Hookum ©

Mark Bishop | Venkata Ramana

Table of Contents

Hookum©

Hookum

Welcome to Hookum. The following method is a formula that I have used myself over a number of years in both the IM/MMO niche as well as many other lesser known niches.

One of the reasons for putting this course together was to help those of you who are struggling to compete in a very competitive environment to…

1. Build a list
2. Make Money

Which is after all the reason we all spend so much time online, well perhaps that isn't the only reason, but the fact you are now reading this PDF suggests that you are at least interested in making money online… am I right?

Yes?… Ok lets get started.

About me

You may or may not be aware of me, but just in case you're not… my name is Mark Bishop. Today I'm reasonably well known in the IM space, however it wasn't always the case. Perhaps like you I spent time and money looking for my ticket out of my day job.

…Which at the time was as a self-employed plumber (not a great one either) here in the UK.

This was me three or four years ago…

Uhh… Hard work

I'm sure I don't need to tell you how soul destroying a mundane JOB is. Especially when you know there are people online making hundreds, even thousands per day from their computer?

I spent many hours scratching my head and wondering exactly how they did it. Everyone seemed to be doing something different and making money and yet newbies (myself at the time) couldn't make a dime.

And then through more luck than judgment I had a breakthrough in one little known niche.

Now I will point out that what I'm about to explain is not about Niche marketing (although it can be applied there)… instead it is about the one element that ties everything together; The Catalyst.

The Catalyst

So what is the missing ingredient?

What makes everything work?

I'll tell you… It's called perceived value.

And Hookum will detail a very sneaky but completely ethical trick anyone can use to build a list while simultaneously making money based on the perceived value idea.

So let me quickly explain the thinking behind this and show you a couple of snippets (results)

So the important thing to consider when trying to sell or promote something (anything) online (or anywhere else) is that people do not like to be sold to.

Number two is attention spans… yep they are very short, and getting shorter. People are hardened to adverts online… they open less and less emails (promotions)….

They've seen it all before.

It's a competitive marketplace.

But you know that… right?

However people still need and search for solutions to their problems (whatever they may be)… so why not give them what they are looking for with zero obvious strings… I.e perceived value.

Let me sum this up for you. When you stop trying to sell, and instead give people what they perceive as the answer or solution to their problem their guard is dropped… they lower the barrier.

Link this with a process which involves them making a micro-commitment – and they are now far more likely to buy.

Confused…

Don't be… it's all pretty easy as you're about to discover.
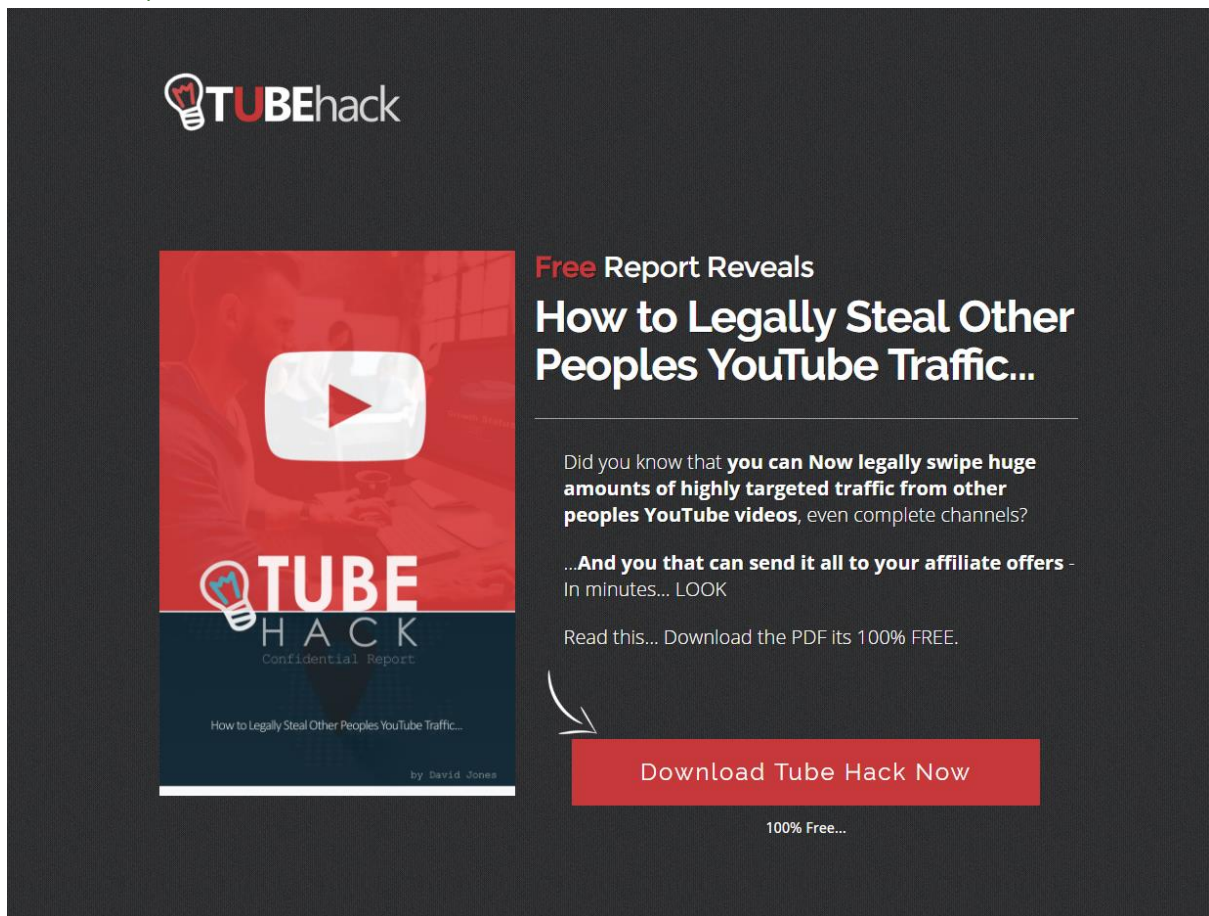
Have you heard of a lead magnet? I bet you have.

Something you give away in order to attain a lead (get someone's email details).

Well Hookum is very similar only with a few subtle differences which make all the difference.

In a nutshell

Example – Imagine you were desperately looking for a way of driving traffic to your website or your affiliate offer. You didn't have the time or money to lavish on some expensive software and then you saw this… (see Pic below)
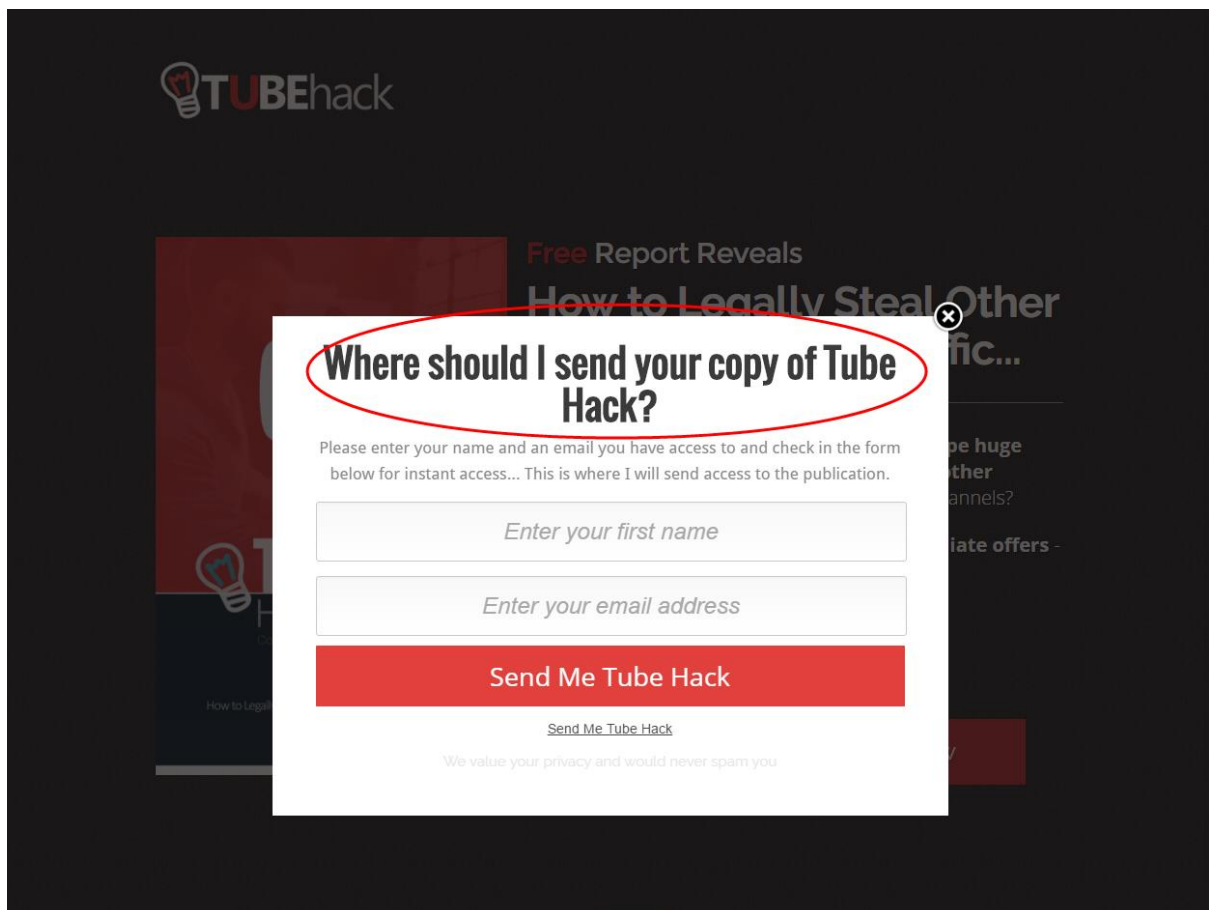
Case Study…

