

Internet Packaging Strategies

License: FREE Distribution Rights

[Click Here](#) for the graphics

[Get This - Recommended](#)

Introduction

Judging A Book By Its Cover

Go to a bookstore... any bookstore. Tell me the items that catch your attention.

Chances are, you'll name the products that have the flashiest covers and the most interesting synopses indicated on their back covers. These are the books which have the most colorful and elegant designs, the most promising and exciting descriptions, and the most captivating titles on the entire shelf.

This, my friend, is the power of packaging.

And this is what this eBook is all about.

You see, if you are able to package your product or products the right way, you'll be able to boost your sales instantaneously.

What do I mean by this?

Well, people are driven by their senses, first and foremost. And primary of these senses is the sense of sight. If you're able to offer them something that is astoundingly pleasant to their eyes, you'll have a better chance of winning their attention, and consequently, their purchasing choice.

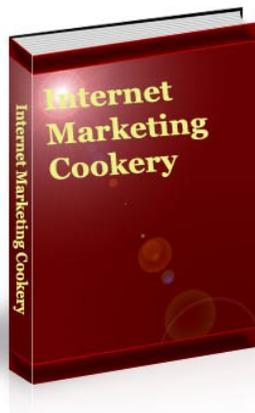
[Get This - Recommended](#)

Hence, a lot of care should be invested in preparing your packages visually. Your prospective customers' eyes are the first to greet your products after all. If you fail to tickle their imagination with the images you present, then you'll have less chance of bagging a sale.

This is the reason why veteran Internet marketers spend a lot of dollars in preparing covers for their eBook, headers for their sales pages, graphics for their pages, templates for their info products, designs for their web pages, and the like. It's all about the packaging aspect of marketing. It's all about making an immediate impact that instantly creates a buzz from which you can work with.

Let's try to put this theory into practice.

Of the two eBook covers you find below, which would you rather buy?



or



Naturally, you point to the eBook cover on the right as the more attractive choice. And since such an eBook cover looks more professional, it will be easier to sell the product to the public.

This is the point that the pages to come will teach you.

Packaging will greatly help you sell your products. If you have to spend for packaging, do so, and count it as a necessary investment. If you need to hire professional help in designing a cover for your eBook, don't have second thoughts about it.

[Get This - Recommended](#)

But please remember that this is just the tip of the iceberg. This is, after all, just the introduction of what is a very informative and helpful guide to packaging.

Packaging, you see, is not just about eBook covers, headers, or internal images for your information products or even for your website. It's not just about graphics at that.

Packaging is an all-encompassing term for everything and anything that has something to do with the way you present your products to the general public. In fact, having professionally-made graphics is just a small example of the many ways by which you can market your products in a more sellable manner.

In the chapters to come, you will discover many tried and tested techniques that will help you boost your sales rate by presenting your products in such a way that your prospective customers will find it hard to resist. Some of these tactics are quite well-known, though you may not have looked at them as ways by which you can employ them in your own online business. Some of these tactics, on the other hand, are novel strategies that I have discovered throughout my years in Internet marketing. They have been my secrets, but I will share them with you because I want you to earn, and earn big! Once they work for you, do drop me a line and tell me about it. I'd love to hear about the success you are bound to achieve in employing these fantastic techniques.

This eBook is designed in such a way that it will be easy for the novice Internet marketer to follow. We cannot simply jump into the strategies we have promised above, but we will get there in time. This is because there are some basics that an Internet marketer should know before applying the techniques that this guide will share. Internet marketing is a science. One aspect is related to another. And jumping straight into a matter can become useless if the other relevant aspects are not discussed.

We will take things slow, but everything will pay off in the end. This is a guide for you and its aim is for you to become a better, more successful Internet marketer by the end of this eBook.

[Get This - Recommended](#)

Turn the page when you're ready to start an adventure that will change the way you do business online, for the better of course.

Let the lessons begin.

Chapter I

Giving The People What They Want

Yes, this eBook is about packaging.

But there's a moral aspect to it, as well... one which you have to remember for the sustainable success of your online venture.

Let's put it this way. Have you ever bought a product online? An eBook, perhaps, one which promised you millions of dollars by the end of the year if you religiously followed the instructions delineated inside? The cover is wonderfully beautiful! It made you think that a so-so company wouldn't even bother preparing a cover as brilliant as that. It should have been published by a very reputable company, you told yourself.

But alas! Once you purchased the said eBook, and started reading its content, you immediately discovered that the information it shared was nothing but junk.

Yup! You've been screwed.

[Get This - Recommended](#)

If this has happened to you before, you know how frustrating an experience it can be. It's even infuriating, and most likely, you have vowed not to purchase anything that the said publisher will offer in the future.

Now it's time to look at things in the eyes of someone at the other end of the spectrum: the businessman, namely, you.

Packaging will boost your sales, there is no doubt about that.

But packaging is not the end all and be all of marketing. You need to have a great product worthy of the packaging push you're planning to exert. If your product is junk, your customers will just feel ripped off. As a result, they will decide not to purchase from you again.

This, quite obviously, is very bad for business.

Good business necessitates two things for sustainable success. These are:

1. Winning new customers and
2. Winning previous customers

Great packaging may help you win new customers, but you'll turn them off for your future offerings if you only provide sub-par products. You may have one part of the equation satisfied, but not the other. One half plus one half makes a whole. But what if you only have a single half? You'll just get short-term success.

Short-term success is not what this guide is all about. In fact, offering substandard products is strictly discouraged. You have to give your audience what they want, and efficiently at that, then and only then should you attempt to package your product in an ingenious and noteworthy manner.

So, how do you know what your audience wants?

[Get This - Recommended](#)

A. Common Behavioral Patterns Observed In Online Consumers

Big companies study market trends. A great number of them actually point to a thorough study of market trends as the key to their continued success. This is your cue to pay close attention to market trends as well. They are very important for you to know what your audience really wants to buy.

Perhaps, the word “want” is quite misleading.

People may be compelled by their desire to own something. But what will really make them purchase something is something that they need. The term “need” can range from something as pressing as information on how to apply for a loan when they’re in the middle of a financial crisis to something as simple as an obsessive fascination with historical trivia. Don’t let these examples fool you, however. There is a gamut of possible needs that people may profess.

What you should be concerned about is how to find out what these needs are. Such should be the first step you should take in every marketing venture, more so in Internet marketing.

There is a tried and tested method of discovering market trends on the World Wide Web. This has been outlined in popular resources, most notably the [Internet Marketing Cookery: Bake Your Online Success With Easy-To-Use Recipes](#). It involves a very easy process using some proven tools.

You can go to www.nichebot.com. Simply type in the subject you wish to cater to with a product you have in mind. For example, you want to offer an eBook about travel. The word “travel.” will be taken to a screen that looks like the one below.

KEYWORD/PHRASE	COUNT
travel asia (click for related lateral results)	3,259,050
travel mexico (click for related lateral results)	2,630,626
travel europe (click for related lateral results)	2,577,845
travel (click for related lateral results)	2,559,583
travel south america (click for related lateral results)	2,003,183
travel spain (click for related lateral results)	1,909,910

The statistics show the related search word phrases as well as the number of times they have been searched for on overture.com . Multiply the number of searches by 4, 5, or 6, and you'll have the approximate number of searches made on www.google.com (Google doesn't have its own search inventory feature as of yet, at least one which is available to the public.) Google, after all, is the most popular search engine on the World Wide Web.

The next step is in finding out how much competition exists for such a topic. You can find this out by simply running a search of the keyword or key phrase on any of the search engines available on the Internet. The number of results will reveal the number of pages catering to the subject matter.

Let's try this by running a search on "travel Asia" at Google. On the results page, in the upper right corner, you'll see the following:

Web Images Groups News more »

travel asia Search Advanced Search Preferences

Search: the web pages from Australia

Results 1 - 10 of about **106,000,000** for **travel asia**. (0.23 seconds)

Asia Sponsored Link

Great value vacations in Vietnam, Thailand Cambodia Laos Burma India

[Resorts Air Ticketing Tours Packages Reservation](#)
 ervation Service, **Asia Travel** Information, Hotels & Resorts in
 ngapore, Malaysia, Philippines, Indonesia, ...
 .7k - [Cached](#) - [Similar pages](#)

[els Resorts, Philippines Hotels Reservation - Asia ...](#)
 ppines Hotels & Resorts | Up to 75% discount on online reservations of over
 rts.

Malaysian Holidays
 Discount holiday bargains
 Holidays packages, Special deals
www.escapetravel.com.au

Asia Holidays
 Experience the culture, food &
 shopping of Uniquely Singapore.
www.webjet.com.au

As the statistic shows, there are about 160,000,000 pages in cyberspace that cater to the key phrase “travel Asia.” And in the previous Overture result, there are 3,259,050 searches for the said key phrase in the recent 60-day period. Multiplying that by 6, which is the upper bracket of Google searches *vis a vis* Overture searches, we can safely say that there have been approximately 19,554,300 searches made in the World’s most popular search engine. Let’s round that off to 20,000,000 for easier calculation.

Now, we’ll use a formula to determine the profitability of the topic. The formula is quite simple. Here it is:

$$\text{Number of available pages (divided by) number of searches made} \\ = \text{profitability score}$$

With the statistics discussed above, we’ll come up with:

$$160,000,000 \text{ (divided by) } 20,000,000 = 8$$

In the example above, the topic “travel Asia” has a profitability score of 8. As a general rule, any subject with a profitability score of less than 10 is a good one, more so when it’s lower. A topic with a profitability score less than 1 is a sure blockbuster, and one which should be aimed at.

Nonetheless, a profitability score of 8 is not bad, and this actually makes the topic “travel Asia” as a viable information subject to pursue.

This is one way of knowing online market trends. There is no better indicator than the number of searches people make, after all. Furthermore, with the formula above, you’ll be able to determine how profitable such a market trend would be so that you’ll be better guided in making some decisions for your online business.

[Get This - Recommended](#)

Sounds like hard work? Well, it's not really difficult, but it can be time-consuming. But if you're a member of the TurboMembership.com, you'll have this covered. Every month, you'll receive 4 sets of money-making niche keywords that are under-exploited and totally fresh. You can use these keywords to build products for your online business.

