much for the time and effort you spent helping me get my ad campaign going. I really like the 2nd ad you created for me - very impressive. Look forward to seeing the response I receive.

Best Regards,
Debbie Suesz
Ways to Prosperity


Wow, thanks for the quick response. I like how quickly you set up my campaign and took the time to catch that mistake [on my webpage]. You don't find too many people in business willing to take that extra step.


Note the testimonials by happy advertisers arranged neatly on your right. If you want to know more about the results of using this service, you can check with the testimonial writers who have left their web site URL under their names.

Case Study 2: Trafficology

Here's my promise: Before you buy a subscription to my site I'll tell you all the surprising, rarely-revealed information I personally researched, tested and successfully verified from some of the richest men on the Internet.

But don't take just my word for it...

" TRAFFICOLOGY... is jam packed with the useful, the arcane and the fascinating! If your goal is web traffic, it's hard to think of a better place to start."
Seth Godin, best-selling author
"Unleashing the Ideavirus" 

 "TRAFFICOLOGY... is absolutely brilliant! I keep wondering how long you can keep serving up useful new stuff, and with each issue you surprise me." **Allan Gardyne,**
AssociatePrograms.com

Before I give you the keys to the castle, let me get something off my chest: Far too often I see supposed "gurus" making online marketing of

The top names are endorsing this service. Is there anymore doubt to using it if you need web site traffic?

Give a Guarantee

After telling your prospect all the wonderful things your product can do for him and proudly showcasing your precious testimonials, he is probably thinking, "That was good.

But should I be taking the risk to buy this product from you?"

And the answer is a resounding **NO**.

Purchasing anything online is risky. Don't blame your prospects for being scared. There are more idiots out there ready to rip and scam innocent people than you can count the stars in the night.

I don't know why they choose to be crooks when it is too easy to do business legally and in a harmonious manner but I guess I will never find out.

But you can find out how you can win your prospect's trust. Show your prospect that you are concerned and care for him.

And you can easily demonstrate this by giving a money-back guarantee policy.

Usually, a money-back guarantee for digital product is **90 days**.

Here's an example of how your money-back guarantee policy may look like in your sales letter:

100% No-Nonsense Money Back Guarantee

Don't decide. **Just try it out!** Read it, apply the information within and get all set for your New Year's resolution... BIG TIME!

But if you feel that this is not what you are looking for, or that the information within are of no relevance or little help to your Internet Marketing success pursuit, you have a full 90 days to ask for a refund -- no questions asked. I am so confident that I can paste this guarantee policy here.

There is no way you can possibly lose.

This way, let your prospect know that you are shouldering all the risk for him.

Giving a money-back guarantee also demonstrates how confident you are in the quality of your product.

If for any reason your customer does not like your product or think it is not for him, he can promptly ask for a refund and delete the product from his PC. **Your prospect can't lose.**

A word on customer refunds: Being in business with your prospects can be risky for you as a vendor, too.

You will eventually learn that there are also idiots (no better word describes them) among your prospects that buy your product from your web page, and later ask for a refund (for the wrong reasons) and still keep your product!

Worst still, he copies your product to his contacts!

I am afraid that nothing much can be done. While you might be able to source for ways to protect your product as much as you can, it can be really effort and time-consuming to deal with these idiots.

Your time is best spent on improving or bringing in more revenue for your business.

Fortunately, there is only a minority of such people among the prospects in general. You can make up more in sales than the amount of refunds that they are almost negligible.

Welcome to the other world of Internet Entrepreneurship – something that most Internet Entrepreneurs won't talk about! :-)

Create Your Thank You Page

I may as well cover this while we're at it. Once you are done with your sales letter, it is time to create your Thank You Page.

Insert the link to your digital product for download in your Thank You Page. Include instructions for your customers to download the product.

Don't forget to write some kind words to thank your customers for doing business with you!

Download Problems?

While your delivery system is **automated** and your customer can download the product for himself, there is a small chance that the download may not be successful.

Maybe your customer got disconnected while he was downloading your product. Perhaps he accidentally exited your page.

Or you were careless to include the wrong link to your paid product! For whatever reasons he cannot download your product, leave your e-mail address on your Thank You Page for him to contact you.