Yes it's a lead magnet… but it smells of value (or perceived value). It addresses that problem that the user has… and it's free.

Ok so nothing ground breaking there… or here; Look (see Pic below)

So just like any lead magnet… they need to enter their email details in order to get access to the PDF. The subtle element here is outlined. I.e. it reads: *"Where should I send your copy of Tube Hack?"*

Subtle tweak

This little difference btw is important… remember what I said about people being hardened to promotions and guarding against being sold too?
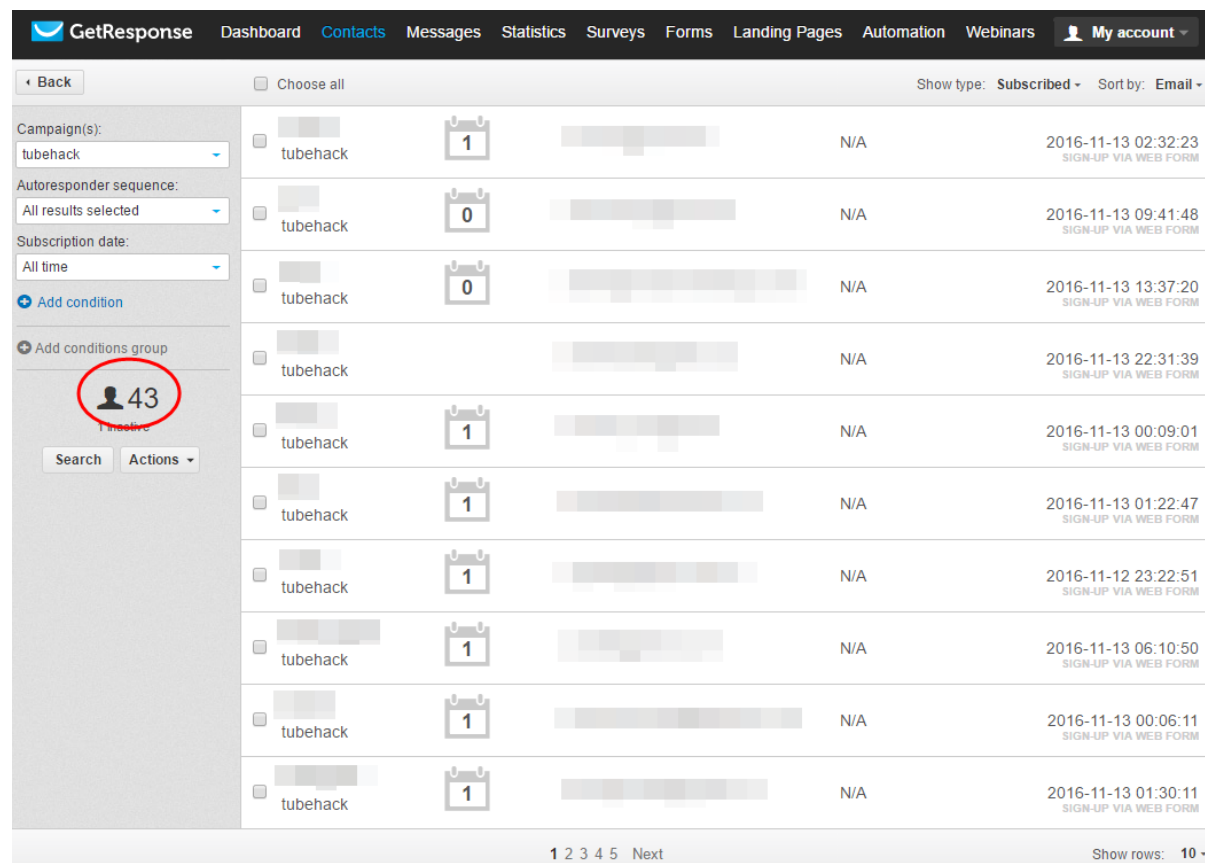
Well using the headline above will ensure you actually get the real email details instead of junk or fake details.

It works because if that person is interested enough to consider taking a look then they'll want to actually see what you have to say in your PDF… and their perception is: The only way they can do it is via the email you send them.

So you get their GOOD email details (or at least one they check)

New Subscribers in a flash

I actually ran this very offer over the last two days…

43 brand new subscribers in the MMO niche just like that, or I could say 20+ new subscribers per day… and of course this is newbie friendly so you can do this without an existing list…

You will need traffic of course, and you will find that covered in the welcome video (on the Welcome page).

So 20+ new leads per day… would that help?... no it doesn't stop there, that's just part #1.

Applicable to all Niches…

Oh and while I'm on the subject… let me show you that I actually do this in all kinds of niches and didn't dream this up two days ago just to sell this method to you.
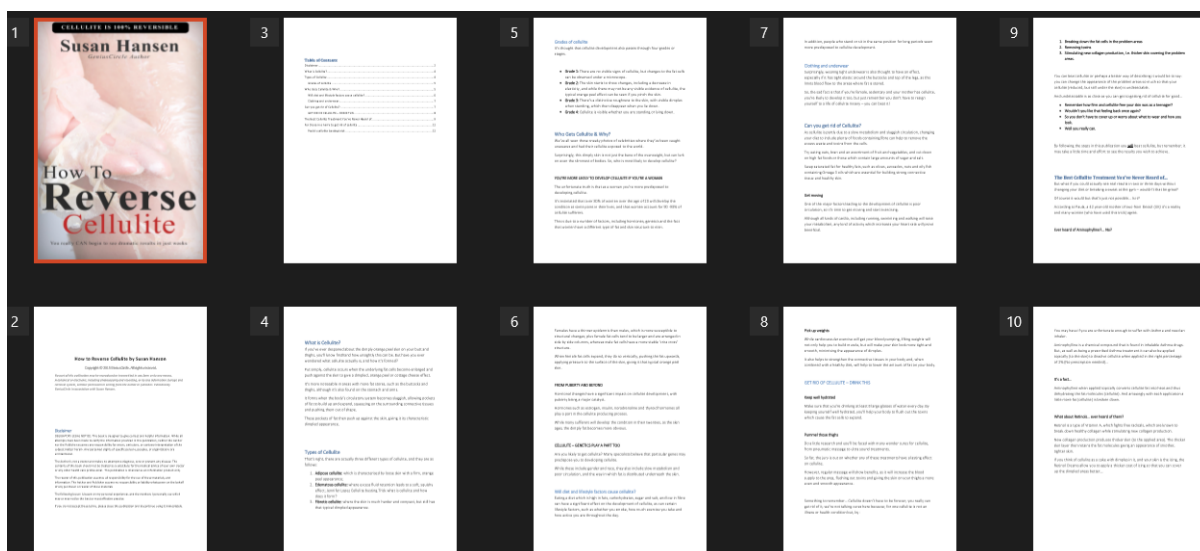
Here's a project I ran for Cellulite removal…

388 subscribers… $207.88 in sales

Details	CTS	Value	Commission	Status
Bonus	N/A	$0.01	$0.01	Paid
Sale	26 days 13 hours 23 minutes 57 seconds	$99.98	$39.99	Paid
Sale	5 minutes 13 seconds	$69.95	$27.98	Paid
Sale	24 minutes 23 seconds	$139.90	$55.96	Paid
Sale	8 minutes 30 seconds	$139.90	$55.96	Paid
Sale	13 minutes 36 seconds	$69.95	$27.98	Paid
		$519.69	$207.88	