Another way of determining market trends is by using the tools that can be found at Yahoo Buzz, <http://buzz.yahoo.com>. Yahoo Buzz is a magazine-format news page that analyzes the hottest searches of today. Big companies offline refer to Yahoo Buzz to determine changes in consumer behavior so that they can make corresponding adjustments in their marketing approaches. You could do the same as well. If you're in search of a topic to build a product for, you could consult Yahoo Buzz to check out what people are looking for these days.

Yet another way of determining market trends is playing the speculation game. We're not talking about simple speculation. Rather, we're talking about intelligent, educated speculation, and you'll only be able to do this by studying the market or markets you want to focus on. Speculating can be very enjoyable, especially when you're dealing with things you are actually interested in.

For example, it is a well known fact that video game consoles get updated every 5 years. The last console releases (the Xbox, the Playstation 2, and the Gamecube) happened in 2001. Many Internet marketers prepared as early as 2004 for the next batch of releases. A lot of them have reserved domain names for the Xbox 360, the Playstation 3, and the Revolution. They have managed to sell these domain names at a higher price compared to the \$8 fees they had to pay. One Xbox 360 domain name actually fetched \$5,000 recently, believe it or not.

You could use this to your advantage, of course. You could study existing and emerging markets and speculate on what the next big thing will be. Thereafter, you could prepare a product for the next big thing early on so that you can beat everyone else to the punch!

[Get This - Recommended](#)

B. Meeting Your Audience's Expectations

Your target market will have certain expectations. It is up to you to fulfill these expectations by delivering high quality products that are worth their hard-earned money. This is a must for any online business. You cannot afford to have a lot of dissatisfied customers. Remember what we have mentioned earlier about the two essential components for sustainable success in any business venture? One is by winning new customers. The other is by retaining old ones. You can't live on a single component alone. You have to aim for both.

There are many bases that you should strive to cover to satisfy your customers. Let's take a look at them.

- Advertise what the product is all about and how it can help your prospective customers, but nothing more. Stay away from hyperboles, false promises, and worse, false claims. You cannot say that an eBook you're offering has been number 1 in the market when you're just offering it for the first time, for example. Nor can you say that a product will transform your customers into instant millionaires overnight. Though such exaggerations can stir up a lot of interest, they are promises that are pretty difficult to fulfill. And when your customers realize that your products are not as good as advertised, your business' credibility will take a hit, and this will be a gigantic blow to your desired success in the online field.
- Never settle for a so-so product. Set your goals high and try hard to achieve them. If you want to write an eBook that will help your readers earn some money, make sure that you include everything that should be included to arm them with the knowledge to indeed make some dough. Never finish a product for the sake of meeting a deadline or releasing it at the soonest possible time. Rushing a product will show in the end result and it will make your business appear unprofessional and unreliable. You wouldn't want that to happen. So always make sure that the products you offer for sale are high quality goods with great presentation and even better content.

[Get This - Recommended](#)

- Provide an excellent after-sales support. This may come in the form of customer or technical support for matters that they might find confusing about the product or products they have purchased. We will discuss after-sales strategies in full detail a little later on.
- Provide guarantees. Whenever you buy an appliance, for example, you're reassured that whatever breakdowns you might encounter will be covered by a warranty, right? You should be able to offer the same type of guarantees for the products you're offering. If they're not working once the consumers try to use them after delivery, promise to replace them. If it breaks down through no fault of the consumer during a specified period of time, try to fix it as well. You have to give your prospective customers the peace of mind regarding what they buy.
- Remember: the customer is always right. This statement may have become a cliché in this day and age, but there's no denying its truth. Our businesses should exist for the satisfaction of our customers. They are, after all, the life of our enterprises. Without them, our ventures would be nothing.

It is very important that your customers are happy with their purchases. You owe it to them for the trust they have given your business. And it's the only way to ensure that they will be buying from your business again in the future.

C. The Importance Of Over-Delivering: The Turbo Way Of Doing Business

I have been in the Internet marketing business for many years now, and humility aside, I am proud to say that I have had a great degree of success. A lot of my subscribers to the [TurboZine](#) newsletter, which coincidentally is one of the longest running eZines on the World Wide Web, have asked me about my secrets.

[Get This - Recommended](#)

“How do you achieve consistent sales?”

“How have you maintained your success throughout all these years?”

These are the questions they often send me.

Let me tell you the secret of the Turbo line of products, which is the flagship project of my online enterprise. Ready?

It’s over-delivering.

Yes. It may sound very simple, but over-delivering requires a lot from an Internet marketer. It’s not as easy as claiming the fact that your business over-delivers. No. It takes a lot of positive actions on your part to make sure that your customers feel that they have truly purchased something worth their hard-earned money and more.

Never forget the phrase “and more.” It’s what establishes over-delivery.

Over-delivering consists of doing everything you can to make sure that your customers get all that they have expected to get, and more. If you give them something that is more than what has been advertised, they’ll remember you better. And in this industry, being remembered by your customers is a great asset indeed! It’s what efficient branding is all about. If you’re able to brand your business as one that over-delivers, naturally your customers will trust you again whenever they have more needs in the future. You better ensure the sustained success of your enterprise this way.

How exactly can you over-deliver, you might ask?

Let’s cite this as an example. Supposing you’re offering an eBook about traveling in Asia... you present it on your sales page and you employ a variety of marketing tactics (which we will not discuss in this guide, but you can always refer to [Web Traffic Explained](#) for everything that you need to know about online marketing techniques) to promote the sales page itself.

[Get This - Recommended](#)

Now, people who are interested in the information you share in such an eBook might decide to purchase what you have to offer. But should you stop there?

No. You shouldn't. Give them more than what you have advertised. Offer them bonuses that they did not expect. If you have the master resale rights or the private label rights (if you're confused about the different kinds of rights, there will be a discussion on the subject later on in this eBook, or for a more comprehensive study about rights and how you can profit from them, do refer to the [All Rights Explained Ebook](#) or the [All Rights Explained Video Tutorials](#) for a thorough discussion about the subject) of related eBooks, throw them in the package for free. If you have arranged some travel discounts with certain travel agencies in exchange for promoting their services in the pages of the eBook, throw them in the mix as well! There are a gazillion things you can give your audience... and they will appreciate each and every one of them.

So, that's the secret. Always try to over-deliver. It will go a long, long way in establishing great relationships with your customers.

And remember this concept, because as you will find out in succeeding chapters, over-delivery is a great tool you can use in packaging your products. It can be integrated into the many packaging models we will discuss later on.

Chapter II

The Power Of Your Sales Page

[Get This - Recommended](#)

Many people say that it's rather hard to sell products on the Internet.

Their reason?

Online channels are quite restrictive. For starters, you won't be able to see your prospective customers eye to eye. You won't be able to rely on spoken words as well, more often than not. You're just limited to the words you write and the graphics you use to supplement your points.

But, the truth of the matter is, the restrictive nature of Internet tools can work to your advantage. All you have to do is exercise some imagination.

And this imagination can work its wonders on your sales page.

Your sales page is the venue where you can make a sales pitch to your prospective customers. It is that page where you can accomplish the following things:

- tell your readers who you are and what your business is all about
- assure your readers about your impeccable credibility so that they'll trust you more
- tell your readers why they need your product
- tell your readers what your product is all about
- tell your readers why your product will greatly benefit them
- tell your readers about what you can guarantee (but be realistic about it. Do not promise anything that you won't be able to fulfill)
- tell your readers what other goods they will receive when they purchase your offerings
- allow your readers to make a purchase right there and then

You might be wondering: why are we going to discuss a sales page when this guide should be about packaging?

The answer is simple.

[Get This - Recommended](#)

It's because everything will work from your sales page. Whatever packaging model you decide to employ will be carried by your sales page. If your sales page is sub-par, so will your readers' impression about the package you have prepared.

Hence, it is a must – an absolute MUST – that your sales page is well-written, and it should be equipped with the right things that will better ensure a high conversion rate. Let's discuss this further.

A. The Importance Of A Great Sales Page

The importance of a great sales page can never be undermined. It is said that your sales page is your only crack at bagging a sale. This fact alone should be enough to make it warrant some serious – very serious – attention.

Indeed, your sales page serves as the link between you and your readers. It is where you can present yourself and your product in a credible way, enough to win the trust of your readers so that you can convert them into customers. If sales are the bread and butter of your business, then your sales page is the oven that helps prepare them.

This eBook is about powerful packaging strategies. In the coming pages, you will learn how to present your products the right way so that you'll be able to boost your sales.

The question that we should be asking in this chapter is, where are we supposed to present such products or packages?

That's right! Through our sales page, of course!

Your sales page is your voice in cyberspace. You will be able to talk to your readers through the words imprinted on your sales page. This is where you can try to convince them that they need your product and purchasing it would be very beneficial for their needs.

[Get This - Recommended](#)

B. Writing A Killer Sales Page

The first thing you should know about writing a killer sales page are the main parts of the headline. They are:

1. **A preparatory headline.** This is a line that will grab the attention of your readers and set up the main headline.
2. **A main headline.**
3. **A post-headline.** This is the line that will clarify your main headline.



TurboFeedback Manager
Create Your Online Pool of Information By Interacting With Your Visitors and Customers!

[Affiliates](#) | [Order](#)

1 *Responsiveness Is The Key To Good And Lasting Relationships With Your Clients And Visitors. Unfortunately, Responsiveness Is One Of The Hardest Aspects Of Your Website To Be Established.*

2 **"Finally, You Can Now Integrate An **Instant Interaction System** Into Your Website Which Will Allow You To Start Communicating With Your Visitors And Customers With Utmost Ease!"**

3 *Transform Your Pages Into Fully Interactive Channels And Win Your Visitors' Trust To **Boost Your Web Traffic And Online Sales.***

The image shows a sales page for 'TurboFeedback Manager'. The page features a blue header with the product name in large, bold letters. Below the header is a sub-headline. The main body of the page contains three distinct text blocks, each highlighted with a yellow border and a yellow number (1, 2, or 3) pointing to it. Block 1 is a paragraph of italicized text. Block 2 is a large, bold, black text block with the word 'Instant' in red. Block 3 is a paragraph of italicized text with a few words in bold. In the top right corner, there are two blue links: 'Affiliates' and 'Order'.