And you'd better be sure to attend to it!

Give your word to your customer that you guarantee to respond to your customer's needs within 24-48 hours when he has a problem.

Don't be a slacker at customer service – your customer is just *one click away* from asking for a refund.

How to Create a Back-End Sale in Your Thank You Page

Since we're covering this topic, we may as well take a short detour while I show you how you can earn extra from the same customer with no effort.

Selling a product only once is the quickest way to commit suicide financially. Novices do that, but not you. Now, let me show you what Top Internet Entrepreneurs do and be sure you follow them!

Did you know that your Thank You Page is a good place to **insert your advertisement or endorsement** for another product or service you either own or are an affiliate for?

This is what I call **back-end selling**.

Since your customer trusted you enough to buy your product from you for the first time, they will likely do it again.

And as long as the offered product or service at your Thank You Page has a lot to do with the product your customer has bought from you and he finds that it will benefit him as well, your chances of closing a sale is **high**.

This is how businesses operate – on **repeat customers**. And this applies to everywhere, online or offline.

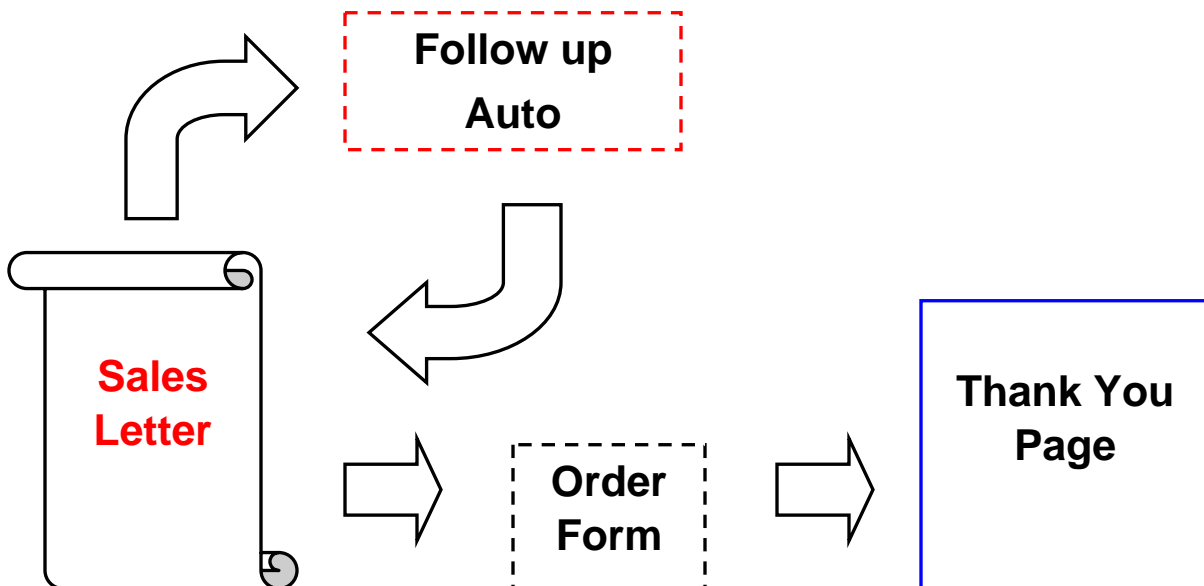
You know you are smart when you place your **one-time offer** or **complimentary product or service** at your Thank You Page. You don't have to exert any marketing effort doing that, and it sure is rewarding for extra profits. ;-)

Setting Up Your Business

Not one model or approach is better than the other, as all 3 models can make money for you if done right. Check them all out below, and you can decide for yourself.

Model A

Setting Up Your Business Step-by-Step



1. Write your sales letter.

This has been discussed in detail in the previous chapter.

2. Create your thank you page.

This has been discussed in detail in the previous chapter.

3. Write your series of follow up letters for your non-customers who opt into your mailing list.

As good as your sales letter conversion may be, a big number of your prospects will NOT buy your product or subscribe to your paid service at first contact.