And this one for… 'Wait for it' Hemorrhoids lol
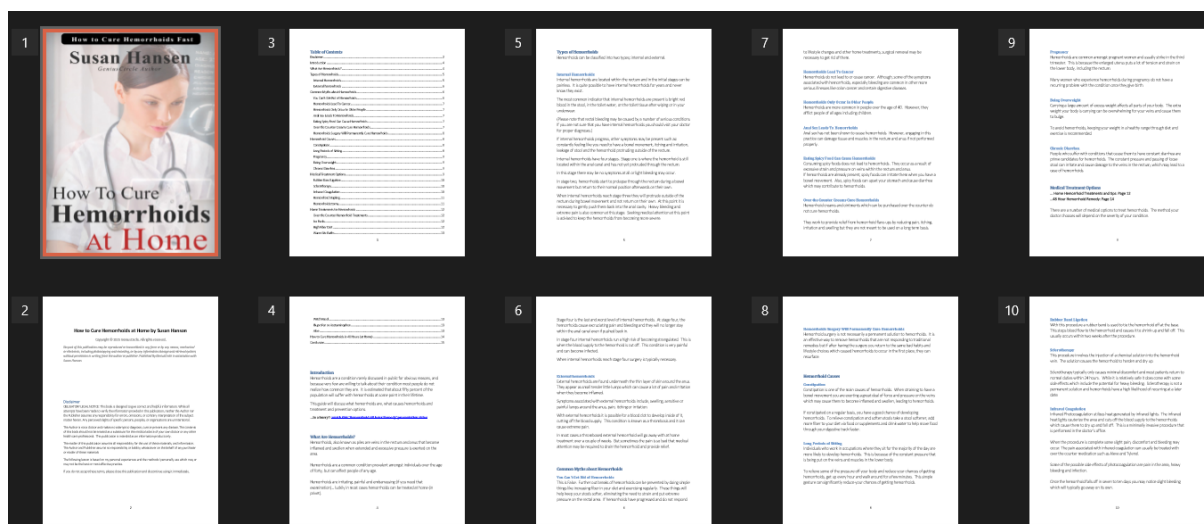
And 'Man Boobs' haha
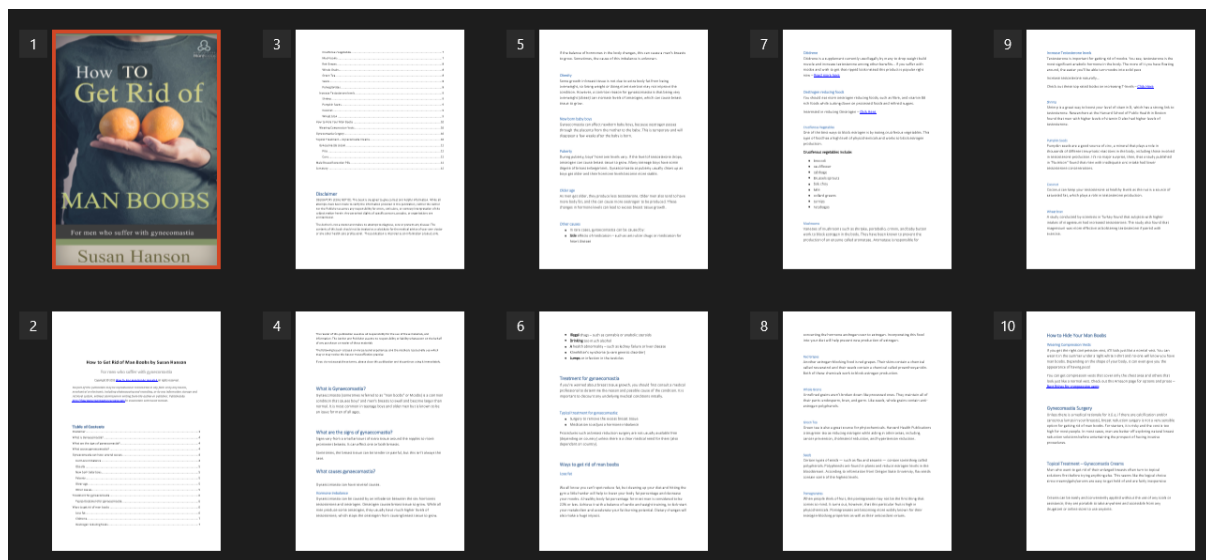
I'm just scratching the surface here… I've been doing this for a long time in all kinds of niches (as depicted above) as well as the 'oh so profitable' MMO/IM niche.

The upshot is… when you do this right; you…

1. Build a list in any niche you like
2. And you… Make money

The Second Part.

So we're still talking 'In a nutshell' here but what happens next?

Well, good question…

So at this point they have opted in because they want to read the PDF – so you have their good email address.

13

Get them while they're hot

And you could leave them to their own devices and hope some of them go to their email folder and open that email to read that PDF but why take that chance?

Nope… get them while they're hot

They made that micro-commitment, now give them what they came for – the solution: right there in front of them… Bam!
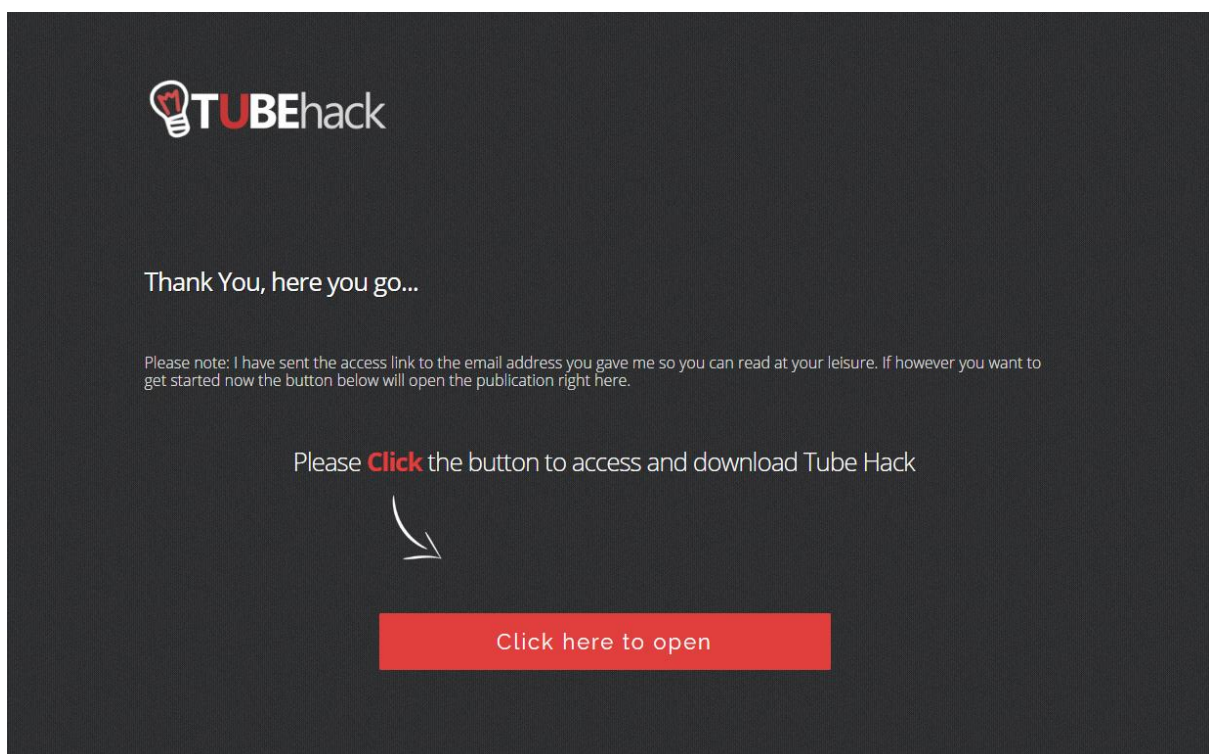
So straight after they opt-in (give you their email details) you redirect to a page like this one (we're still using that perceived value).

Now when they click the button 'Click here to open'

It really does open… yep the PDF opens right there in front of them and again this is a subtle thing. But because they made that micro-commitment (opted in) they have shown that interest.

And as I mentioned earlier 'attention spans are short', so it makes perfect sense to grab them now before they move on.