[Get This - Recommended](#)

From the illustration above, you can see how the different parts of the headline should be positioned. Try to use the standard font size for each of the parts:

Preparatory headline – size 16 font, Times New Roman

Main headline – size 20 or 22 font, Arial (to distinguish it from the other parts)

Post-headline – size 16 font, Times New Roman

Now, formulating a headline is not as easy as it might seem. Even the most jaded copywriters take days to come up with a stimulating and scintillating header that will immediately capture the readers' fancy. I would recommend [Scott Britner's Headline Creator PRO](#) to make things easier for you. Scott's powerful tool can generate very effective headlines with a few inputs from the product owner.

You can also keep some **swap files**. Swap files are those catchy lines you've read somewhere that you can use as backbones for your own works. For example, I read a great sales page that contains this convincing headline: "Make Great Music with the Yamaha 2720!" I could make a swap file out of it by leaving certain details blank. Here's the customizable swap file version:

"Make Great _____ with _____!"

So whenever I get stumped in conceptualizing a headline, I can refer to the swap file for inspiration. For example, I'm selling a 101 Cross Stitch Patterns e-book, for which I have to write a sales page. If I can't think of a good headline, I could look at the swap file and immediately formulate:

"Make Great Embroideries with the 101 Cross Stitch Patterns E-book!"

Imagine how easier life can be if I have hundreds of swap files in stock!

It must be reiterated however that swap files are not meant to steal content. They are merely meant to serve as a reference. I am certain that the great copywriters of our times, from whom many of these lines have originated,

[Get This - Recommended](#)

would feel flattered that their words are being used as swap files by people who wish to emulate their writing flair.

Now, on to the other parts of the sales page...

The **Salutation** is that portion where you will address your reader. Make sure that your salutation is appropriate to the market that you're supposed to cater to. If your product seeks to help people generate traffic for their website, for example, you could use the salutations "Dear Fellow Webmaster," or "Dear Valued Online Businessman." This would introduce your sales page on a more personal level that will make your readers relate more to your piece.

The **first few paragraphs** of the body of your sales page should introduce the need for your product. Tell your readers why the information you share will directly affect their lives. You have to establish a connection with them so that they'll be interested in reading the rest of what you have to say.

Here is an example of a salutation and an introductory spiel...

Dear Valued Businessman,

Time is gold.

You have heard about this a lot in your online dealings, for sure. The most precious commodity in the virtual world is time.

You may be running an online business, and you have come to realize that your profits are directly proportional to the amount of time involved in the many processes of its operations. Or you may have enrolled in a Pay-Per-Click (PPC) program and discovered that in order to boost your page impressions, you will need to maximize the time your visitors spend on your web pages. Or perhaps you are merely running a personal site and have learned that the secret to recurring traffic is the amount of time afforded to each of your visitors so that they are encouraged to come back to your website again.

There's another component to your website's success.

It's called **interactivity**.

Every visitor you manage to garner will require some special attention from you. It is an established human nature that people will be more responsive to your offers if you take the time to answer their need for responses as well. If they have some queries, you need to address them so that you'll be able to win their trust. If they have complaints, you need to attend to them so that their trust will not wane. If they have suggestions, you must let them know that you are listening to them so that they will feel reassured.

And here is an example of the introduction of the problem, which will basically give your readers the idea that there is indeed a need for what you are about to share...

But The Problem Is...

Not everyone has the skills to customize their web pages to make them interactive.

As often is the case, most webmasters rely on merely leaving their email addresses on the web page itself, hoping that any concerns will be relayed to them through such a channel.

But website visitors in this day and age demand something more. They demand fast replies. They demand expedient service. They demand immediate answers to their queries and concerns.

It's the call of the times. When almost everything on the Internet is capable of being delivered with digital speed, people expect more from the websites they visit.

To make your website interactive, you have to integrate a variety of tools and scripts that will provide some avenues for instant communication. But this requires some knowledge of programming basics and language. If you don't know HTML, XHTML and in some instances, CSS, you'll just find yourself at a dead end.

Additionally, making your website interactive will require a thorough sense of design. How such interactivity is promoted on your web pages will have a great effect on how your visitors will respond to your website's message. You need to present such interactivity in an elegant and functional way. You have to make sure that the use of the interactive features will be easy for your visitors, and that their layout is pleasing to their eyes.

This requires a lot from you. And not all of us are blessed with the necessary skills that can satisfy these needs.

Notice the spacing, and the use of a sub-headline? This is a strategy employed in copywriting for an online audience. People will read your sales page from their computer monitors. This is more straining to the eyes. You must make good use of negative space, or the empty areas in between paragraphs, to allow your readers' eyes to rest so that they'll have enough energy to read further. After all, if they get tired of reading, they could simply jump to another site with a click of the button. You wouldn't want that to happen.

[Get This - Recommended](#)

The next part of your sales page should **establish your credibility**. You should be able to guarantee your readers that you're for real and you are capable of delivering. Additionally, you should be able to assure them that the product you're about to offer is genuinely effective. You can do this through the following methods:

- Provide verifiable statistics that are relevant to your offer.
- Include testimonials from people who have used your product.
- Introduce yourself, complete with your expertise and credentials, especially those that are related to your product. Include your contact details as well to assure them that you're actually a real person.

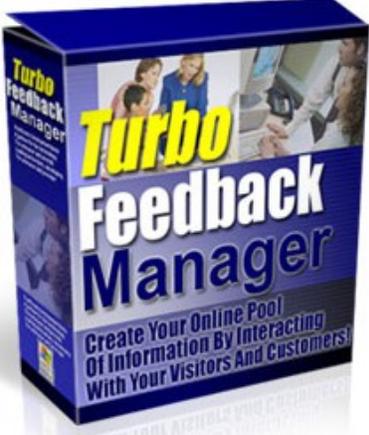
Thereafter, it is time to introduce your product. Provide the specs of your offer. Describe it in detail if you must. But most importantly, tell your readers why it is the best solution to the problem you have initially established.

*You May Now Stop Worrying.
Finally, You Have A Solution That Will Provide For These Needs,
And So Much More!*

Now, you won't have to worry about adding efficient and expedient interactivity into your website.

There's a new, amazing, and powerful script that will provide for your web pages the interactive features they need. Not only that, this script is loaded with other fantastic features and possible applications that will elevate your website to the next level of prominence!

Introducing...



**Turbo FeedBack
Manager**

**Create Your Online Pool Of
Information And Your Own
Channel For Instant
Communication To Win The
Trust And Confidence Of Your
Website's Visitors!**

Notice the use of the box graphic? This is because what is being offered is a software program. There are different sets of graphics for eBooks and other products.

Notice how professional-looking it is? Such is the importance of professionally made graphics for your e-business. This is the reason why, during the introduction of this eBook, I have recommended that you invest in great graphics for the products you will be offering. The impression they will make on your prospective customers will be great, and such will speak well about your product.

Lastly, tell your readers the benefits they can derive from your product. Enumerate as many benefits as you can. Let me repeat that because I can't emphasize this point enough – enumerate as many benefits as you can!

Use bulleting for this so that your readers can distinguish one benefit from the next.

Bear in mind that your sales page should also make ordering convenient for your readers. Include your payment button at least twice on your sales page so that your readers can just click on it when you manage to convince them of making a purchase.

Also, there will be other things that we will add to your sales page as we discuss the different packaging models two chapters from now. Please take note of them as well as it is a must that they be included here.

There are other resources that will help you with your copywriting skills. [Ewen Chia and Dan Lok's Underground Sales Letters](#) can make you a good copywriter in a matter of days. [Yeo Feng's How to Sell just about Anything Online](#) is more encompassing, but for this part of our discussion, I highly recommend that e-book's section on writing magnetic sales letters.

[Get This - Recommended](#)

A high converting sales page cannot be developed overnight. You'll need to constantly check your page statistics and make corresponding adjustments. Are your visitors coming from the places where you expect them to come from? If not, then perhaps you should reorient your marketing plan. Are your visitors staying on your sales page long enough for them to read what is written? If not, then your sales page isn't interesting enough. How many of your sales page's visitors do decide to make a purchase? Divide this by the number of hits your sales page receives and you'll have the statistic we call the **conversion rate**. The higher your conversion rate, the more effective your sales page is.

Monitoring all these statistics can be quite difficult. There are many tools available on the net but most of them lack essential features that will give you a comprehensive status report of your sales page's performance.

I can only trust two tools when it comes to this, which I would like to wholeheartedly recommend. You can easily have access to your site's statistics by using [Adtrackz](#) or the internal statistics system of the [JVManager](#). They are two of the most accepted standards in determining stats for acquiring sales ratios. The [JVManager](#) is an award-winning program that can also serve as an all-around digital assistant for your business. Talk about hitting two, three, five, or twenty birds with one stone, eh?

So keep checking your sales page's statistics and tweak and tweak until you come up with copy that produces an astounding conversion rate. This is a must for your marketing concerns.

In the next chapter, we will be discussing the different kinds of rights you will encounter in Internet marketing and how they can help you come up with highly sellable packages.

[Get This - Recommended](#)

Chapter III

The Right Stuff

Before we discuss the different packaging models you can use to make your offers more enticing for your prospective customers, it is very important that we first acquaint ourselves with the different kinds of rights at play in Internet marketing.

This is a very basic discussion; however, it is just enough to acquaint you with what you will need to understand about the concepts that will be introduced in the next chapter. For a more comprehensive study on the matter of rights, and how you can profit from them, it is best that you consult with the only resource on the subject [All Rights Explained Ebook](#). This valuable resource comes in both an [ebook format](#) or the [video tutorial](#).

That being said, let us proceed.

There are many rights involved in Internet marketing. Knowing each and every one of them is critical for your success? Why? Because in Internet marketing, intellectual property is valued, and if you disrespect someone's intellectual claim on a product, you may end up ruining your brand and suffering some very adverse consequences, like possible litigation,

[Get This - Recommended](#)

remuneration, and surrender of your liberty to exploit the said product. Any of these can easily lead to the death of your online business.