They might want to do a comparison between your product and other people's product, need more time to think about it, or leave your web page for whatever reason.

And the truth is that we all can hardly remember where we were 10 web pages ago.

So, the purpose of these letters stored within your auto responder is to automatically follow up with your non-buying prospects and continue persuading them to buy your product via email.

A good follow up system will allow you to close sales even after your prospects have left your web page.

Write a series of follow up letters

Write a minimum of 4-8 follow up letters for your prospect. The objective of your follow up letters is to reveal more information not mentioned in your sales letter and later persuade your prospect to be your customer.

Your follow up letter need not be so long – around 400 to 750 words would be good enough.

In your follow up letter, you remind your prospect about your product, how it can benefit him, how it can save him money, time and effort, or how it can make him money.

1. Sign up for an auto responder service.

An auto responder is a computer program that automatically sends out pre-written email messages to subscribers within its data base.

You can determine the sequences and intervals of each of your messages, sparing you the time to manually follow up with your prospects.

You can sign up for a good auto responder service at [aWeber](#) for **\$19.95 per month**.

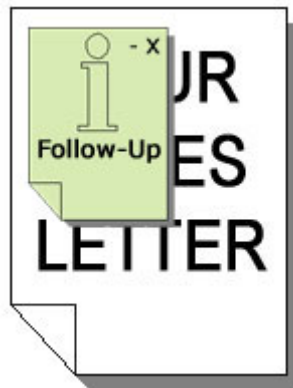
You get to open unlimited auto responders and insert unlimited pre-written follow up messages. **aWeber** also handles the data entry of keeping your prospects details automatically.

You can opt to sign up for a **free** auto responder with unlimited storage of follow up messages at [Free Auto Bot](#).

Once done, store in your follow up letters and set their intervals.

The first letter will obviously be sent out instantly upon request by your prospect, followed by the second letter the next day, and third letter 3 days later, and the fourth another 3 days later, and so on.

2. Install the pop up window script in your sales letter's HTML source code to appear the moment your prospect leaves the page.



Install a pop up script in your sales letter to appear on your prospect's screen as soon as he exits your web page.

In the pop up page, you include a form where your prospect can fill in his name and email address, giving you permission to follow up with him later.

I know that some marketers have their pop up window appear the moment the prospect just arrived at the web page, but you won't want your prospect to know anything about the pop up in your sales letter YET as it will distract him or her from reading your sales letter thus decreasing the chance of closing the sale.

In the pop up page, you must convince your prospect to subscribe to your follow up series where you will disclose extra information and most importantly, convince your prospect to buy your product from you.

Recommended resource: I'm aware that many Internet users today have pop up killers installed in their browsers.

On top of that, a wrong approach by using pop ups can mean life or death for your business.

Having said that, I recommend you download Fly-In Ads Creator in your pop up creation effort. It's sold at \$89.50 elsewhere, but you can download it [here](#) as part of your paid package. ;-)

3. Get a domain name and web hosting.

You need a web address for people to go to (e.g. www.yourdomain.com) and a web space to store your important documents such as your sales letter, thank you page and digital product(s).

You can register for a domain name under \$10.00/year here:

<http://www.godaddy.com/>

<http://www.namecheap.com/>

You can register for affordable web hosting here:

<http://www.sitehost4u.com/>

<http://www.doteasy.com/>

Once you register both domain name and web hosting, upload all of your files into your web space using FTP (File Transfer Protocol) or file upload manager, if provided by the web host, in case you don't have or know how to use a FTP program.

4. Get a credit card payment processor.

You will need to use this to accept credit card payments, as it is the most often used method to pay online.

At this time of writing, I use 3 different payment processors.

Here are my recommended payment processors:

<http://www.2checkout.com/>

Requires \$50.00 to start an account. Recommended for you if you are living in a country not supported by PayPal, as 2CheckOut.com is able to wire funds to almost every part of the world.