How you Make Money

So the PDF opens… it's why they opted in, and they are happy because it was worth their time. That PDF is dammed good, and they can see the value… yeah they are hooked, you got them!
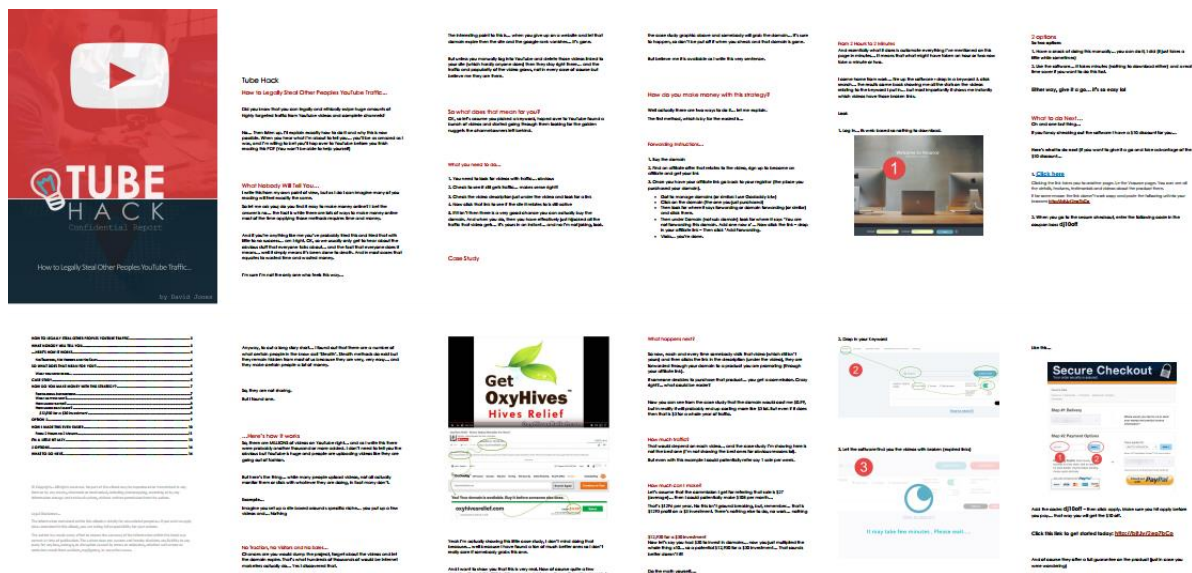
Uhhh… Not with you… How did I get them and how do I make money?

Well this is the crafty bit…

Think of your PDF as a 'Native Ad' what I mean is… although it is essentially an ad or promotion it is hidden, or disguised… it's disguised as value, helpful advice, tips.

In this case (Tube Hack – the case study) what I did was give the readers a whole method they could take and apply manually, but then sold them on the

idea of automating the whole thing with software… and of course when they do I collect the commission.

Now I will say that this is a completely ethical approach… nothing underhand.

You really can follow the steps detailed in the PDF I'm giving them access to and it costs them nothing to do… however it is time intensive, and the software reduces the time down to minutes rather than hours. So if I did my job properly they will be 'Hooked' on the idea and want to automate the whole thing (which they can).

Content Structure – funnels to a sale

Rather than clutter up this PDF I have put together a detailed guide on how to put together a Hook PDF detailing every element and how to structure in order to get a sale.

Check out the included section (members' area): Hookum - The Native Ad Trick…

Summery.

1. Micro-commitment… they opt-in
2. They have to give you the good email to get access (you build a good list)
3. They get instant access (online) while they are hot
4. They read the PDF due to its structure and the real value included
5. They buy because it makes perfect sense (based on the structure of the PDF content)

At this point your head may be spinning and you may still be a little confused … that's fine.

So before you do another thing or read another line this is what I want you to do…

1. Go to the pitch page: http://4-u.co/tube_hack/
2. Click the button and opt-in (don't worry you can opt-out again later)
3. On the delivery page (you'll see it after opting in) click the 'Click here to open button'
4. No read through the PDF

Why do this?…

Because you need to understand the process from start to finish, and the best way to do that is to actually go through the process… see it first-hand… that way you will instantly understand.

You'll also see why people are going to be more inclined to actually purchase the product you are promoting.

They are essentially hooked into the idea by the time they get to your pitch… and you know what… in most cases they will buy through you're link with a smile on their face and thank you for it.

No barriers… happy people

You made money and get a targeted and in most cases, a highly responsive subscriber.

But wait… why don't I just give them a lead magnet and then email them as a follow-up like everyone else says?

Well of course once you have them on your list you can do just that and there are probably a million guides and courses on that very subject. But, and here's the kicker…

Using the follow up method (only) is disjointed and a wasted opportunity.

By giving value first but structuring into a hidden pitch people will be far more inclined to purchase… you have them right there, they're blinkered.

No distractions… they are hooked… and that's how you make the sale.

Remember… you still need to add traffic for this to work – See welcome video on the 'welcome page' you'll find the traffic source there (included in the video).

So if you haven't already… go through the process now…

5. Go to the pitch page: http://4-u.co/tube_hack/
6. Click the button and opt-in (don't worry you can opt-out again later)
7. On the delivery page (you'll see it after opting in) click the 'Click here to open button'
8. No read through the PDF

For details on putting the PDFs together go to the members' area and check out: Hookum - The Native Ad Trick…

Then follow the instructions detailed below in combination.

Instructions – Your first Hook

Which Product

Find a product to promote. Ideally it will be Evergreen. Find it, buy it, and apply it (If possible).

Why Evergreen?

Now I'm sure you can see instantly why it is always best to promote a product which has legs. I.e something that will stick around for a while, be evergreen and continue to sell.

Each publication you put together may take 1-2 hours to do well, and although 1-2 hours really isn't that long at all it does make sense to plan for passive / residual profits…

Think about it; If one of these publications takes 1, even 2 hours to produce and then makes you say $30 per day, it makes sense to ensure it continues to make money, daily, weekly or whatever.

What I'm getting at here is…Try not to pick a product which will be taken off the shelves in two weeks because promoting that product will limit what you can make.

Brand new Audience

Note: It doesn't matter if the product has been through a launch and the buzz or interest in that product has now evaporated. Your audience will probably have never heard of that product before… so it will be new to them.

The truth is many of us work within a relatively small circle… launches happen every day, everyone is excited and then three days later the product is forgotten about as something new and even shinier hits the market.

But the fact is, the internet is a huge place, so in reality 99.99% of anyone looking for that solution will not have seen or even heard of the product you are promoting.

Where to look

For IM/MMO products the obvious places to look are JVZoo and Warrior Plus (W+), there are plenty of other platforms such as Clickbank, digiresults, deal guardian etc, but for this walkthrough we will use JVZoo.

In order to make sure the products are likely to stick around for a while and sell try this…

1. Log into JVZoo – go to Product Library – Then click Featured Products from the drop down menu.
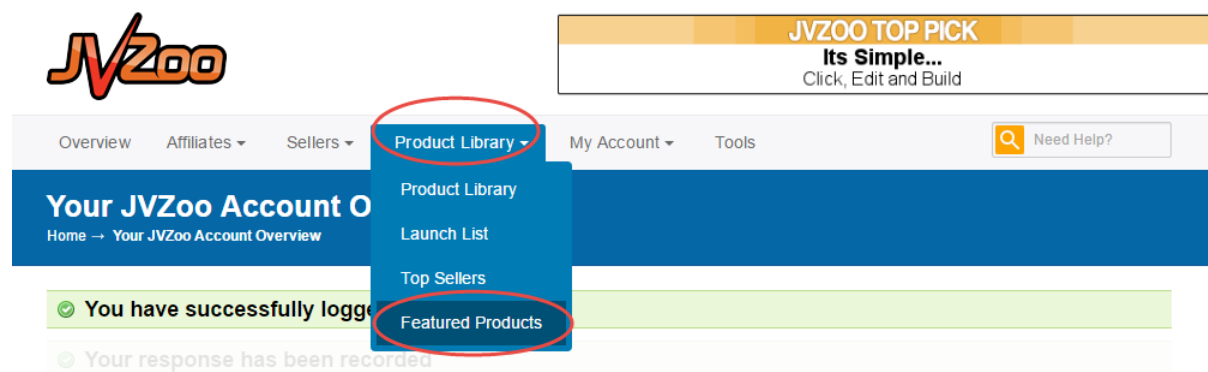
2. Now go back three months. E.g if you're in November – go back to September as the picture depicts and click.

3. Now choose which product to promote (or take a closer look at) and click the hyperlinked product name on the left (Under JVZoo POTD)

4. Check that the product is still on sale... if it is still on sale two or three months down the line (after launch) then there is an excellent chance it will remain so (at least for the foreseeable future).