Indeed, you have to respect intellectual property rights. But this doesn't mean that you're not allowed to use existing products for your purposes.

The fact of the matter is, you can... for as long as those products allow you to.

And how will you know if you're allowed to exploit those products and the extent in which you can use them?

Through a thorough knowledge of rights, of course! With the rights included in some of the digital products you encounter are the parameters by which you can use them to suit your needs. Some products will allow you to sell them, for example, while some products will only grant you personal usage of them. Some products may be sold with their resell rights, and even better, some products will allow you to alter their content.

Now, why are these rights essential to your packaging needs?

It's because it will take so much time and resources to come up with your own products that you can use for bonuses and the like. You will have to make use of existing products for such goals. But you cannot use every product you'll be able to find. You have to check its license. In its license, you will be able to know the allowable actions you can take when it comes to the said product.

For the purpose of packaging, these are the questions you should be asking:

1. **Are you allowed to distribute the product for free?** This is important if you're planning to add such a product as a bonus for your purchasers. You cannot just give away any product for free because this will devalue it. You can only do this if it is expressly allowed by the creator of the product himself/herself.
2. **Are you allowed to resell the product?** If you're planning to add the product to a package so that you can jack up its value, make sure that

[Get This - Recommended](#)

- the license allows you to resell it. Furthermore, you have to check if the license pegs a minimum amount by which the said product should be sold. Most resale rights licenses, however, don't include a minimum selling price for the products involved.
3. **Are you allowed to resell the resale rights of the product?** The items in your package will be more attractive for your consumers if such items include resale rights. The reason? Products with resale rights will offer your customers more income channels, and the value for this is quite immeasurable.
 4. **Can you alter the contents of the product?** In the same light, products which include what we call private label rights also provide more options for your customers. The prospect of being able to use the items anyway they want will make such products very lucrative. Additionally, you can edit the pages yourself. You can include your own affiliate links, your own inputs, and your own ideas into the products.
 5. **Can you name yourself as the author of the product?** This will help you in branding your business. Before you include such products in your package, you can name yourself as the author. This will create the impression that your business is established enough to be able to churn out several products for many offerings.

But we're getting ahead of ourselves.

The first thing we have to discuss are the different kinds of rights you will encounter in Internet marketing.

A. Introduction To The Basic Kinds Of Rights

There are four basic kinds of rights in Internet marketing. However, each kind of rights may entail some special liberties or restrictions, so it is very important that you read the entire license before using the product for your purposes.

[Get This - Recommended](#)

Let's take a look at these four basic rights.

- 1) **Products with basic rights.** Nothing special here. These are the products that will only allow you personal usage of the product. You cannot do anything with them, save to use them for your personal purposes. If the product is an eBook, for example, you are only allowed to read its pages and consume the information it shares... and nothing more. If it's software, you're only allowed to use it for yourself or your business, but you cannot distribute it to other people. For the goals of preparing a great package, products with basic rights won't be of any use for us, except for the invaluable knowledge they share.
- 2) **Products with resale rights.** This is one of the rights you should pay attention to. Resale rights will allow you to sell the product again to your customers. Usually, the resale dictates a certain amount. Some resale rights come with the condition that you should not resell the product for a price lower than what is given. This is meant to ensure the salability and prestige of the product. But some resale rights only offer a suggested retail price, or better yet, no restrictions as to how much you can sell the product again. This would be best for your packaging concerns. You could sell your own product for example, and bundle it with a host of other products that you could charge a meager sum for.
- 3) **Products with master resale rights.** Master resale rights are better than basic resale rights. The reason? You can sell the resale rights for the products as well, thus creating a more encouraging option for your prospective customers. This means that if you purchase an eBook with master resale rights, you will be able to sell it to other people with its resale rights. Your customers who purchase the said eBook will also be purchasing the option to resell it to their own clients. The added earning potential of products with master resale rights make them more enticing, and as a result, easier to sell.
- 4) **Products with private label rights.** Private label rights are the rave these days. They allow you to alter the contents of the products

[Get This - Recommended](#)

anyway you want. Some of these private label rights also allow you to name yourself as the author, which is great for branding purposes. Additionally, most private label rights also come with master resale rights. But to be sure, study the license carefully, so that you'll know the limits of what you're allowed to do with them.

B. Investing In Rights

Since packaging is an integral approach to your Internet marketing business, investing in rights is very important for your cause. Let's take a look at this in practice.

Illustrative Package:

Contents:	Value:
Ebook 1 (your own product)	\$47.00
Script 1 (purchased with resale rights)	\$60.00
Ebook 2 (purchased with resale rights)	\$47.00
Ebook 3 (purchased with resale rights)	\$47.00
Script 2 (purchased with resale rights)	\$60.00

As you can see, the total value of the package is \$261. This consists of the sum of the selling price of each of the products contained in the said package. The trick here is in letting your audience know the true value of the package, which is \$261, and selling it for a substantially lower price, say, \$70.

What happens to the \$191 difference, you might ask?

In business, it is what we call an opportunity cost. It's like this: you have purchased the resale rights to the other products in the package. Every sale from the package will increase your profit. Sell it for \$1, for example, and that \$1 is yours and yours alone. This is the beauty of resale rights in general.

[Get This - Recommended](#)

Now, with regards to the package we have illustrated above, the \$191 is your opportunity cost. It's a necessary sacrifice for what you stand to gain. People will find your offer more attractive if you're selling so many products for just \$70. This means that you have a greater chance of gaining more customers. There is strength in numbers, and you'll easily be able to cover the \$191 cost through the many new customers you'll win.

Ask yourself this question: which is a more enticing option?

An eBook that sells for \$47?

Or...

The same eBook packaged with 2 more eBooks and 2 scripts that sell for \$70?

We will be discussing this in detail come the next chapter, but for now, it is necessary that you know how resale rights make everything possible.

So always be on the lookout for great products being offered with their resale, master resale, or private label rights. They may cost more than the usual deal, but consider them as necessary investments to pad up any package you offer in the future.

[Ewen Chia's Resale Rights Marketing](#) is a great resource that will teach you how to flourish in the resale rights business. I highly recommend it if you want to explore the many possibilities in this field. Ewen is a good friend of mine and I have personally witnessed how much effort he has invested into this eBook to make it as comprehensive as possible.

If you want things to be easier for you, however, I'll let you in on a secret.

I will enumerate exciting and thorough resources you can capitalize on. With these resources, you won't have to search the entire World Wide Web to find the best deals involving resale, master resale, and private label rights. Everything you will ever need are compiled into these amazing offers. Let's take a look at them:

[Get This - Recommended](#)

- [Best Free Ebook](#). This is a collection of 82 eBooks you can brand and give away for free. They're not just some lame eBooks. This is a collection of the best information products on the Internet today. Check it out and see for yourself the gathering of great Internet marketing minds and the products they offer inside this wonderful package.
- [Best Seller Ebook](#). You want more products to choose from? How about close to 800 listed products, each with their own master resale rights? Never will you be able to encounter an offer as grand as this. You could include a product from this bundle in your package per day and you'd never run out of new items for more than 2 years! That is how encompassing the Best Seller Ebook is!
- You could even take advantage of [any products from this fantastic list for just \\$9.99 apiece](#), and that includes full master resale rights for each of them.
- You could also consider this [private label rights package](#) for a very affordable price. Each product included herein are proven sellers and they come with everything you need to start earning money immediately.
- Or, you could join the acclaimed [TurboMembership.com](#) and take advantage of new products that you can sell for a profit, each and every month. That's right. The TurboMembership.com is a virtual factory of information and digital products that rewards its members with exclusive and profitable access to never-before-published goods that are sure to be high sellers.

As you can see from these offerings, investing in rights doesn't have to cost you an arm and a leg. There are many ways to skin a cat, so they say, and there are as equally many ways to acquire the resale, master resale, and private label rights of great products.

Just remember, the ultimate goal is to make a profit. You could sell these products by themselves, but as this eBook will show you, offering them as

[Get This - Recommended](#)

parts of a low cost, highly enticing package might be a better option for the eventual success of your enterprise.

Chapter IV

Packaging Models

This eBook is all about packaging as a viable and profitable way of boosting your sales rate. By now, you should know that the principle behind packaging lies in preparing a bundle that your prospective customers will find difficult to resist.

There are many aspects to this. Let's take a look at them.

[**Get This - Recommended**](#)

- A numbers game. By preparing a package that includes a lot of products, your customers will feel that they're getting a great deal by the sheer number of the goods alone.
- The price is right. By preparing a package at a very friendly price, your customers will feel that they're getting something that is more than what they're paying for.
- Slashing the price. By giving discounts, either perpetual or time-sensitive, your customers will feel that they have to act fast and take advantage of your fantastic offer.
- Post-sales service. You could also jack up the value of your products by marketing an excellent post-sales service in the form of technical support, future rebates, money-back guarantees, and the like.
- Exclusivity. Make your customers feel special by offering them some packages that are available to their respective groups alone.

A great package is a combination of all these elements. In this chapter, we're going to discuss a variety of packaging models that are sure to help boost your sales by presenting your products in a more encouraging light.

But bear in mind that marketing is still needed to promote these packages. After all, the best packages will just collect some digital dust if no one gets to read about them. You need to promote these packages so that they are exposed to as many people as possible.

For some effective marketing techniques, you could consult the [Internet Marketing Cookery](#), a guide that was written with the novice Internet marketer in mind.

If you want to drive immediate traffic to your sales page, do consult [Web Traffic Explained](#), an eBook that will teach you the most potent traffic-generating strategies ever invented.

These resources will help you achieve the marketing mileage you'll need to tell the world about your package.

[Get This - Recommended](#)

That being said, let's get to the heart of the matter, and the heart of this eBook... packaging.

A. Adding Bonuses

Perhaps the most popular and the easiest packaging model involves the use of bonuses. This isn't a difficult concept to understand. Bonuses are free items you deliver to your customers once they purchase your product.

The question here really is: where would you get products that you can use as bonuses?