<http://www.paypal.com/>

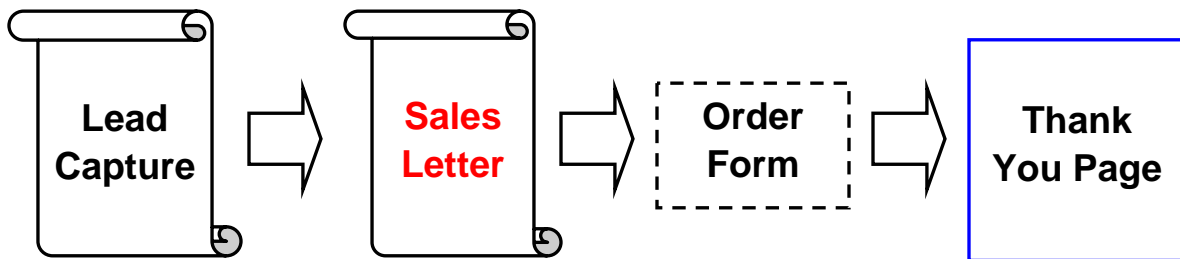
This is by far the most popularly used payment processor online. Free to register, and the rates are already at its lowest.

5. Insert the pay button into the bottom of your sales letter and route to your Thank You page URL where your customer can get the product after the purchase.

Have this done, and upload your sales letter into your web host. Double check everything and perhaps make a test transaction to see if your download and system are working. You are ready to go!

Model B

Setting Up Your Business Step-by-Step



This model is slightly different from the former, where you collect your subscriber's lead first and later bring him to your sales letter.

1. Write your lead capture page.

This page is somewhat a preview to what you are going to offer to your prospect.

On this page, you can give:

- A free report (to be send to your prospect's email address),
- A trial version of your product,
- A teaser to your product, and/or
- An incentive for your prospect to subscribe to your mailing list for future mailing list and useful information (don't forget to give them offers, too!)

For examples, see [Megapreneur Millions](#) and [List Builder Pro](#). After having opted into your mailing list, redirect your prospects to your sales letter.

2. Write your follow up series.

Depending on what you are offering in your Lead Capture Page, write your follow up series to be automatically sent out to your prospects.

If you are sending out a series of letters on tips, write 4 to 8 letters to be sent on auto-pilot via auto responder.

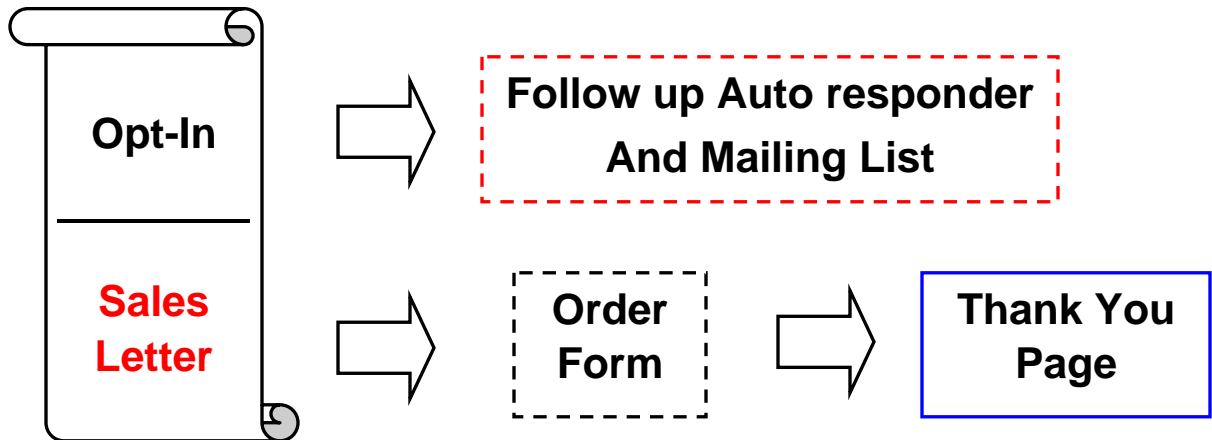
If you are giving a free report or trial product, include the link to your product in the first email.

If you are going to alert your prospects on future offers you may have, such as a promoting a product or service you are affiliated with, you will do well to get your prospects to confirm their participation in your mailing list.

