



**"Quickly Find A Starving Crowd Give Them  
\*EXACTLY\* What They Want And Literally Walk Away  
With Their Wallets...!"**

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## What Is **PRODUCT DOMINATION** All About Anyway...?

*Understand this concept or go broke.*

**Product Domination in a nutshell is being able to produce  
high quality information products at a reasonably cheap  
price for MAXIMUM profits...**

If you don't think you will get rich by selling your product for well below its true value guess again?

1    \$7 dollar product    x 100 sales = \$700

5    \$7 dollar products x 100 sales = \$3,500

10   \$7 dollar products x 100 sales = \$7,000

And that's just the income...

You also have the opportunity to gain hundreds if not thousands of subscribers you can market to over and over again.

Plus; since \$7 dollar reports have 25 to 50 pages (approximately) of hard hitting straight-to-the-point information you should be able to create a new \$7 report every week after putting the tactics in this report to good use.

**However, some of you will still NOT be convinced \$7 reports will make you a significant monthly income, so...**

Let's talk "real world".

When you walk into a variety store like 7-Eleven or Macs Milk what is it you see by the checkout counter...?

Its impulse items right...?

Go into your local WalMart and go straight to the checkout counter. Look at the impulse items all the way down the isle.



These impulse items are priced at only a few dollars. They are attractive and can be grabbed quickly upon checkout... You soon find yourself saying *"their only a few bucks so hey, what the heck..."*

These are known as impulsive buys or impulsive items because it doesn't take much selling to get people to buy a number of any one of these items.

There is a process that enters your potential customers mind and even though it takes them only a matter of seconds to decide to purchase an impulse item it weighs heavily on **your** bottom line.

Here's another example of impulse buying.

The next time you go to McDonalds and you order any combo meal what's the very next question that the server asks you?

**"Would you like to super size that?"**



This is very important because for only a few dollars more you are getting more of those McDonalds famous fries.

Inside Product Domination you will learn how to use impulse buying to your advantage to sell your information products.

Not only that, you will also learn exactly how to find hot markets and target a hot selling information product you can create quickly and realize a profit right away.

In addition to that you will also learn how to increase your profits for every information product you produce by offering an up-sell immediately after your customer makes a purchase.

This will create two things for you...

- 1- Significant profit
- 2- Increase the size of your customer list.

First, let's talk about the profit end of things.

Your initial profit is small but you will sell more copies and turn more prospects into buyers.

Your income on each information product you produce has the potential to increase rapidly by offering an up-sell with a high conversion rate.

Typical up-sells for these types of information products are resell rights for 100% profits, or a set of videos.

Your customer will have the opportunity to offer their own lists the exact same offer they just purchased.

You will in turn increase your customer list with every new reseller you convert.

Which brings me to my next point?

You will grow your customer list rapidly just by having a few information products circulating throughout the internet.

Essentially, other people will be building your list for you.

But what do you do with this list Mike?

Ah, good question. Here's what you will do with this list you have now generated.

Every time you release a new information product you are going to offer it to your customer list **FIRST**.

This will create a viral effect of your new product.



Your customers get a reward of 100% profits but you my friend will be increasing the size of your list.

You can then, in turn, offer additional products as an affiliate and make even more money on the backend.

Sound confusing...?



Well, don't worry because everything in this report is covered in the accompanying video you received along with Product Domination.

For now, let's move onto the next point, which is...

**It's important for you to fully and completely read this report before  
you watch the video.**

That way you'll have some idea and be familiar with what I'm talking about throughout the video presentation.

The video also assumes you've read this report in its entirety first.

Okay, now that I've gotten that out of the way lets look at the three core areas of success with Product Domination.

It's a process and if you can master it you will become successful quicker so learn it and follow it.



*Mike Hill*

**Let's move on...**

## Three Core Areas Of Success

***Find a hot market and instantly know what their biggest problem is.***

Have you heard the saying “Find a thirsty crowd and provide them a glass of [insert what the market wants]”

Or how about this one - -> “Find a starving crowd”

These are essentially the same and what it’s telling you to do is to find a market **FIRST** then figure out what it is they want and provide it to them.