There are 2 answers to this:

1. By creating those products yourself, or by causing their preparation (please refer to the [Outsourcing Survival Kit](#) for many techniques that can be used in hiring a freelancer, as well as ways by which you can protect your own interests); or
2. By purchasing the master resale or private label rights of existing products. Just make sure that the license allows you to give the products away for free.

The first option entails some needed investments, both in terms of money and time. If you have both, it's a good route to take. But personally, I believe that you can earn more if you sell the products as they are or as the centerpiece of new packages. After all, your investments are riding on the products' success. And one more thing which may make this option as a not-so-lucrative idea is the emotional investment you might have for the product. It's your baby, after all, and it would be hard to give it away for free. Nonetheless, if you're cool with everything that we have discussed here, then there should be no problem.

[Get This - Recommended](#)

The second option is more practical. First, because you won't have to prepare such products, as they are perfect for delivery as they are. And second, because you have all the rights to give them away for free. They will be bought for such a purpose, anyway, since it would be hard to sell them, given the fact that other purchasers might be giving them away for free as well.

I highly recommend the second option. Furthermore, I also recommend that you start collecting a pool of ready-to-distribute products so that you can just choose from this selection whenever you're preparing new products to sell.

Still not convinced about the potency of providing bonuses? Here's an illustrative example. As a customer, which would you rather buy?

The item on the left or the package on the right, when both are being sold for \$47.00?

And we're just talking about one bonus at that. What more when you have three, five, or even ten bonuses? You'll be able to increase the perceived value of your package in no time!

Indeed, packaging through bonuses is also a great ploy when competing with other online businessmen who are offering the same product or a rival product that caters to the same audience. By padding up your package with numerous bonuses, you'll be able to win the attention as well as the favor of the market. How could you not? Your prospective customers will be getting more value for their buck.

[Get This - Recommended](#)

B. Creating Your Own Membership Website

Go to TurboMembership.com now. Seriously.

That is a prime example of a grand membership website. Did you see all the products that are being advertised? All of them are available for the members of that program. In exchange, they just have to pay a monthly fee.

Now, I'll be honest with you. It took me years before I could collect enough materials for TurboMembership.com, but I always knew that even with thousands of products in my inventory, that wouldn't be enough to satisfy the members of the TurboMembership.com. So I strive to come up with new products and new offers each and every month to make them come back and renew their membership, and eventually, help them earn a living online at the same time. You may see the products as they are advertised on the sales page (which is constantly evolving on an almost daily basis because more and more products and services are being added,) but what you don't see are the many people I employ to keep the ball rolling. A membership site like TurboMembership.com is not easy to create, I will tell you that much.

But what is within your grasp is the creation of a mini-membership site. The system would be like the one employed by the TurboMembership.com program, only, at a smaller scale which would guarantee feasibility and profitability.

Basically, a membership site can only be accessed by your paying members. They will have to pay a membership fee, which is usually renewable per month. Inside the membership site, you should have monthly packages ready for download. These could be a collection of your products as well as a collection of products, the master resale rights of which, you have acquired. Now, here's the trick about membership sites:

1. **You should make sure that you have a substantial number of new offerings per month** so that your members will be encouraged to renew their membership; and

[Get This - Recommended](#)

2. **You should make sure that the needs you are catering to are persistent** and not satisfied with one serving of what you have to offer. Persistent needs include the need to sell something new as is the case with online businessmen, the need for new content as is the case with webmasters, the need for new updates as is the case with Google AdSense mini-site operators, and the like.

Before we discuss the how's, let's take a look at why a membership site would be very profitable for your online enterprise.

- A membership site would guarantee you recurring income. Set a membership fee for \$10 (small, but attractive,) for example, and garner around 100 members (very easy if you're able to market it well,) and you'd have \$1,000 per month. But that's just the lower end of the spectrum. What if you're offering a membership made valuable by a comprehensive monthly package at \$30 per month, and you're able to garner 500 members. We're talking about \$15,000 a month!
- A membership site can be fully automated. Since all you have to assure is your members getting free access to the website, you can concentrate on product creation and/or product acquisition. The membership website system will take care of the rest, from enrollment to hosting. You won't have to manually deliver the products; you just have to upload them so that your members can download them.
- A membership site, contrary to popular belief, is easy to setup. We will discuss this later on.

Now, we'll study what is probably the most pressing question on your mind: how can you establish a membership site? Here are some step-by-step instructions on how to accomplish this:

Step 1: Plan what you can offer.

As we have mentioned earlier, you must cater to a need that is persistent. Do not settle for the first thing that comes into your mind. Study it thoroughly and ask yourself the following questions:

[Get This - Recommended](#)

1. Is there a consistent need for this product? Because if there's none, then there's no point in offering it per month.
2. Is this something I could provide? Remember, maintaining a membership site requires your full commitment. Your members will expect fantastic offerings on a monthly basis. If you won't be able to provide what you promised, your reputation will get ruined... and reputation in this business means a lot.
3. Do I have the means to see this through? You might have to spend some cash for the creation of the membership site and the procurement of the products you have to sell, at least initially. Eventually, however, you could use the profit you are able to derive from the membership site to defray the expenses you incur.

The most important of these considerations is number 1. Again, you must make sure that the need you will cater to is persistent. I can't emphasize that enough. You can't say that you'll offer a collection of eBooks to a general market because people would rather buy them separately instead of tying themselves up to a monthly service. But if you can offer eBooks with resale, master resale, and/or private label rights and offer the membership to a market composed of online businessmen operating online bookstores, then you're in business! This is a group that has persistent needs for fresh products they can offer to their own customers.

Here are some examples of persistent needs you could offer from your planned membership site:

- information content for websites
- niche articles
- hot keyword lists for AdSense
- ready-made mini-websites optimized for AdSense, also called turnkey websites
- headers and other graphics
- information products with resale, master resale, or private label rights
- scripts and programs with resale, master resale, or private label rights
- a combination of any or all of the above

[Get This - Recommended](#)

The ideas are not limited to the enumeration we have given. There could be more as the needs in Internet marketing are constantly evolving. Just brainstorm an idea and you'll know more or less where it is headed if offered on a monthly basis.

Step 2: Get all the products in advance

Procrastination has no place in maintaining a membership site when all your members are expecting you to deliver on time. Hence, you should prepare 3 months' worth of products in advance. If you want to create or cause the creation of these products, do so before launching your website. 3 months is a healthy leeway for inadvertent delays. You'll have enough days to make up for hold-ups you may not have expected.

Step 3: Creating your membership website

Then it's time to create your membership site. There are two approaches to this.

1. If you have some knowledge in web programming, you can create your own membership website. The setup is simple. Basically, the heart of your membership site is the download page. Access to the download page should be limited to the members. You can do this by protecting the page with a password. Only your members can have the password, which you can email to them once they have paid the membership fee. Make sure that the password changes every month. Again, this is the most basic membership site setup. There are more complicated models, but this is effective enough for your needs. If you don't have the programming knowledge to do this, hire a web designer. Use the information that is found in the [Outsourcing Survival Kit](#) so that you can get the best deal when transacting with freelancers.
2. You can purchase programs that will help you create membership websites. This, of course, is the easier way, and all you have to do is personalize your membership site to suit your fancy. Great programs that offer such functions and also offer ready-made sites are

[Get This - Recommended](#)

www.authpro.com and www.interlogy.com/products/pmpre. Of course if you want to get the ULTIMATE platform for running your business and also all of your membership, no other solution is better than [JVManager](#).

Step 4: Get a payment processor

Naturally, you will want to receive payment from your members. If you choose to make use of the programs mentioned above, you'll have ready access to some credible payment processors. Otherwise, you might want to sign up with [PayPal](#), which is the most popular payment method on the Internet today, or some other [merchant account](#) to accept payments from major credit cards.

Payment buttons can be included on your sales page to make it more visible for your prospective members and to make it more convenient for them to acquire their membership.

Step 5: Marketing your membership site

As we have mentioned earlier, marketing is very crucial to the success of your membership site. You will have to put the word out on your business model so that you are able to attract members.

The important thing to consider in this step is to market your membership site directly to the people who are most likely to be interested in your offer. If your membership site offers articles, headers and graphics, or turnkey websites, for example, you should be targeting webmasters who are making a living out of the Google AdSense program.

There are many, many surefire marketing strategies you can employ. Discussing all of them would consume all the pages of this eBook. Please do refer to [Internet Marketing Cookery](#) and [Web Traffic Explained](#) for a thorough discussion of these promotional techniques.

Indeed, creating a membership site can be very easy, if you have the drive, the commitment, the resources (at least initially,) and the patience to see it through. And it is a highly profitable packaging model as well.

[Get This - Recommended](#)

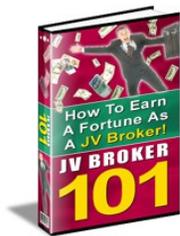
C. The Power Of Numbers: Value For Their Buck

We have mentioned in previous pages that packaging has something to do with numbers. Let's face it, if your audience sees more products as part of the deal, they'll find your offer to be more attractive. And if such a package is offered at a very irresistible price, then your offer will be very irresistible indeed!

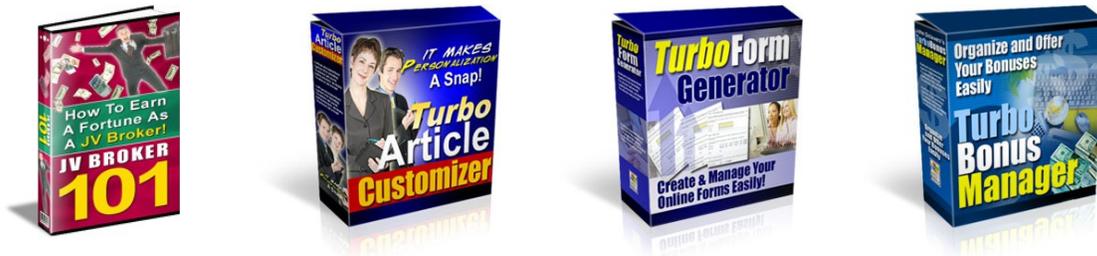
Previously, we have discussed packaging numerous products as bonuses. In this section, we're going to discuss packaging numerous products which are not bonuses, i.e. they are not necessarily free, but are offered in bulk at competitive rates.