Hint: If it has a buy button then it should still be for sale.

Remember... buy it, and apply it (If possible).

Ideally you should have access to that product, you should know what the product is about, what it does... you should understand the pain it alleviates, I.e. the solution.

Understanding the product enables you to produce your free publications PDFs with a little passion, a little excitement. It's a fact that readers can and will pick up your passion or excitement in your written word.

It's like reading between the lines... a psychological thing... Perception... call it what you like, but its real and it works.

Grab Your Affiliate link

Obvious right… grab your affiliate link to promote the product.

1. Select the product and copy
2. Under 'Affiliates' select 'Find products' and click.
3. Paste in the name of the product and click 'Search'
4. Click request.
5. On the request page make sure you explain to the vendor how you intend selling / promoting the product in the text area provided... this is especially important if you are new to this and considered an unknown.

   If you don't do this there is a good chance you will not be accepted. You should also be prepared to accept delayed commission payments if you are new to this (30 days)

Cloak your affiliate link

Once you have your link (affiliate link) you should cloak it. There are plenty of reasons why you should do this... but let me leave it as this: You will make less if you don't cloak.

How do you cloak a link?

I recommend you use a Wordpress plugin called Pretty link lite (it's free).

You will need to set up landing and delivery pages so you are probably going to need a domain and hosting for that anyway. So add Wordpress and then install the plugin.
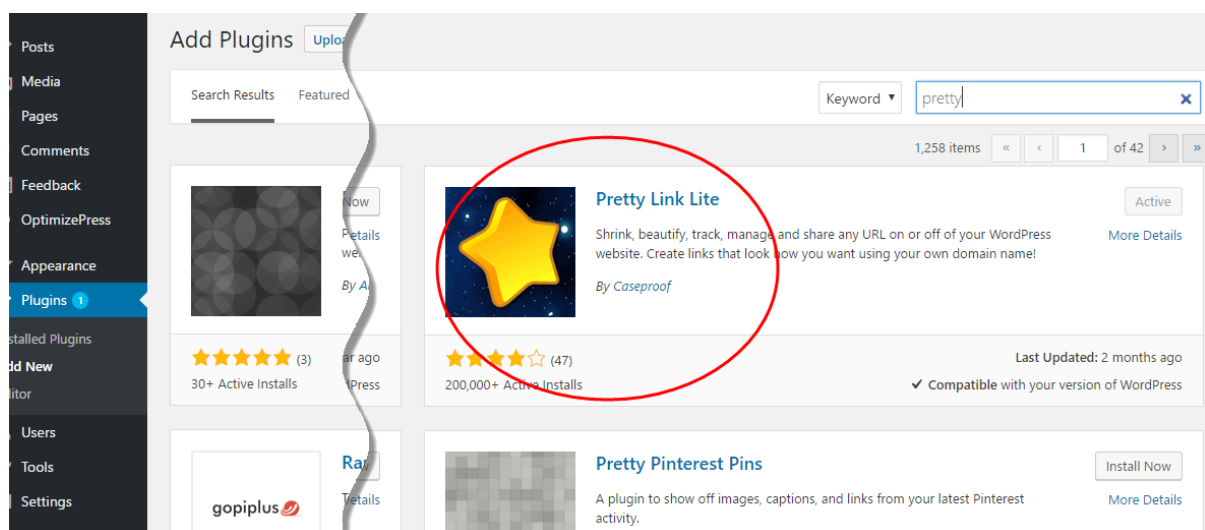
Cloak your links as follows (easy)

Your PDF 'HOOK'

Collate the information relating to the product into a story. The story should be structured as follows

First section

1. **First section... Attention grabbing, and / or curiosity based**

This ensures that the reader actually reads further in, I.e. you have their attention.

2. Second section… Identify the Problem & relate

Tell your reader how it feels to have that specific problem. They should be able to relate & say, "Yeah, that's exactly how I feel".

Push the pain button. Agitate the problem so they really feel pain & agony. People are inspired to change or take action due to severe pain. Tell a short, painful story:

People love stories and they relate to people. Talk about the problem you faced (relating to the product you are promoting)

E.g. I've been searching for a method that would allow me to make some extra money, something that worked quickly and cost little to set up, because I work full time.

3. Provide the Solution

At this point your readers will feel the pain and relate to the same problem you have faced. Now introduce the solution you found (I.e. the product you are promoting).

But… don't give everything away… curiosity is the key here.

4. Show the Benefits

Now tell them how you benefited from the product / method and how you think anyone in the same situation or facing the same problems could also benefit.

Take bullets/ info from the product sales page and expand/ elaborate.

5. Proof

Real proof speaks volumes. If you purchased the product and applied it, did you get the desired results? If you did then explain what you were able to achieve by using the product. Use screen shots where possible

6. Make Your Offer / Call to action

At this point you should present your cloaked affiliate link

Such as: 'Watch this Video to see how they did XYZ' (if the sales page has a video): LINK (cloaked)

Or 'See how they did XYZ here': LINK

7. The Guarantee

Most products come with a guarantee… detail that guarantee here

8. Use Scarcity (optional)

This part may seem difficult because the product isn't yours, but it can be done, and here's how.

Bonuses

However not in the typical sense. Let me explain…

This process should appear to the reader as helpful and not as a sales pitch (which is essentially what it is). If you were to say at this point 'Buy through my link and I'll give you these bonuses' you are instantly shouting 'I am a marketer' and your CTR and commissions fill suffer as a result.

If however you said: I did find that product 'XYZ' was lacking in '123'... but I found that when I included this additional 'XYZ' (Your bonus) it worked so much better.

I can give a few of these 'XYZ' (Your bonus) away today... So if you give this a try today let me know and I'll send you 'XYZ' (Your bonus).

'Today' is the scarcity element... but it remains evergreen because 'Today' can mean any day depending on when the reader sees it.

Second Call to action

9. Second Call to action

Don't assume your reader knows what to do to get the benefits you described. Spell it out for them...

I.e. if you want to get the results I did watch the following video and follow the instructions on the page.

Remember all details on putting the PDFs together go to the members' area and check out: Hookum - The Native Ad Trick...

Hook Page & Delivery

The Hook page is the landing page or (squeeze page), like this...
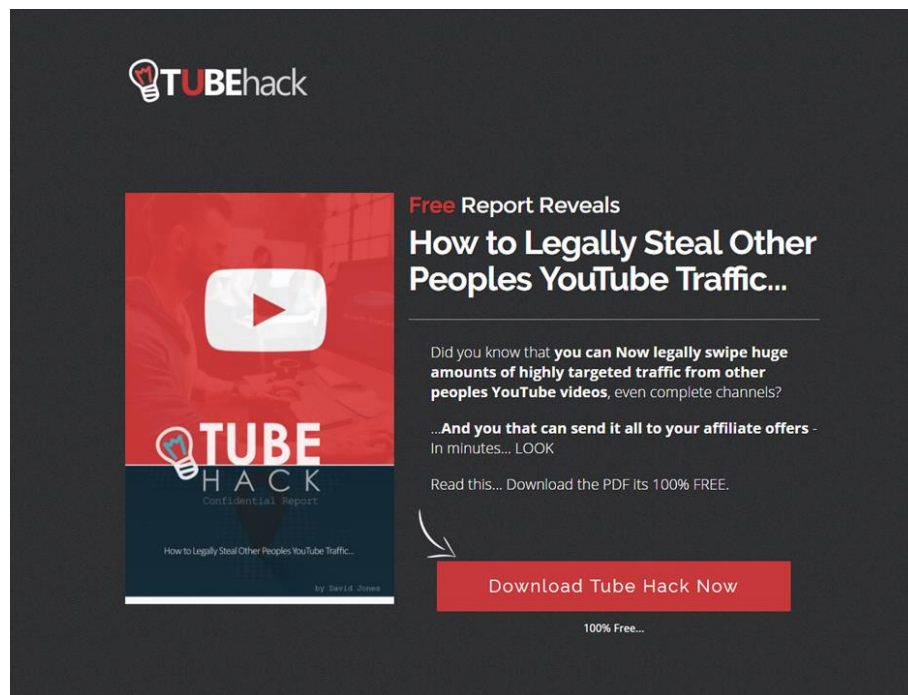
And the delivery page… which may look like this…

Essentially the hook page entices the visitor to opt-in in order to get the PDF while the delivery page as the name suggests… delivers the product or access to it.

Now the method I'm teaching here is not about hosting, templates, domains or any of that stuff.