So the first core area is finding a hungry (or thirsty) crowd.

Before the internet it was much more difficult and time consuming to find a hot market. A few ways might have included going to your local library and looking through the SRDS list book.

The SRDS book is full of mailing lists that are available for purchase. For instance you’d start looking through the book until something caught your attention.

Then you'd create a product specifically for that market. But even though you may have gotten the market right you still weren't sure if your product would sell.

Then the internet came along and now we have so many options to find out exactly what a particular market wants.

Some experts will say you should conduct surveys to see what your market is interested in and I agree with that but not when you're first getting started.

In fact surveys are most useful when building a list. You already have a potentially hot market picked and your product produced.

Conducting surveys to your list of customers is a great way to build your backend profits and we'll talk about that in more detail a little later on.

But first let's talk about how to find that "thirsty crowd".

There are a few tools I use online on a consistent basis when flushing out new markets, but I use them a little differently than most others would tell you.

Here's an example of how I search for hot markets.

Go to Google Suggest at;

<http://www.google.com/webhp?complete=1&hl=en>

Now start typing in one of these search terms.

- learn...
- how to...
- how...
- how to make...
- 100 ways to...
- create a...

You'll notice a drop down window appear below the text you are typing in with possible and related suggestions based on search results.

The number to the right of each phrase in **GREEN** below indicates the competition of that phrase or niche market



In the example above I typed the key phrase **"learn to"**

As I did this a drop down box appeared with several suggestions related to my keyword and also displays the number of competing results to the right in green.

This is significant information because if we are smart and use keywords and phrases that help us determine what people are looking for then we can create a product around that market.

Here are some examples of what products I could create using the information from the generated list above.

KEYWORD	Suggested Product	Type of Product
<b>Learn to type</b>	How to type in 30 minutes or less	Information report
<b>Learn to play guitar</b>	How to play guitar in 30 minutes or less	Basic video instruction
<b>Learn to draw</b>	How to draw in 30 minutes or less	Video instruction and information report
<b>Learn to knit</b>	How to knit in 30 minutes or less	Special report with step-by-step photos

This list above took me about 3 minutes to come up with and is a good starting point.

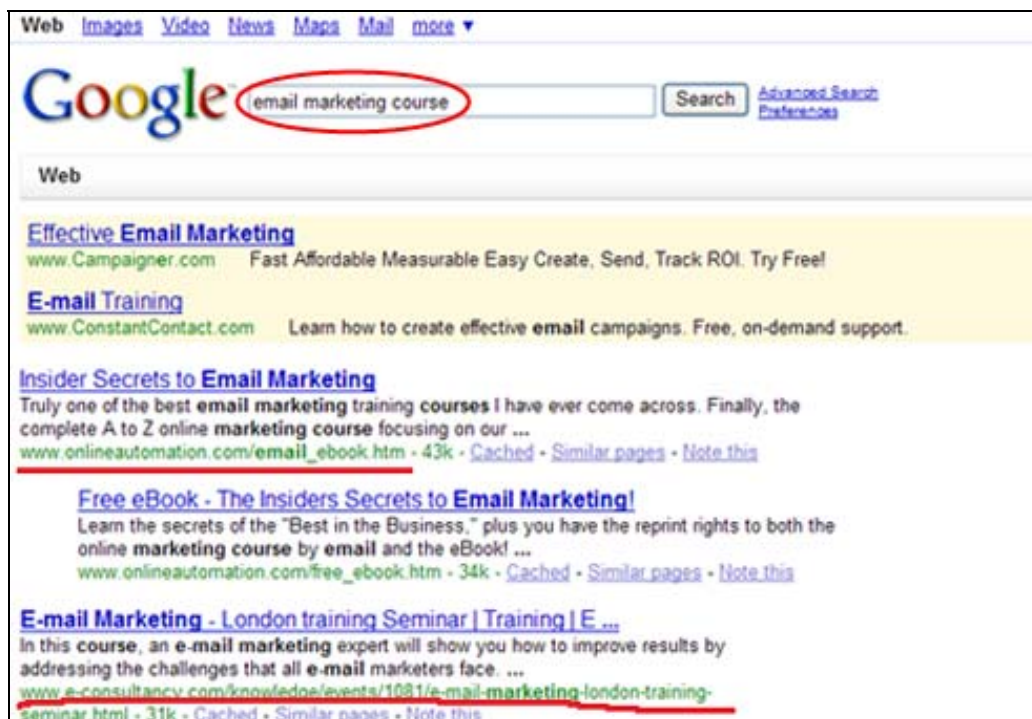
But were not quite there yet...

