

Your “Quick-Fix” Troubleshooting Guide to Generating Huge Online Profits!

By Bryan Kumar

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You Must Have a "Proven System"

Whether you're starting a new business, or have an existing business, this troubleshooters guide will help you find the weak links in your profit system and increase your profits – sometimes overnight!

First of all, realize that if you want to make a profit with an Internet business...

- You CANNOT **assume** anything!
- You CANNOT **guess** at what works!
- You CANNOT market without a **plan**!

You cannot afford to guess or assume anything!

Every step of your marketing process has to be **tested**.

You must have **proof** that every piece of your business **works**!

And... you must have a step-by-step **marketing plan** to follow – a *strategy*. You can't just use any marketing technique that's new, or sounds good, or looks impressive.

Moreover, you can't use the techniques whenever you want. You can't be sporadic about your marketing. Example: You can't use ezine advertising today, banner ads, tomorrow, flyers the next day without actually knowing why you're using them and what kind of results you expect to get from those techniques.

There is a scientific process to marketing. You need to have a "**proven system**" which you can follow... **step – by – step**. Something that has been *proven* to work, either by you or by someone else! No guesswork, no *trial and error*.

It Still Begins With The Big 3...

Making money on the Internet still begins with these **3 things**...

1. A hot Product that people are dying to get their hands on...
2. A killer Sales Letter that compels people to buy now, and...
3. Targeted Traffic (i.e "buying customers") !

If you don't have these 3 things to start with, you will continue to spin your wheels and not get anywhere. Master the above 3 and you *will* make money!
Guaranteed.

All 3 pieces are extremely important. If any of them are missing or weak, you will not make money.

You can't just assume that each piece is working for you. You can't guess either. You have to be absolutely sure!

1. How Do You Know That You Have a Hot Product?

Are you selling a product because **you** like it? Or because **others** 'claim' to be making money from it? Or because the creator of the product says it's hot?

What **proof** do you have that people really want to buy your product? That they are willing to pay money for it?

DO NOT spend money on marketing this product unless you are 100% sure that people will buy it.

How can you know for sure? Ask!

Do a survey of your market. Get solid statistics from other sellers/resellers that verify the numbers.

Don't spend a lot of money, time or effort in selling a product that nobody is buying. This is one of the biggest and most common mistakes marketers continue to make over and over again.

Picking the right product can mean the difference between huge success and utter failure for your business.

Of course, these days, the big money seems to be betting on "niche" products that have nothing to do with the 'how to market' or 'moneymaking' areas.

Here are some examples of such **hot** niche products...

<http://www.about-secrets.com/special.htm>

2. How Do You Know That Your Sales Letter is Selling Instead of Repelling?

How do you know you have an effective sales letter -- that doesn't just "look good" but is actually "convincing" the customers to buy?

Have you (or someone else) tracked the results and the conversion rate of the letter? Have you tested it on real customers? Do you know how many people (out of every 100 prospects) actually buy the product?

If you don't know for sure if your sales letter is converting customers, and if you don't know how many prospects (out of 100) are buying, then you're wasting your time.

You could continue spending lots of money or effort in generating quality traffic to your site. But, no one will buy unless you have a killer sales letter that has been **tested** to sell!

Sometimes, it won't even matter how great your product is. Without a powerful sales letter, you won't be able to sell.

To learn more about the powerful 'psychological motivators' involved in creating a killer sales letter, check this resource out...

<http://www.about-secrets.com/mindmotivators/>

3. How Do You Know You're Bringing 'Buying Customers' to Your site?

The site that gets the most traffic *does not* necessarily make the most money!

You need 'buying customers.' Targeted traffic consist of people who have showed an interest in your product or service i.e. they would be more likely to spend money to get the product from you.

Non-targeted traffic consists of the rest of the world. These individuals are not interested in buying what you have and, therefore, will **not** part with their cash for it.

Pick your traffic sources very carefully. Unless you're **sure** a particular traffic source is responsive, do not spend big money on it.