To inspire you about this approach, let's take a look at another illustrative example. Which would you rather purchase?

A product for \$47...



Or the same product with a slew of other digital items for \$67...



[Get This - Recommended](#)

Quite clearly, the package of 4 items will appear more enticing despite the \$20 markup attached to it. Cent per cent, your market will find the package more economical and more valuable for the dollar.

(By the way, the products used as examples above are real products, and bestsellers at that. Through the TurboMembership.com program, you'll be able to gain the resale rights as well as the private label rights for each and every one of them. This is an excellent opportunity for you to pick up some sure sellers for your pool of distributable products.)

This is the point exactly. And this is the principle I'd like to expound on when it comes to this packaging model...

Give more, earn more.

Some people will air certain concerns about this method. Let's try to answer possible questions about the matter.

Wouldn't you earn more if you'd sell the package based on the cumulative price of the items?

Yes, you will earn more per sale, but you won't be able to sell as many packages as you could compared to when you sell them for slashed down prices.

How are you supposed to recoup the difference between their actual price and their selling price?

Through the number of packages you are able to sell. Take the sample package above, for example, which retails for \$67. Each of the products cost \$47, which would peg the actual value of the package at \$188. Yes, you'll be losing a total of \$122 per sale. But such thinking would be myopic.

Imagine how many packages you'll be able to sell at \$67 when the value is clearly \$188 otherwise. Now compare your projected number to how many packages you'll be able to sell if you attach the real price of \$188.

[Get This - Recommended](#)

\$67 packages, being more affordable, will fly off your digital shelf. On the other hand, you'll be struggling to sell the \$188 package. Now supposing you're able to sell a hundred \$67 packages in a span of one month (which would be easy, considering the real value of the package. You just have to market it well.) That's a \$6,700 profit for you! But if you decide to sell the same package for its real value of \$188, you'll have a difficult time, and probably gain 4 or 5 sales for the entire month. That's just \$940.

Do you see the difference? You cut back on the price, but in the end, you earn more.

Is there any other way to make such a package more enticing?

There are a gazillion ways to make the package more irresistible. Here are just the more popular ones:

- Add more products to the package, but keep the cost as minimal as you can.
- Add products with resale, master resale, or private label rights. The added earning opportunities that go with these products will make the package even more desirable.
- Make sure that your prospective customers know the real value of the package. Include such a statement on your sales page.
- Use a dynamic pricing strategy. We will discuss this later.
- Use a time-sensitive method in offering the package. We will also discuss this later.

What if you can't afford acquiring the resale, master resale, or private label rights of some really hot-selling products? Or, what if the resale, master resale, or private label rights of such products are not available?

Joint venture, or JV, is the key.

[Get This - Recommended](#)

Contact the creators of the products you're eyeing. Offer them a blueprint of your marketing plan that includes your proposed package, how much you will sell it for, the profit sharing scheme, and the other benefits that can be gained from such a joint venture. Make sure that you have a solid plan in mind and present it well. Remember that you're trying to convince them to share their products with you for a limited time.

I have done this numerous times, with the [Santa Deal Time](#) and the [Summer Deal Time](#) events. Both have met great success and I am committed to making them annual offerings. For the said events, I have pulled together several renowned and respected Internet marketers to share their products for a certain period of time. In exchange, their websites as well as their other products are promoted and they will also share some of the profits from the said events. It helps that I am friends with all of them, of course.

I have written every step and every secret necessary for a joint venture of this magnitude in [JV Brokering 101: How To Earn A Fortune As A JV Broker](#). I highly recommend this resource for anyone who wishes to create a JV event and gain access to the most profitable digital products in the industry today. Imagine having the chance to sell a proven seller, the resale rights of which have never ever been offered before. That would be a surefire blockbuster for your online business!

D. Offering Future Discounts

It is a given fact in Internet marketing that your sales will not only come from new customers, but from previous purchasers as well. This is the reason why you should always strive to offer the best product possible. You will want to create a lasting impression in an industry where your business' reputation is enough to carry you to the Promised Land.

One way to ensure this is by telling your customers how much you appreciate their trust. No, I'm not talking about sending each and every one of them a Thank You card. Give them something more substantial, something more meaningful, and something more practical.

[Get This - Recommended](#)

Consider offering them some discounts on their future purchases.

Offering future discounts is quite easy to pull off. All you have to do is to create a separate sales page for old customers. This will be hosted under a secret domain name. You could send a link to this separate sales page via email, since, if you know your Internet marketing basics, you'll have their contact details in your follow-up system.

There is a flashier way of doing this, as well. You could employ a program that generates discount coupon codes, which your recipients can simply type into your website so that they will be redirected to the separate sales page where the products are being offered for a lesser price. But sadly, there is no commercial program of this nature at this time. Webmasters and online businessmen who offer this technique hire programmers to design such a website for them. You could take the same route if you wish.

Discount coupons are also a great way of generating some buzz about your product. Leave a discount coupon code or a direct link to your separate sales page in several online communities or forums for example and you'll have an instant viral marketing mini-tool making the rounds. Mention the link to the separate sales page in your blog entries and you'll soon experience a boost in traffic, if not in your sales rate.

Indeed, discount coupons are very flexible mechanisms that will generate some interest in the people who get exposed to them.

E. Time-Sensitive Offers

Now we go to a packaging model that requires a little more attention and care. It's more complicated to pull off, but the rewards can be immense if done correctly. We're talking about time-sensitive offers.

Time-sensitive offers are quite easy to understand. Basically, it's just a term about products or packages being offered at a certain price for a particular

[Get This - Recommended](#)

period of time. I'm sure you have encountered something like this before, if not online, then in the real world. Would the following statements be familiar to you?

Buy Now At A Low Price Of \$XX.XX! Good For 7 Days Only!

Buy Now At A Low Price Of \$XX.XX! Only 20 Copies Will Be Sold At This Price!

Buy Now At A Low Price Of \$XX.XX! Offer Will Close At 12 Midnight On Feb. 14, 2006!

This approach to marketing is very effective. The reason? It causes panic. The reader feels that if he doesn't act fast, he will forever lose the chance to take advantage of the offer at such a bargain of a price. This will compel him to act and this will mean more sales for your enterprise.

So how do you employ a time-sensitive offer? Here are the steps you will need to take:

1. Prepare your product or perhaps a package like the ones we have discussed during the earlier parts of this chapter.
2. Determine a great, irresistible selling price which is substantially lower than the usual selling price. Again, don't worry about the difference. You'll more than make up for it with the many sales you'll generate.
3. Prepare a sales page especially for that offer.
4. Purchase the [Special Offer Manager](#). The Special Offer Manager is an amazingly powerful program that is the heart of a time-sensitive offer. You can do a lot of things with it, like manage your time-sensitive offer, collect the contact details of the people who purchase your product or package, and announce the terms and the running time of your time-sensitive offer to the current members of your mailing list. If you want to take advantage of this fantastically potent strategy,

[Get This - Recommended](#)

- then you will need the Special Offer Manager. No ifs and buts about it.
5. Market your time-sensitive offer beforehand. Use the many promotional strategies you have learned from [Internet Marketing Cookery](#) and [Web Traffic Explained](#) .
 6. Launch your package during the designated date.
 7. Sit back, relax, and enjoy your sales page's payment processor rack up those sales!
 8. End your offer once the period is over. Remove your sales page.

Do consider offering a time-sensitive package. I guarantee you that if you're able to market it right, the results will be astonishing! You'll receive a response rate the likes of which you have never seen before.

F. Urgency Marketing, A.K.A. Dynamic Pricing

Urgency marketing is a relatively novel strategy in the online world. It employs what I'd like to call dynamic pricing; that is, the price of the product will gradually increase at certain intervals.

The result of this would be the same, if not more pressing, than that which can be experienced with the time-sensitive offer. Mass hysteria will break out as your audience will feel that if they don't act fast, they'll forever miss out on the opportunity to take advantage of the product or products at such great prices.

Imagine, if you will, a product that is being sold for \$20, when its real value is \$67.

Now, if you're going to offer such a product for the price of \$20, with a warning that in the next 24 hours, the price will increase to \$25, and then to

[Get This - Recommended](#)

\$30 a day after that, and with each passing day, \$5 will be added to the price until the real value of \$67 is reached, how do you think your market will react?

Put yourself in their shoes and imagine how you'd feel about such an offer

Wouldn't you want to punch in your credit card details and take advantage of the offer while it's early so that you can get it for the best price possible?

This, my friend, is the essence of urgency marketing. True to its name, it creates a sense of urgency among the members of your market and this sense of urgency is often transformed into successful sales. If you know how to market your product or package, then you're sure to capitalize on dynamic pricing to boost your sales rate.

Now, there are many possible "intervals" you can use for your dynamic pricing strategy. These intervals, of course, would dictate the price increase. Let's take a look at them.

1. **Stated periods.** Would you like the price to jump after a day? After two days? After a week? You can do so if you so choose. Just remember that a lot of study should be put into this. Try to determine which time interval would be best for your goals and proceed from there.
2. **Stated number of purchases.** The next price jump can occur after 20 customers have bought the product or the purchase. This number, of course, can change according to your needs. You may want to make it 30 customers, for example, if sales rates are predicted to be solid and consistent. Or even 50 if everything is going well.
3. **Specific dates.** You could even use particular dates as the point for your next price increase. Supposing you offer the package subject of the example above at \$20. You could warn your market that the price will increase to \$30 on March 10, \$40 on April 10, \$50 on May 10, and so on and so forth.

[Get This - Recommended](#)

How exactly can you employ urgency marketing for your online business? Here are some very simple steps that will help you.