Let's refine our results to really get a hot product idea. This is how you keep a finger on the pulse sort-of-speak, of the industry you are targeting.

Now you'll want to spy on possible competitors and research your topic so you can put together your own ingredients to a hot selling information product.

**Essentially, our next step is to find out what the market is already buying and make that product better.**

Go to Google and type in your keyword or key phrase and study the top 10 listings on the first page.





Visit each website and see what they offer. Jot down some ideas and move on until you have covered all 10 top positions.

Some important points you are looking for and may want to pay attention to so you can look at these notes for possible ideas later are:

- Strong benefit laden bullet points
- Their product offer
- The problem their product is said to “solve”
- Potential problems that industry is having that is mentioned in the sales copy.

These points are very important for two reasons:

1. YOU may have missed something to target in that market
2. Your competition may be missing a potential problem that you can easily solve by offering a product.

If you are going to offer a product to the market that compliments your competitor’s product or you find something the competition is missing then you

can create the product and go back to the competition with a JV offer that resonates something like...

**Hey fellow COMPETITOR,**

I noticed your website on \_\_\_\_\_ and may have something you could use to make it even better.

I just created a report called "XYZ" that completely compliments your product. In fact it covers something that your product does not talk about and I think would be a great fit.

It would be of great interest to give you access to this product so you can offer it to your customers as a FREE bonus.

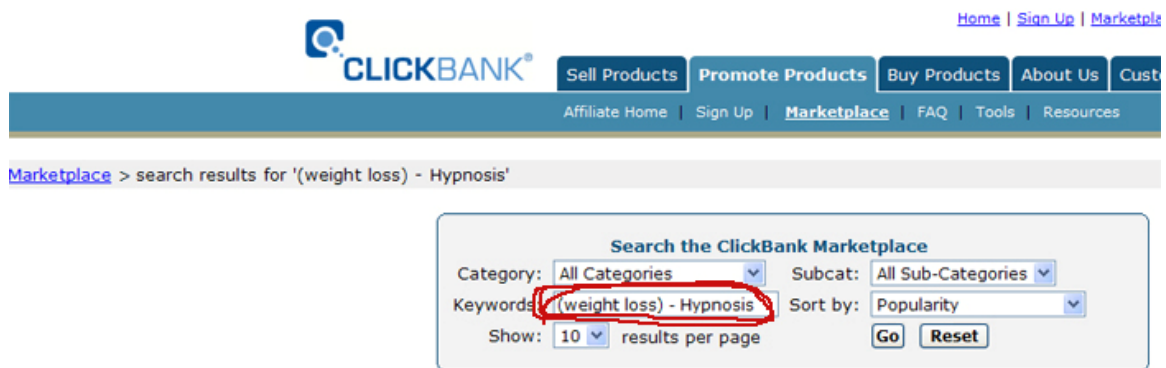
I'll even host the product on my website and give your customers a unique download link completely hosted on my server.

There is no work needed on your part aside from putting this description and image into your sales letter as a bonus.

**INSERT DESCRIPTION AND IMAGE OF YOUR PRODUCT HERE**

Next let's move onto ClickBank and search the marketplace for what is already selling.

Again, type your keyword into the search box of the ClickBank marketplace and pay attention to the top results.