However let me touch on it briefly

In order to do this whole thing you will either need to buy a domain (anything will do) or use an existing, or a sub domain or you may want to use a third party solution such as 'Lead pages' if you already have it.
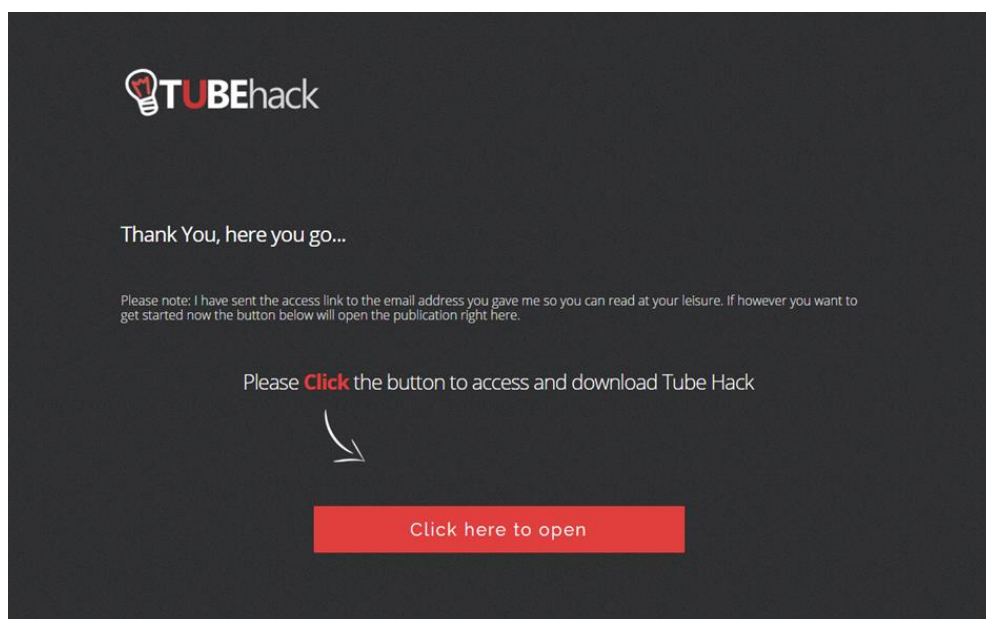
I'll be honest… I prefer to keep everything in house rather than use a third party.

As such I

1. Need a domain or sub domain to base pages on.
2. I need hosting

Domains and hosting are cheap… so don't let that put you off

You can do both for around $10-$20 per year…

Buy a domain from anywhere you like, like I said anything will do.

Hosting… well you can find some of the best deals on the internet by clicking this link: http://www.webhostingtalk.com/forumdisplay.php?f=4

Most have a discount coupon too.

Hint: make sure whichever one you choose has cPanel (it'll make your life so much easier)… CPanel simply means control panel btw. Most will have cPanel as standard but worth asking if it is not in the description.
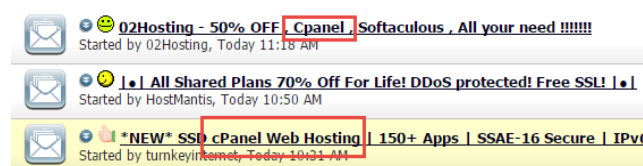
If you buy a domain from one company and hosting from another you will need to point the nameservers from where you purchase your domain to where you are hosting your website.

If you are unsure about how to do this… then this video will help:
https://youtu.be/Sva42KVt0-o

No this isn't my video btw… but it does describe the process in easy to follow detail, so little point in me making another.

Once your hosting is set up and the nameservers have propagated add Wordpress in your cPanel… again here is a helpful video which I didn't make:
https://youtu.be/lAaNk80a9TY

Templates

So now you are good to go… but you need to concentrate on quality here… Remember: perceived value.
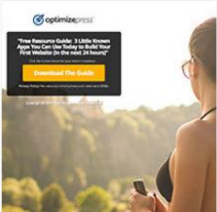
Now if you are following along and keeping everything 'In house' as I do then you may be wondering how to put your pages together, I.e the Hook page and the delivery page.

Although there are a variety of plugins and themes which will allow you to do this… by far the best is Optimize Press 2.0. No it probably isn't the cheapest, but it is the best and the only theme I use.

In fact I have continuously used OP since starting in 2013 due to great support, templates, continuous updates and quality.

There are literally hundreds of templates installed and ready to go (all can also be edited 100%)…

Opt-in / Landing Pages

ATMOSPHERE - Landing Page (Short)
Opt-in / Landing Page

Dark and atmospheric landing page design that has a clean and contemporary feel.

BACKDROP Box-Left
Opt-in / Landing Page

Full background landing page with opt-in form aligned left

BACKDROP Box-Right
Opt-in / Landing Page

Full background landing page with opt-in form aligned right.

Bold Template
Opt-in / Landing Page

Bold headline template with email opt-in form

BOOK Landing Page
Opt-in / Landing Page

High impact landing page for ebook, free report or guide

Book Launch Landing Page
Opt-in / Landing Page

Perfect landing page for any kind of product or book launch

Clean Style Free Report Opt-in Page
Opt-in / Landing Page

Classy, clean design for giving away a free ebook or report

Clean Video Landing Page
Opt-in / Landing Page

Simple landing page with clean headline and video

Clean Video Landing Page 2
Opt-in / Landing Page

Clean style landing page with bullet list and video

Landing page with Video
Opt-in / Landing Page

Page includes video and content area for features

If you want to take a look at why OP2 stands head and shoulders above anything else I have ever used click here: **http://4-u.co/OP2**

Plus if you click this page again: http://4-u.co/tube_hack/

You will see that the button to opt-in is also two-step. I.e the visitor has to actually click the button before he or she even see's the optin box.

This is also good for perception because having to optin is not immediately obvious, and by the time they see the optin box they have already made that tiny commitment by clicking the button.

Two step opt-in and light box feature is included in OP2 as standard.

The following video details how to set up the pages using Optimize press 2.0: https://youtu.be/8uyS5pKtgNM

Hook Page

As you can see less is indeed more…
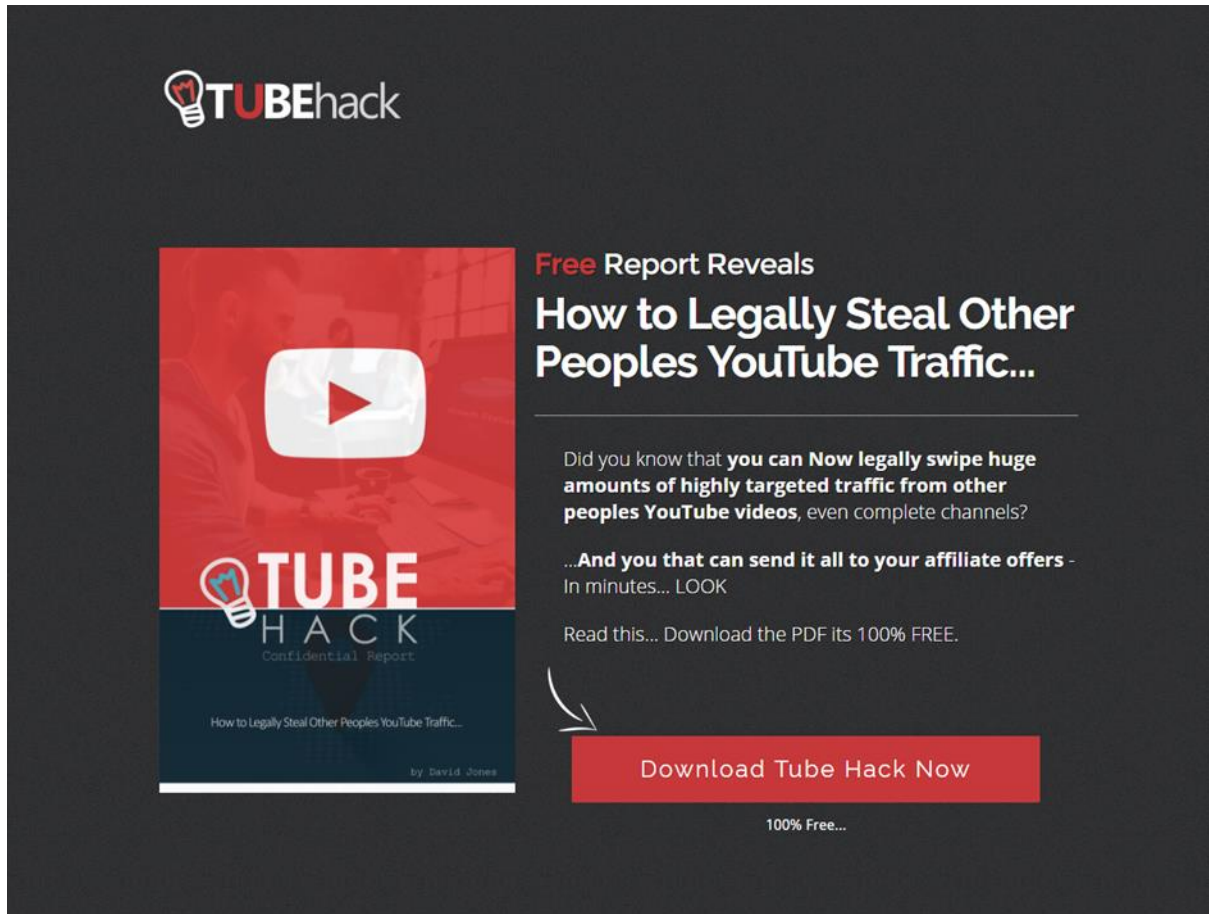
The perception of quality is apparent as is curiosity… but I'm not giving too much away.