- **Get an auto responder.**
This step has been discussed in detail in Model A.
- **Write your sales letter.**
This step has been discussed in detail in the previous chapter.
- **Create your thank you page.**
This step has been discussed in detail in the previous chapter.
- **Get domain name and web hosting.**
This step has been discussed in detail in Model A. Once you get your domain name and web hosting, upload all of your files via FTP or file upload manager.
- **Get a credit card payment processor.**
This step has been discussed in detail in Model A.

Model C

Setting Up Your Business Step-by-Step



This is probably the trickiest model of all 3 models, and it will depend heavily on how well you write your sales letter.

1. Write your sales letter.

The first half of your sales letter is aimed at squeezing for your subscriber's email address. Thus the first part of the letter is to persuade your subscriber to into your mailing list.

You can:

- Give a free report or trial version of your product, and/or
- Offer some valuable information for free,

This would mean including the “opt in” form on the letter itself.

Tip: Remember to redirect your prospect back to the same letter to continue reading the other part of the letter.

The other half of the letter is obviously aimed at selling your product to your prospect, where everything in “writing a letter that sells” takes off from here.

The rest of these steps are self explanatory, and are similar to the steps highlighted in Models A and B earlier.

- 2. Write your follow up letters.**
- 3. Sign up for an auto responder.**
- 4. Create your thank you page.**
- 6. Get domain name and web hosting.**
- 7. Get a credit card payment processor.**

Pros

Model A

- You get to convert prospects into customers upfront.
- You can later follow up with non-buyers and still get a chance at converting them into your customer or affiliate.

Model B

- You get narrow down the focus of your sales letter prospecting.
- You get to build your mailing list faster compared to Models A and C, since the first thing required of your prospect before reading your sales letter is to opt into your mailing list.
- You can later follow up with your prospects on other offers if they are not going to buy your product as you already have their permission to opt into your mailing list.

Model C

- You get to have your prospect opt into your mailing list and still buy your product on the same visit.
- You can later follow up with your prospects on other offers if they are not going to buy your product as you already have their permission to opt into your mailing list.

Cons

Model A

- You cannot build your mailing list as fast as Model B, given the same amount of traffic.
- If you are using a regular pop up window, it may be blocked by several prospects whose browsers have “banner killer” functions set on.

Model B

- With your Lead Capture Page, you will be eliminating and narrowing your search a lot, and if not done right, the number of prospects who visit your sales letter will be much less than expected.

Model C

- Doing this model involves good copywriting skills, since the focus of the letter itself is divided into two.

In the Next Manual...

You're not really done yet, even after setting up your business. We still have **one last aspect** on your paperless E-Book publishing success that needs catching up. See you in the last series!

Recommended Resources

Recommended Reading

[Edmund Loh's 8 Profit-Pulling PLR Strategies That Really Work!](#) – unlock the secrets to making money with Private Label Rights using 8 totally unique, killer strategies!

[19 Internet Business Models](#) – eliminate guesswork and discover what makes the world go round for Internet Entrepreneurs and copy their success business systems for your own in a flash – low cost, high profit!

All-in-One E-Commerce Solutions

[SOLOBIS](#) – all-in-one solution comes with unlimited web hosting, domain name, unlimited auto responders, broadcast feature, custom web builder, file manager, link cloakers, JV manager, 500+ beautiful web templates, online support team, and many more. No HTML and programming knowledge required.

Recommended Payment Processors

[2Checkout.com](#) – start accepting credit card payments from customers from several parts of the world!

BONUS! Grab Your Lifetime GOLD Membership Access To:
RESELLRIGHTSMASTERY.COM
(\$197.00 Value)



Gain INSTANT access to Resell Rights Mastery as a Gold member and get your hands on:

- ✓ **A constantly adding collection of brand new Resell Rights products** that you can resell and keep all the sales,
- ✓ **Rich Private Label Article archive** that you can use to build your own Information Products and expand your Online Empire,
- ✓ **Beautiful templates** that you can for your own graphic design purposes – E-Covers, web pages, etc.
- ✓ **Advanced Reseller Strategies** NOT covered in most paid products on the same subject,
- ✓ **And much, much more!**

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[as a Gold Member FREE!](https://ResellRightsMastery.com)