Home | Sign Up | Marketplace

CLICKBANK®

Sell Products Promote Products Buy Products About Us Cust

Affiliate Home | Sign Up | Marketplace | FAQ | Tools | Resources

Marketplace > search results for '(weight loss) - Hypnosis'

Search the ClickBank Marketplace

Category: All Categories Subcat: All Sub-Categories

Keywords: (weight loss) - Hypnosis Sort by: Popularity

Show: 10 results per page Go Reset

**SIDENOTE:** See the search box circled in **RED**... When searching the ClickBank Marketplace put your keyword phrase in (brackets) and any **negative keywords** outside of these brackets with a hyphen symbol in front of the word you do not want to be included in the search results.

(weight loss) - **Hypnosis**

Visit each sales page in the top 10 to get an idea of what is already being offered.

These are just a few ways to find a hungry crowd.

In the Product Domination video I'll show you a few other ways to find out even more potentially hot markets you can introduce your information products to.

Now lets move on to step number two...

**Learn your markets biggest problem.**

For this we can go back to Google, type in our keyword or key phrase and before we start the search add the word **"forum"** to the end of your keyword.

Like this...



If your market can easily be reached online there will most certainly be forums for it. Visit these forums and look at the most recent posts.

What you are looking for here is questions people have that are specific to your market.

Watch for off topic questions because sometimes people will ask a question that isn't relevant to the forum because they won't know where else to go to get the answer.

After looking at these results and making note of the questions you should start to see the same or similar type questions being asked.

But before we start creating a product idea lets dig a little more.

Go back to Google one more time and using your keyword, type the following words at the end of it just like you did when searching for related forums.

The word you want to use at the end of your keyword now is **"FAQ"** this will bring up results for the most frequently asked questions related to your niche.

At this point you will be able to confirm the questions you assembled earlier from the different forums but you'll also get to uncover many other questions that you didn't discover in these forums.

Write down the most popular or most asked questions from this search and when you're done you are going to compare the list you have put together.

**This brings me to the third core area of information product success.**

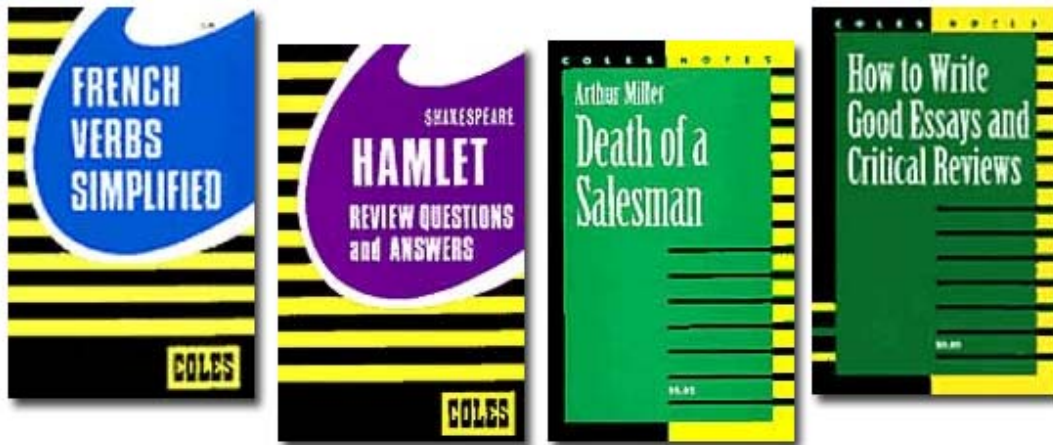
It's time to give them (Your market) what they want.

Now that you know the type of information your market wants it's time to focus and develop your products scope or range.

But you must realize before you start assembling your product ideas that you cannot possibly cover everything in one product. It's near impossible unless you want to spend months or even years creating one product.

Instead, concentrate on the quality of information you are providing. Your customers will appreciate the fact your product may not cover everything under the sun but it does have useful information that can really help them and they didn't have to read, re-read and decipher a 300 page book.

Hey, have you ever heard of Coles Notes...?



Here in Canada we get publications at our local bookstores that are called Coles Notes. They are basically a synopsis of key points to an entire book.

I used these little notes when I was in high school. If I had a book report due I'd head straight down to the book store and look for the Coles Notes version to get up to speed on a particular book so I wouldn't have to read a big dull and boring book.