Let me break down this page for you.

1. Logo… (Optional) you don't need to do this, but I am a creature of habit and find that having a logo also helps with perceived value. (use Fiverr if you want one but can't do it yourself).

2. Ecover… This is a must. A good ecover says so much about a product… this is perceived value at its best. Again, if you can't do this yourself, hire someone to do it for you on Fiverr. Check Fiverr for Ecover designers: Click Here

3. Pre Headline… Free Report. Free is the key phrase here

4. Headline: 'How to Legally Steal Other Peoples YouTube Traffic…' This headline immediately pushes the curiosity button. Curiosity entices clicks like nothing else. Try to ensure your headlines include it…

5. Benefits: Explain the main benefits of reading your PDF. Keep it short and to the point, but make an Impact…

   Did you know that you can Now legally swipe huge amounts of highly targeted traffic from other peoples YouTube videos, even complete channels?

   …And you that can send it all to your affiliate offers - In minutes… LOOK

   Read this… Download the PDF its 100% FREE

6. Button: If you can use a two-step opt-in like my page… I.e they have to click the button before they see the opt-in form you will get better results. If not, simply replace the button with the opt-in form code.
   More on Autoresponders and form codes in a moment.

That's it… that's all you need in order to get prospects on your list and ready to buy from you.

Remember to use a phrase like this one on top of your opt-in form: *"Where should I send your copy of Tube Hack?"*

Using the headline above will ensure you actually get the real email details instead of junk or fake details.

It works because if that person is interested enough to consider taking a look then they'll want to actually see what you have to say in your PDF… and their perception is: The only way they can do it is via the email you send them.

So you get their GOOD email details (or at least one they check)

Delivery page

Do I need to explain this page?… Probably not. The fact that they have come this far means that 99.99% will click to open.
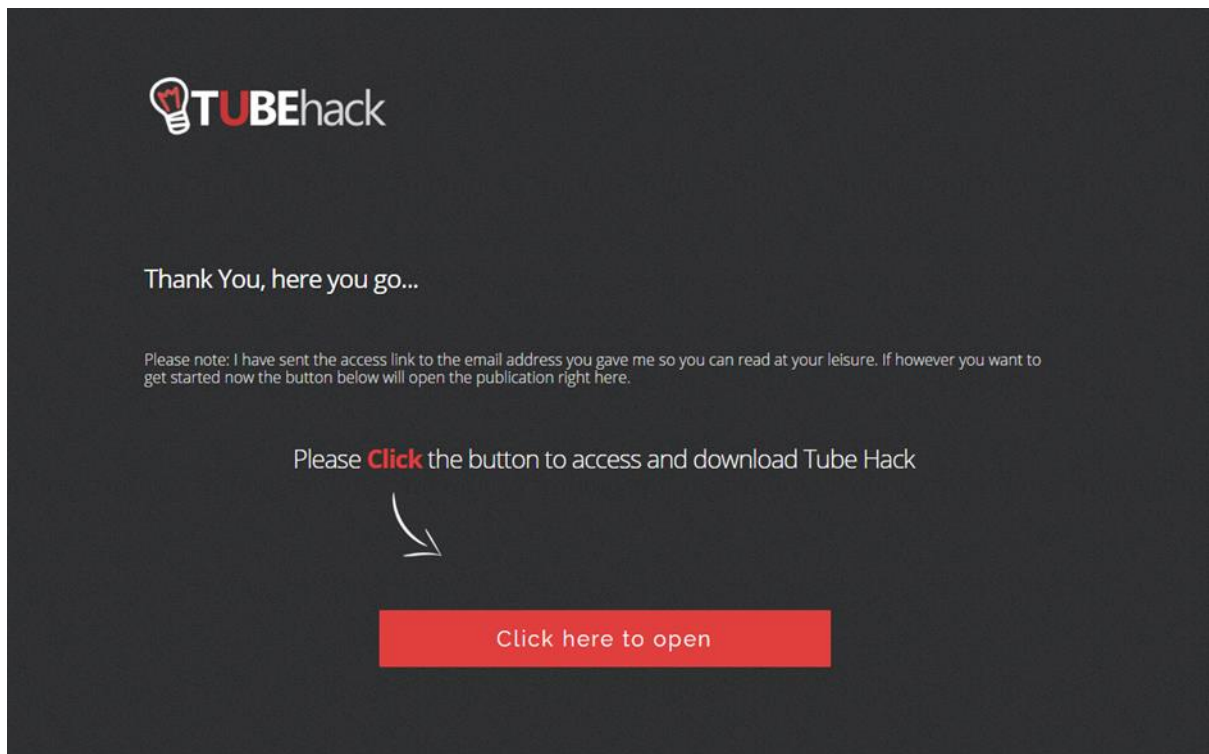
And when they click… your PDF should in fact open…

If possible set it up to open online… you'll get more clicks that way.

The way I do it is to… (using Amazon S3)

1. Upload the finished PDF to Amazon S3 (file hosting)…
2. Click product – then properties (then a screen like the image below will open)
3. Click Permissions (fig 1)
4. Set to Everyone and check the open/download box (fig 2)
5. Save (fig 3)… and refresh.
6. Then grab the link (fig 4) and paste into the 'Click to open' button on the download/ deliver page.

And you're done

Now if that seams complicated and potentially expensive, let me tell you, it is neither.

With Amazon file hosting (S3) you only pay per usage and for a PDF download we are talking next to nothing... it is also ultra-reliable and very easy to use.

Alternatively you could use Dropbox, other cloud hosting or your website host... but of course you will have to look up exactly how to do this with each provider.

If you are on a budget go with your website hosting provider... it's not the best way, but you are paying for it already. To do this go to File manager in your cPanel... upload or FTP the PDF, then grab the link once uploaded... again this isn't the best option but it will work and is handy if you are on a very tight budget right now.

How do I get them to the delivery page automatically?

Through the power of your trusty Autoresponder...

You do have an autoresponder don't you? You will need one... in fact you can't build a list without one.
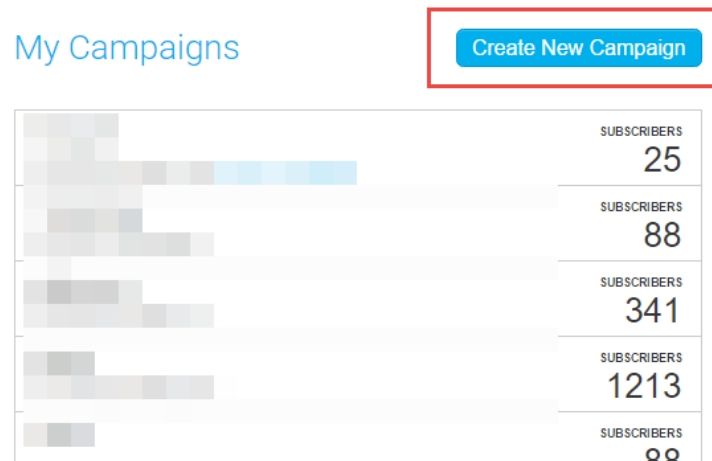
If you have one great... if you don't click here and get a free trial with GetResponse
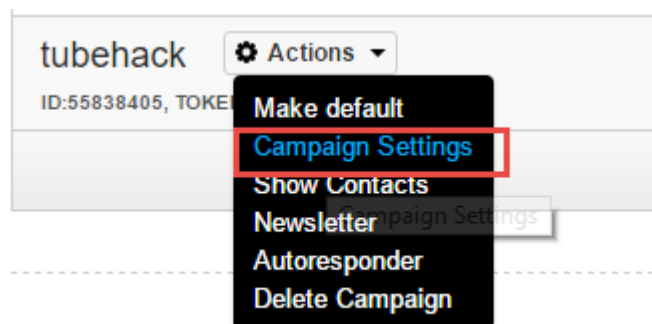
Or copy this link into your browser: http://4-u.co/AR

Setting up your AR

Start by setting up a new campaign. I.e a new list.