Test any traffic strategy out on a small scale first. Find out for sure if it's generating a profit. If it's not, don't spend any more money on it.

Most of the highly successful marketers don't use hundreds of traffic-generating techniques. Instead, they pick just a handful of **the best ones** - the diamonds among the dirt - and they **master** those techniques!

They test it out cheaply first. Only then do they spend further money or effort on them.

In order for you to have a "proven system" that's making money for you, you need to have "proof" that each piece of your system is working.

To do that, you need to test each piece out first, without spending too much money or effort.

I know it sounds simple. And it may also be possible that you've already heard all of this.

It doesn't matter. Knowing about this is not enough. You have to actually test things out and have 100% verifiable proof that each piece of your system is working.

If you're not willing to do that, you probably shouldn't be in business.

That may sound harsh, but it's the truth. And it will save you lots of time, effort, and money in the future.

To get the step-by-step money-making blueprints from 60 top marketing experts that reveal how to go from zero to profits in just 30 days, visit this site now...

<http://www.about-secrets.com/30days/>

The Best Way to Test Your System

So what then is the best way to test everything out cheaply and safely, without risking too much money or effort?

Pay-Per-Click (PPC) Search Engines

Pay-Per-Click Search Engines are quickly becoming one of the favorites among serious marketers. The reason is simple... you can see results in just **10-15 minutes!**

The other reason is... traffic from search engines is highly targeted. And, the individuals that make up this traffic pool are usually ready to buy now! They are going to the search engines looking for you i.e. the product or service you have to offer! Your only job is to figure out which keywords they're searching for and show up on those search queries!

IMPORTANT: The secret to getting great results with PPC's *without* spending big money is to *stay away* from the most popular keywords! The more popular the keywords are, the more competition you'll have, and the more you'll have to spend on those keywords.

So, pick keywords (and keyphrases) that are less popular but are still being searched for by customers.

Google is the most popular PPC at the moment. Therefore, it can also be the most competitive, and at times, the most expensive. It's also the most difficult to master.

Perhaps the best way to start with Google Ad Words is to read this handy guide published by Google. Pay special attention to '**Chapter 2: Keywords**' as that's the most important part of the PPC success strategy.

You can get the guide from here...

<http://www.about-secrets.com/maximum-effect.htm>

You can also use **Good Keywords** which is a free Windows software for finding the perfect set of keywords for your web pages. Knowing the right keywords to target is extremely important. Download the software from here...

<http://www.goodkeywords.com>

You can set up your Ad Words account with Google by going here...

<https://adwords.google.com/select/>

And... if you'd really like to master Google Ad Words and learn the insider tricks and tips that most people don't know about, you can check out this powerful course...

<http://www.about-secrets.com/google-now/>

Other PPC's

As I mentioned above, Google is the most popular, and therefore, the most competitive of the PPC's.

So, don't just use Google. There are other popular PPC's that are not as crowded where you can get targeted traffic for pennies. Since most people are after Google, you can get much better deals at these other sites.

Here are a few other popular PPC's you can use:

<http://www.overture.com>
<http://www.findwhat.com>
<http://www.looksmart.com>
<http://www.enhance.com>
<http://www.kanoodle.com>
<http://www.goclick.com>
<http://www.search123.com>

There are many other PPCs you can use. Just do a search for them on Google and you'll find them.

Unless you're absolutely sure that your site and product are selling...

- You have no business placing ads
- You have no business approaching others for joint ventures
- You have no business doing any form of advertising at all!

It is also very possible that you may have to find a better product and/or a better sales letter if your existing ones are just not getting any results (i.e. profits.)

When you are absolutely sure that you're getting great results with your system, that your sales letter is converting and your product is worth buying, you can then take that system and roll it out with a vengeance!

You can now test other traffic strategies to see which ones work best. But do it only **after** you're sure that your sales letter and product are **selling!**

You can now approach other joint venture partners and be sure that they will be able to sell your product.

You can now find affiliates who will be willing to help you sell your product. Because you know that they will actually see *profits!*

You're not hoping anymore. You're not guessing anymore.