1. Prepare a product or a package of products. As we have discussed at the beginning of this eBook, make sure that your product or products are of high quality, digital items that your customers will love and will be proud to have.
2. Now, determine the total value of the product or products.
3. Determine the initial selling price of the product or products. The selling price should be substantially lower than the actual value. For example, the actual value of your planned offer is \$200, consisting of 5 products. Try pegging the initial selling price at \$50. Again, don't worry about losing money. You'll be able to recoup the difference from the number of sales you're able to generate. Remember this important rule in Internet marketing:

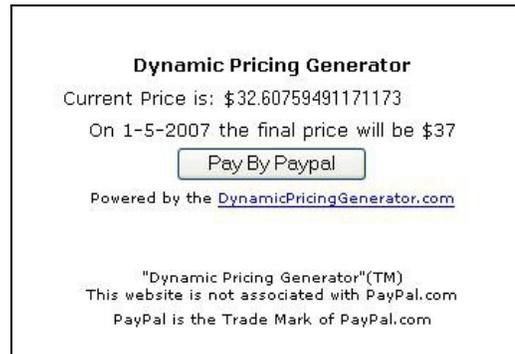
Digital products are bought per copy and not per item.

A digital product is never tangible. You will just be selling copies of it; hence, you won't be spending on production costs per copy.

4. Prepare your sales page. Remember to indicate the real value of the product or package you're offering. This will inform your readers that they will be getting a great deal at your initial selling price.
5. Purchase the [Dynamic Pricing Generator PRO](#). The Dynamic Pricing Generator, quite frankly, is the engine of what should be a fully automated urgency marketing vehicle. The Dynamic Pricing Generator will take care of gradually increasing the price of the product or package you're selling and help process payments as well. This means that you don't have to manually adjust the price every time an increase is due. Better yet, the Dynamic Pricing Generator is fully compatible with PayPal processors. PayPal, of course, is the most popular payment processing system on the World Wide Web today.

[Get This - Recommended](#)

6. Integrate the Dynamic Pricing Generator into your sales page. This will be easy, as with 3 easy steps, you'll be given a code that you can simply copy and paste into the source code of your sales page. Thereafter, your sales page will display the ever-changing price of your product. Here's a screenshot:



7. Market your product or package. Again, please consult the [Internet Marketing Cookery](#) and [Web Traffic Explained](#) for some proven and efficient marketing campaigns that will maximize your advertising mileage on the World Wide Web.
8. Sit back, relax, and watch the sales come quickly.

Urgency marketing is also known as fire sale marketing, a term which may be more familiar to you. The purpose, as we have made clear, is to create a great demand for what you have to offer. Often, this demand propels the campaign into dizzying heights of success.

G. Redemption Bonuses

This is a novel packaging method that was inspired by www.MrZine.com and www.TurboPoints.com. I initially thought of this model while thinking of new and exciting products to add as bonuses for one of my offerings.

The idea came to me quickly. What if, instead of giving my customers the bonuses as soon as they purchase, I'd make them earn such bonuses through

[Get This - Recommended](#)

their purchases? What if I'd give them points for every item they buy, and at the same time, create an inventory of great, great products that they could redeem with the points they have accumulated? By doing this, they'd have a greater sense of fulfillment in reaching the corresponding points that would reward them with a special bonus of their choice. It's a more interactive approach because the customers would have control over what extra products they get.

From a business standpoint, it seemed to be a very promising idea indeed.

The concept is simple.

1. Prepare a list of amazing products.
2. Assign points to each of them. Preferably, you'd assign higher points to more valuable products.
3. Assign points for every digital product you are selling.
4. Every time a customer purchases a product, he'll acquire the number of points assigned to it.
5. If he has collected a certain number of points, he could use them to redeem the appropriate products.

Indeed, it's a simple idea, but what I found difficult, at least initially, was the execution. How will I be able to monitor all the points that each and every customer earns? How do I automate the assignation and awarding of points? How do I automate the distribution of the rewards?

The idea lied on the backburner for a couple of years until I was able to develop what I would love to call as the mother of all bonus managers. Naturally, I have labeled it the [Turbo Bonus Manager](#), a program that fully, FULLY, automates this kind of bonus redemption system. Every aspect of the setup will be taken care of by the Turbo Bonus Manager and all the user has to do is prepare the preliminary inputs. The program will take care of the rest.

I am sharing this with you because I want you to succeed. Using this system (which members of the [TurboMembership.com](#) may be familiar with as the "Vault,") I was able to generate a lot of sales, but most importantly, I have contributed in making Internet marketing more fun and enjoyable for my

[Get This - Recommended](#)

customers. Offering bonuses in this manner is like going to the town fair, after all. You can participate in all contests like shooting some targets, throwing the ring on the neck of the bottle, toppling a set of bottles with a ball, and the like, and eventually redeeming the points you have earned for a prize of your choice.

You can make your offers just as exciting as well. Do consider this type of packaging.

H. Offering Exclusive Deals

Sometimes, the members of your market just need to feel special so that they'll give you their trust and patronize what you have to offer. It's the sense of community at work. People, by nature, feel more secure whenever they deal with others who have treated them well.

As an Internet marketer, you can capitalize on this. How?

Infiltrate their group and offer them exclusive deals. This can be done in a variety of ways. Let's take a look at some of them.

- Online users usually congregate in bulletin boards or forums. There is a forum for every niche. It's just a matter of finding the forum that is dedicated to the subject of your business, joining the members therein, building relationships, and making them an offer they cannot refuse.
- Any Internet marketer knows the value of a follow-up system or a mailing list. Your mailing list can become a community in itself. You can offer them exclusive deals that won't be available anywhere else. This will make them proud of the subscription as they will feel that they are being rewarded for having subscribed to your list. The response rate, hence, can be very profitable.
- Make your own forum, and attach it to your website. It's not that difficult to create one, especially when there are ready-made forums

[Get This - Recommended](#)

available on the World Wide Web. The forum design most people are familiar with is pHP BB. You can download the source code from www.phpbb.com .

Let me teach you a secret that will generate some instant profit for your business.

Suppose you have an existing campaign for one of your products, and let's say that you're selling it for \$47 a pop.

I want you to join the [Warrior Forum](#). The Warrior Forum is a community composed of the brightest minds in the Internet marketing world today. We are talking about Internet businessmen who are hungry for new ideas and new products from which they can profit from.

If you are willing to sell your product with its resale rights, then advertise it in the Warrior's Special Offer section of the said forum. Sell the product with the corresponding resale rights for \$47, if not slightly higher, and tell your fellow members in that community that the Warrior Forum is the only place where they can acquire the resale rights for such an item. The response rate will be unbelievable! Believe me when I tell you that thousands of dollars are exchanged on the pages of the Warrior Forum alone, and this is the daily average! Indeed, this community is a Mecca of Internet marketing business. A lot of its members conduct their trade exclusively inside the pages of the forum and they still manage to make a killing in profits.

The point of this section is to inform you that adding a semblance of exclusivity to your offers will provide a boost for your conversion rate. How much of a boost? That will depend on three things:

1. How exclusive is your offer?
2. How great is the product?
3. How beneficial is the exclusive offer for the targeted group?

Master these three components and you'll be doing great business with exclusive offers.

[Get This - Recommended](#)

Chapter V

After Sales

Let me tell you about the mistake that most Internet marketers make - they tend to believe that the transaction is merely confined to everything that happens before the sale. This is a fatal, fatal mistake.

Customer satisfaction should always be sought. After all, an unsatisfied customer will be 99.9% sure that he won't purchase any of your future offers again and this will result in diminished profits for your future projects.

Let's study some statistics.

[Get This - Recommended](#)

On the average, 29% of your sales of a given product will be generated by people who have purchased from you before. If your previous customers are dissatisfied with your previous offer, for whatever reason, you will stand to lose 29% of your expected profit for your subsequent products. This is a substantial loss indeed.

You have to keep your customers happy. A sale is not the end of the relationship between the client and the businessman; rather, it is the start of something wonderful and mutually beneficial for both parties.

Now, how do you keep your customers happy?

The first thing you have to ensure is the preparation of a great product or a package of great products that they would be proud to own. There is a saying in this business that goes...

The product speaks for itself.

This is true, albeit wanting. People expect to acquire a great product for their hard-earned money. If you are able to provide a premium product at a great price, then you're halfway there.

The other half?

You see, ensuring customer satisfaction isn't limited to the sale itself. It should extend to matters after the sale. Your customers may have some concerns about their purchases and the best way to deal with them is by offering an excellent post-sales service.

What is a post-sales service, you may ask?

Post-sales service is an all-encompassing term that includes every manner of service that you can afford for your customers after they have made their purchase. The kinds of post-sales service will be discussed in detail in sections of this chapter.

[Get This - Recommended](#)

Post-sales service is important for your online business because it is an effective way of guaranteeing customer satisfaction. More than the actual help that you will be able to provide for your customers with regards to their purchases, post-sales service is a way of telling them that you will do anything and everything in your power to make sure that they are happy with what they have bought.

What does post-sales service have to do with packaging? Well, you could include a comprehensive post-sales service as a part of the package you will be offering. This would quell any remaining hesitation that your prospective customer might still possess after reading your sales page. Hence, it's a great way of ensuring a profitable conversion rate for your business.

Let's now discuss the different kinds of post-sales services you can offer to your patrons.

A. Refund Policies

A refund is a promise that you will return your customer's money in the event that they aren't satisfied with their purchase. There are three basic kinds of refunds. These are:

1. **Conditional refunds.** Conditional refunds are money-back guarantees that are based on certain conditions that are met. For example, a refund can only be given if the terms of the contract of sale were satisfied or if the refund was requested within a specified period of time.
2. **Unconditional refunds.** Unconditional refunds are "no questions asked" money-back guarantees that are not premised on any condition. Your customers can request for an unconditional refund anytime they want.
3. **Unconditional refunds with a period.** There is always a danger in allowing refunds without an expiration date. A "resourceful"

[Get This - Recommended](#)

individual might just breeze through the information product, for example, and ask for a refund thereafter. It would be like he got the product for free, which is quite unfair from a businessman's standpoint. This is a common practice on eBay, and this has led to unconditional refunds with a period. The period usually lasts for 30 days, though you can opt for longer durations. Unconditional refunds are what I use for most of the products in the Turbo line of digital tools. Here's a sample unconditional refund with a period which I attach at the end of my sales pages:

**No-Questions-Asked
Money Back Guarantee!**

We want you to feel proud for this purchase because we know the value included to this ebook. Get it right now and start reading through it. If you're not thrilled just send an email and ask for your money back.