My Campaigns

Create New Campaign

	SUBSCRIBERS 25
	SUBSCRIBERS 88
	SUBSCRIBERS 341
	SUBSCRIBERS 1213
	SUBSCRIBERS 88

Once the new list is set up scroll down to find the new list, click actions and then from the menu click Campaign settings...

tubehack   ⚙ Actions ▾
ID:55838405, TOKE

Make default
Campaign Settings
Show Contacts
Newsletter
Autoresponder
Delete Campaign

On the next page click Permission... and where it says Enable confirmed opt-in uncheck all three boxes (it saves automatically as you uncheck). Once you have done this your list is set up for single optin (not double)... make sure you do this and have your list set to single (or this will not work).
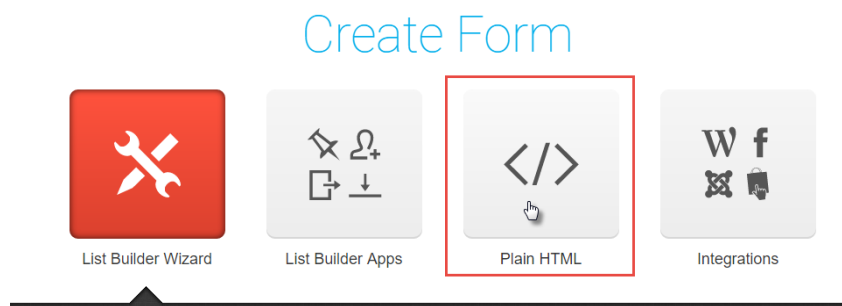
Form code

Next you will need to set up a basic form you can integrate with your hook page (opt-in)

1. Make sure you are currently in the list you want to set up a form for (far right: as picture shows below right under my account). If you are then click 'forms' then from the menu click 'Create Form'.
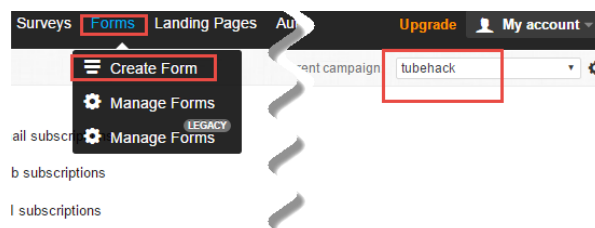
2. Choose Plain HTML

3. Set up your basic form (it's all you need)… see steps below the image.

Fig.1: make sure you select the actual list

Fig.2: Add to cycle on day… this means any messages you set up to mail out to your new subscribers at predetermined times actually go out (I often miss this lol).

Fig.3: Custom thank you page URL. This is how you send your new subscriber directly to the access / delivery page after they opt-in. You will need to have your delivery page ready at this point… grab the complete URL and paste it in here.

Fig.4. Name… this bit is optional. By default the form will be set as email only (see preview) if you click name (fig. 4) then the person's name will be required during opt-in. This element is optional… some people prefer just grabbing the email address (either is good).

Fig.5. Email… is set by default (nothing to do here)

Fig.6. Once everything is ready click copy code (copies to clipboard)

Add Form to Hook Page

If you are using Optimise Press 2.0 click Form HTML and paste the form code in the box below. If you are not using OP2 the process may differ, in which case you will need to check with your page / site provider, theme or software.

If you want to take a look at OP2 click here: **http://4-u.co/OP2**

Save the page and you're ready to roll…

Send Immediately

Remember promising that visitor you'd send them access to your PDF if they entered their email? Well even though you gave them instant access to the PDF you still have to remain true to your word.

Set up your autoresponder (immediate email) I.e they receive it as soon as they opt-in.
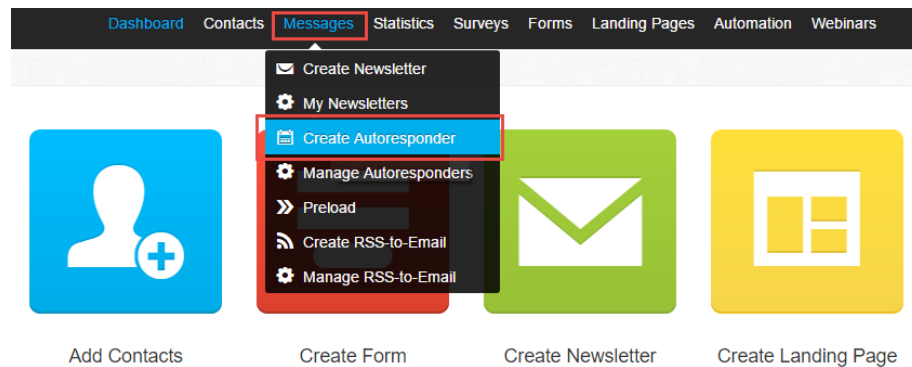
See image below…

- Set up the first email to go out on day '0' (fig 1).
- In the list you wish to use (fig 2).
- Send message immediately (fig 3).
- Create email (fig 4) see mine below.
- Name it (for your ref (fig 5) & save / publish.

Now this email should go out to all who opt-in immediately.

This is the email I send out to all who opt-in to Tube hack (the case study).

Subject: [Download Link] TUBEhack

Well thank you for taking the trouble to grab Tube Hack.

I had fun writing it... and I love using the method – because it's easy and it works... as you're about to find out.

Due to the size of the PDF (16 pages with graphics and case study) I have to send you to a page to download it rather than including an attachment to this email (which I had intended).

So here's what to do

1. Click this link: http://4-u.co/tube_hack/

2. Click the red button which says 'Click Here to Open' and that's it... the publication (PDF) will open for you to read right there.

3. If you would like to download it to read later or to share with a friend then: Right Click and select 'Save As'... and save it to your desktop or a folder on your computer or device. And that's it.

Most importantly... have a read, this is one of those tricks we probably aren't supposed to hear about. It is the easiest thing I've ever seen or done.

Hand on heart... Can you really swipe traffic from other people's YouTube videos (legally)... Yes you can, 100%, I explain how in the PDF

Have a fantastic day
Mark

Emailing them serves two purposes

#1. It delivers on your promise and sends them the access link, which in turn gives you another opportunity to close that sale.

#2. It breaks the Ice… meaning you now have a subscriber you can mail related / suitable offers to… which as we all know is the key to simple income online.

Conclusion

So at over 40 pages I guess at first glance Hookum may seem complicated. But the reality is… It isn't.

This PDF spans more than 40 pages because I want to leave you in no doubt as to what you need to do at each step… and that is exactly what I have done.

The method itself is simple and easy… Perceived value. Essentially what this method enables you to do is put your promotions in front of the reader without barriers.

Few people will see what you are doing as being a sales pitch… most will be more than happy to read your entire PDF because of its structure.

All will be added to your list… most will read the whole thing… many will buy though your link

And don't forget… all of this is immaterial without visitors so make sure you watch the welcome video where I explain the traffic source.

What should you do now?

Do I need to tell you? Go ahead and apply this simple little method… it works!

Hint: although I will tell you about how you can easily get traffic to all your projects don't forget you can also do the following…

1. Once you have a list and start promoting other products you could produce Hook PDFs based on the product and promoting it and give them access… rather than simply emailing them with an affiliate link…

they are already on your list so simply send them access to the PDF and watch how your conversions quickly increase.

2. There are a huge number of free doc sharing sites online such as…
   - www.issuu.com
   - www.scribd.com
   - http://www.slideshare.net
   - https://www.dropbox.com
   - http://www.authorstream.com
   - http://www.4shared.com

   Add your finished PDFs to them all… No you won't get the opt-in but people will read your PDF and you will get sales.

3. If you already have blogs or websites… tailor a PDF to your audience and give it away via your site.

4. Drop free access in FB or any social media platform.

5. Make a PowerPoint teaser video, put it on YouTube with the access link in the description.

The trick is always the perceived value and native ad… there are no end of ways in which you can put these value based PDFs in front of a hungry audience (and in any niche you like).

Thanks for purchasing, reading and applying (you should apply the method).

Now go ahead and try this today…

Best regards

Mark Bishop