You are absolutely sure of it!

That's what marketing is all about. That's how you can continue to make a profit over and over again.

Now What?

After you have tested your system and are sure that it's creating a profit for you, you can **now** introduce other profit-generating pieces into that system... and not a moment before!

Let's go over these other pieces...

Multiple Follow-Ups

Out of every 100 visitors that you bring to your site (by using the various traffic-generating strategies), only 1 to 5 of these visitors will buy from you. The rest of them (95 or more) will leave your site without buying, never to return again!

If you let this happen, you will be wasting a lot of your traffic-generating efforts.

Your goal should be to convert as many of these visitors into buyers as possible!

Moreover... you should also get the non-buyers to willingly give you their email addresses so that you can try to sell to them again, sometime in the future.

In other words, you need to offer them something of value in exchange for their email addresses. It can be a free subscription to your newsletter, free tips, a free report, or even a free ebook.

Once you have their email address, you should send them followup emails regularly which reminds them of your offer. Statistics show that following up with these non-buyers several times can turn many of them into buyers. And since

you're contacting them via email, it doesn't cost you anything to convert them into buyers.

So, instead of losing over 95 percent of your web traffic because they didn't buy on the first visit to your web site, you now have a way of staying in contact with many of them and getting several opportunities to convert them into buyers!

And guess what... test your follow up system and track the results. Because you want to be sure that it works!

If it doesn't, continue to improve on it till it does work.

After you are able to convert more visitors/subscribers into buyers, you can then offer them other **backend products** in the future. That's when you start making real profits!

Backend Marketing

Most business owners "unknowingly" treat their customers as disposable napkins. These customers end up being "one-time" buyers. After that first sale, they are forgotten about and the business owner spends more time, energy, and money on finding **new** customers. That's not the best way to do business.

You see, while most marketers are only focused on finding **new** customers or, the smart marketers are also consistently working on getting their **existing** customers to buy more often. And maybe even buy much higher ticket items.

Getting an existing customer to buy again is much easier to do than getting a stranger to buy from you for the very first time.

In fact, if you've sold your customer a valuable front-end product and have offered him great customer service, he will usually **want** to buy from you again!

And, you should be **selling** to him again. If you don't have a backend product of your own, either create one or find someone who has one and joint venture with him.

As long as you continue to provide your customers with quality products that offer great value at reasonable prices (and offer good customer service), they will continue to buy from you month after month, year after year.

So, don't stop after you've sold the first product. You'll be doing both yourself and your customers a great disservice!

And of course, sell only the products that have been proven to sell well. Use sales letters and email ads that have been proven to get good results!

You can easily accomplish both of the above (backend marketing and multiple followups) by using "automated selling."

Automated Selling,

Take an individual who's earning \$100,000 per year and compare him to another who's running the same type of business yet earning \$1,000,000 per year. What do you think is the biggest difference in how they run their businesses that creates such a big difference in the income they generate?

Most people would assume that the individual earning a million dollars per year is probably working harder and longer than the one earning a hundred thousand dollars.

Yet, in many cases, this is not true.

Instead, the individual earning more money has simply created a "system" that allows him to free up a lot of time and energy, usually to a point where he doesn't have to physically be there in order for the business to run.

Think about it...

Let's take the restaurant business, as an example: We have one individual who owns a restaurant and works full-time at that restaurant in order to earn a profit. We have another individual who owns an entire chain of restaurants, makes a lot more money than the first guy, and doesn't even have to be *physically* present at *any* of his restaurants!

Which guy would you like to be?

The second guy has created a "system" that allows him to not be physically present in order to make a profit. He has then taken it one step further and duplicated the system many times over.

The same can be done for any business. Even an online business - in fact, more so since we have so many automation tools at our disposal.

Autoresponders are one of the tools that give me that power of leverage and automation, allowing me to do very little and get a whole lot done!

An autoresponder is used for delivering specific information out to individuals quickly, sometimes just seconds after they request it. It allows us to automate the repetitive task of sending that same information out individually to each requester.