You have 30 days to decide if this ebook is THAT good as described here or not. If at any time in thirty days you decide that the ebook was not what you needed we shall give your money back asap. No questions asked at all - we are THAT SURE you'll ADORE what's inside the ebook:) so we get all the risk for your decision.

Order Now! 

Quite a number of Internet marketers are quite wary about offering refunds. I have a different perspective on the matter. If you believe in your product, you should be confident that your customers will be satisfied with it.

Refunds are great ways of erasing any doubts in the minds of your prospective customers about the credibility and quality of your products. This is an excellent method to build customer confidence as they will always feel secure that their investments are safe.

A lot of the subscribers to my [TurboZine](#) newsletter, one of the longest running eZines on the Internet, have asked me what they should do about refund requests.

[Get This - Recommended](#)

My answer: Be prompt in answering refund requests. Give them back their money as soon as you can if you promised a “no questions asked” money-back guarantee.

One thing we should all remember is that refunds are a part of doing business, not only over the Internet, but in the real world as well. It’s a risk that businessmen should shoulder, but it is a risk worth taking. The reward is increased customer confidence, after all. That’s pretty priceless.

Take note, however, that offering refunds is not suggested for every packaging model. Refunds work best for single product purchases or package purchases where the cumulative value is the actual selling price. The amount to be returned in these cases is definite, so there won’t be any problems.

But if you’re offering slashed down prices of packages or products offered

Policies

Our company is in the business of selling INFORMATION; extremely valuable information that has changed the lives of thousands of people around the world. Every attempt is made to explain each product with as much detail as necessary for you to clearly understand what is being offered. Additionally, all testimonials and benefits seen on this site are real and each product value listed is an actual retail price that the product is being sold for at this very minute. Because of the high risk all contributors have taken by offering you more than \$8,000.00 in retail products as part of this package we have a NO REFUND POLICY. If you do not know the value of this package to your business and realize that we are providing you the largest benefit ever offered in this package at a ridiculously low price and if you are not prepared to shoulder all the weight of making an informed purchase at a 80%+ savings then THIS PACKAGE MAY NOT BE FOR YOU.

I am sorry to have to be so blunt but it is better for us to be clear in telling you that UNDER NO CIRCUMSTANCES is a refund offered. Unlike other companies we make no attempt to woo the unsuspecting buyer with outlandish money back guaranties. SantaDealTime.com speaks for itself. To truly stand behind one's products means that you believe, beyond a shadow of a doubt, that the information contained in them is immensely valuable. Offering an unconditional, no-questions-asked refund, return or exchange hardly shows confidence in one's product.

We realize our policy may cause us to make fewer sales. That is fine by us. We would rather make a few less sales than willingly and knowingly be ripped off.

Therefore, let it be known that we offer no refunds, returns or exchanges on any SantaDealTime.com product. If however, digital delivery fails we will be happy to work until we find a way to deliver the package to you properly.

We will continue offer quick reliable and honest service to all our customers

Sincerely,

John Delavera & Contributors

B. Lifetime Guarantees

Can anything be as reassuring as the word “lifetime?”

Lifetime guarantees offer a perpetual, as in the “forever” kind of perpetual, promise that the purchases made by your customers will likewise provide for them a full array of support.

Bear in mind, however, that a lifetime guarantee is different from a refund. You won't be returning your customer's money. Instead, you'll be

[Get This - Recommended](#)

committing yourself to taking care of any problems that may arise from the usage of the products that your customers have purchased. This may include the following occurrences:

- Breakdown help
- Replacements
- Repairs
- Technical support
- Customer help support
- Indemnification against damaging consequences from the usage of the product which cannot be attributed to the fault of the customer
- Other kinds of feedback

I am telling you right now that a lifetime guarantee can provide the clincher for any deal you are offering. With the Turbo line of products, I have created a dedicated website where all post-sales support for my products can be taken advantage of. Try visiting www.turbohelpdesk.com and see for yourself how I managed to do it.

By establishing the Turbo Help Desk, I can simply refer all my customers to that website where they can air their questions, their grievances, and their suggestions.

You can decide to take this route, but there's a simpler way which I wish to show you.

You can simply create some new pages on your existing website that will be committed to post-sales services. How can you do this?

There are a couple of tools that you will need for the job. The [Turbo Troubleshooter Generator](#) is an amazing program that will allow you to create pages upon pages of technical FAQs that your customers can use whenever they encounter some difficulties regarding the enjoyment of the products they have purchased. The best way to describe it is by comparing it to Microsoft Windows' own troubleshooting guide, where you are asked a series of questions until a concrete answer is reached. With the Turbo Troubleshooter Generator, you will be able to create similar pages that will cater to the usage of your products.

[Get This - Recommended](#)

Next, you may find a particular need for the [Turbo Feedback Manager](#). This fantastic program will allow you to run a virtual help desk, where your customers can leave their questions and you can reply to them either on the particular web page itself or through email for a little more privacy. If you want to run a dedicated cyber help desk that will accept queries 24/7, like www.TurboHelpDesk.com , then the Turbo Feedback Manager will be at the heart of such a setup.

With these two programs, you can rest assured that you can promise your customers a lifetime guarantee that you can keep.

Conclusion

Packaging

[Get This - Recommended](#)

Your Dream

George Berkeley, a famous philosopher, once said that reality is a matter of perception. Sometimes, the way we see things is how we define what is true.

We have always been taught that Internet marketing requires only 3 basic steps. These are:

1. Determine a specific need
2. Create a product that will answer that need
3. Market your product

This is a rather simplistic point of view. In reality, it's more complicated than that.

There are many steps before you can accomplish no. 1, for instance. You have to conduct some research, you must come up with an idea which you are willing to test, you must acquire the right tools, among others. There are also a lot of steps from no. 1 to no. 2. You need to determine the correct product to create, for instance. You also have to determine if you can create such a product yourself or if you have to hire a freelancer. A budget plan must also be set so that you'll know how much you can afford to spend.

Then of course, there are a lot of steps from no. 2 to no.3 as well. From the time your product is created, many things should be done before you offer it to your target market. Have you prepared a killer sales page? Are you driving enough traffic to your main website? Are your marketing seeds in place? Have you prepared all the graphics necessary to accompany your product?

And of course... there is the matter of packaging.

[Get This - Recommended](#)

Have you packaged your product well? Are you sure that when your readers see your package, they'll go "*wow! This is too good a deal to pass. I must have that!*" instead of "*so? Who cares?*" Packaging can spell all the difference, you see, as we have discussed throughout the pages that have come before this conclusion.

Indeed, throughout the chapters of this eBook, we have come to know the importance of effective packaging, presenting your product to your readers through a comprehensive but attractive sales page, investing in the different kinds of Internet marketing rights to build a pool of products we can use for packaging purposes, the different packaging models that can be employed, and post-sales services that will sweeten the deal.

With the ideas that have been mentioned in this guide as well as the steps that have been enumerated, you can formulate a more solid marketing plan built around methods that are sure to increase the response rate of your market and eventually boost your sales.

Packaging has always been an under-appreciated, if not neglected, aspect of Internet marketing.

Do not commit the same mistake!

With the knowledge you have gained, you can now come up with offers that are sure to set the industry on fire, and that's not an exaggeration. Just take a look at the packaging models we have discussed.

Aren't you excited to give them a shot?

Can you feel the same excitement that your market will show once you expose them to such offers?

This is a great synergetic opportunity that can only be beneficial for your business.

Oh yes... I have no doubt that the knowledge you have gained from this eBook will make you experience success beyond your wildest imagination.

[Get This - Recommended](#)

But you shouldn't stop there. There are more fields to conquer. There are more plateaus to reach. And there are more dreams to fulfill.

Ah, yes... dreams.

It all started with dreams, right?

You dreamt of supplementing your income through online channels. Or perhaps you even dreamt of focusing all your efforts on the earning potentials of the Internet.

And here you are now, just a few moments from realizing the great possibilities of your dreams.

But as I have mentioned earlier, you should not stop there. Dreams don't end once they are fulfilled. They are merely replaced by better ones...goals that we once thought were impossible until that episode when we realized that anything – ANYTHING – is possible if we'd only believe in our dreams and do our best to achieve them.

So keep on dreaming, dear friend. And keep on pursuing your dreams. It's the only way to better yourself. Dream and dream again, and complement those dreams with positive actions.

Once, I had a subscriber who sought my advice. He was down on his luck, and was about to give up on Internet marketing altogether. He has stopped dreaming.

I asked him why.

"I can't seem to do anything right," he said, "and I am afraid that what I have isn't enough to make a mark in this industry."

I gave him one piece of advice...

There are no limits as to what you can do... what restricts you are the limits you put on yourself.

[Get This - Recommended](#)

Six months later, he sent me a postcard with a picture of his family having a vacation in Bali, Indonesia. The card read:

*You made this vacation possible.
Thank you.*

I replied via email, as I never knew his mailing address:

*No.
You made everything possible.
I just reminded you of things.*

Indeed, I merely reminded him of his dreams. And he packaged his dreams into fruition.

And with this eBook, I have shown you the way. And I will wait for you at the finish line and I will expect to see the smile on your face that will convey what normal words won't be enough to express... *"I have achieved my dreams because I believed in myself and I followed them through."*

To your success.

John Delavera & {--your-full-name--}

This is NOT a free ebook. You do NOT have the right either to sell this ebook or to give it free. This ebook is for your own use. You cannot sell or share the content herein.

DISCLAIMER AND/OR LEGAL NOTICES: The information presented in this ebook represents the views of the publisher as of the date of publication. The publisher reserves the rights to alter and update their opinions based on new conditions. This ebook is for

[Get This - Recommended](#)

informational purposes only. The author and the publisher do not accept any responsibilities for any liabilities resulting from the use of this information. While every attempt has been made to verify the information provided here, the author and the publisher cannot assume any responsibility for errors, inaccuracies or omissions. Any similarities with people or facts are unintentional. No part of this ebook may be reproduced or transmitted in any form, electronic, or mechanical, including photocopying, recording, or by any informational storage or retrieval system without expressed written, dated and signed permission from the publisher.