You can also set up an autoresponder sequence which sends out multiple messages, at specific intervals (Day 1, Day 3, Day 7, etc.)

You can promote a front-end product, send out articles or tips, send download instructions after an order is placed, ask for testimonials and feedback, do surveys for new product ideas, launch an affiliate program, and of course promote other back-end products.

As long as you provide them with quality products and good service, they will continue to buy from you.

To get your free autoresponders, you can go to...

<http://www.besent.net>

An additional note: Whenever possible, promote products and services that can generate a **residual income** for you. i.e. you do the work once and get paid every month.

We will discuss that next.

Residual Income Streams

To really create serious wealth online, you should consider selling a product that generates [residual income](#) for you. See, you will spend the same amount of resources promoting a product that pays you a *one time* commission as you would promoting a product that pays you *every single month*. You sell to a customer just *once* and you profit from it *every single month!*

Again, you would choose products (or services) that the customer *absolutely must have*, products that he cannot do without. For example, some great products/services to sell to the Internet crowd would be web hosting, ISP (connection to the Internet,) etc. These are also products that require people to pay a monthly fee for.

Over the years, I've noticed that the individuals who make the most profits **consistently** are those who charge a monthly, recurring fee. This can either be in the form of a monthly access fee to a product-based membership site or it can be a service that requires a monthly payment (for example, a hosting service, Internet access, advertising service, and so on.) Anything that creates a **residual** income source.

It also takes much less effort to make a profit using this system because, again, you're selling to an existing customer who has already willingly paid for that product or service. Instead of having to sell to the customer every month, all you

have to do is keep providing a good product and service. Compare that to always having to find **new** customers, or even selling new products!

If you can find a way to provide a product or service that charges a monthly fee - be it just a few bucks a month - you can really begin to maximize your profits from the traffic stream that comes your way.

A predictable monthly fee, even as small as 9 bucks per month, is a lot better than a "probable" sale of \$27, 2 or 3 times per year. Start using bigger numbers and you'll really see big differences.

Oh, by the way, this monthly access product or service does not necessarily have to be your own. You can also join a dependable affiliate program and just as easily earn a monthly residual income.

And remember, only use those income generators that actually are producing great results for others!

If you're interested in finding such products/services to offer others, here's a short list of the only ones that I promote, and earn monthly checks from... [Click here for my list of residual programs.](#)

Summary

You don't have to be a genius marketer to pull in incredible profits.

You just have to be willing to *test* each piece of your marketing system out before you spend big money or effort on marketing the business.

Test everything out so there is no guesswork or assumptions involved. There is no place for those things in marketing. You must be absolutely sure that you...

1. Sell a hot Product that people are dying to get their hands on
2. Create a killer Sales Letter that compels people to buy now.
3. Get targeted Traffic (i.e "buying customers") to your site!
4. Set up a system that captures email addresses of everyone that visits your site. If they buy from you on the first visit to the site, add them to your 'customer' list using the method described above. If they don't buy, offer them to willingly give you their email address in exchange for something valuable.

5. Set up both autoresponders (for customers as well as non-buyers) to automatically send out messages and offers to the list members regularly so that you can generate orders automatically. (Remember, multiple followups work! And... your existing customers will buy from you a lot more often if you only "sell" to them more often.)

6. Plug in a "Residual Income Streams" into your marketing system so that you can generate a monthly income on autopilot! Without any additional work or investment on your part.

That's it!

Focus on getting at least **ONE** order per day! Do everything in your power to get that one order. Then, take it up a notch. (If that's too low a number for you, pick something higher... 5 orders per day, 10 per day, or whatever you decide on. And make that your "absolute must have" number!)

If something is not working, test test test until it does work. There are times when you may have to completely throw out a piece and bring in a brand new one. That's ok. It's better to do that now than to do it after you've spent a lot of money/effort on it.

Let me know if you have any questions or concerns about any area of this report.

Sincerely,
Bryan Kumar
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