### **In America I think they're called Cliff Notes?**

In any event, what you are trying to accomplish is to give the reader useful information without a lot of page filler. No fluff just meaty content that they can benefit from.



## **Generating Hot Product Ideas**

***This simple and effective method can make you rich***

The method I use to create hot selling products is a little different from what you're probably used to but it does work and in the process you'll also have other ideas for similar more in depth products you can easily use for backend profits.

**Basically what I do is assemble all my notes I have so far.**

- 1.** Hot markets I've identified
- 2.** Existing market related product research
- 3.** Most common questions

The best thing to do is to have this on paper right in front of you so you can jot down ideas or foot notes beside the data you've already assembled.

Next you are going to need a swipe file of some kind. If you don't have a swipe file then you should be building one.

If you don't know what a swipe file is that's okay, I'll tell you right now. A swipe file is pieces of advertising that has proven to be successful.

**A.K.A. - Profitable for the owner.**

You can easily find existing swipe files by searching eBay or you can always assemble yours from scratch.

My swipe file contains a lot of works from the late and great "The Prince Of Print" Gary Halbert. I love his style of writing and he was considered the most successful copywriter on the planet.

The stuff he wrote is incredible to say the least and I really like the way he combines his little stories into his salesmanship.

Unfortunately Gary recently passed away but his website is still up and running as of this writing (*June 27, 2007*). You can go see what I mean by reading his newsletters located at [www.thegaryhalbertletter.com](http://www.thegaryhalbertletter.com)

It's a good idea to spend a few hours reading his newsletter. It is an education in itself and will definitely help you generate hot product ideas.

Your swipe file should consist of headlines and sales copy. I like to put top headlines on index cards for easy reference while I'm working.



I have hundreds of these little suckers and it really helps when you're looking for that perfect headline.

I keep them in a plastic file index and spread them out on the floor while I'm working.

Using a swipe file properly is crucial and will save you from being sued. You're not trying to copy a particular piece of copy or headline but you are to use these pieces to generate ideas through the style and use of salesmanship in a particular piece.

**Did you get all that...?**

**You're NOT trying to duplicate but rather  
emulate the IDEAS within the swipe file piece.**

Okay, let's move forward.

## **Turning Your Ideas Into Gold**

### ***Transforming your ideas into hot saleable products.***

Let's touch on transforming your ideas into hot products that will most likely sell like crazy if you have followed everything in this report to this point.

This is because you have done your "homework" on the market and as long as you can reach that market you are almost guaranteed to make sales.

Turning your information into a product is easier than you think but there are a few things to consider such as:

- Format options
- Compatibility with most online users
- Deliverability to your customers
- Future updates
- Promotion consideration
- Selling v.s. List building

These are some of the most common elements to consider when putting together your product and we'll look at each one in more detail in a moment, but first I want to briefly touch on your product as a whole.

Most importantly being able to put into words what you want your customers to know without rambling, even if you think you cannot write.

As you can tell from this product I like to write in a conversational tone. I like to imagine I'm talking with only one person and delivering them a set of instructions on exactly how to achieve what I've promised.

Periodically I like to give examples through diagrams or pictures to further illustrate my point.

This helps important points you really want to drive home as an author to stick in the minds of your readers. Because, let's face it... if your customer can't remember important points from your product then your product failed.

All the information may have been there but not in a way easy for your customer to remember. Therefore the customer will feel they got a RAW deal, and you all know what happens then...

A few will label this as a

**SCAM...**

...and even though you know it's not - it will be hard to convince potential customers of anything but that label.

So, in short make sure you convey your information in a logical conversation type manner and emphasize important points throughout.

Enough said about that, now let's get to transforming our idea into a hot little product that could...



## **Format options**

The first consideration we are going to look at is the all important formatting options.

- Paragraph size
- Font size
- Chapter title size
- Pictures (yes or no and why...)
- Page width
- Headers and footers
- Copyright information
- PDF file; text document or .EXE format options
- Additional considerations.

When you begin to write you should strive to make your product easy to read.

Most tend to read it right from their monitor, although printing the document is becoming more popular with small reports.

Therefore I recommend the main document text size to be at least 12 points and the font style to be something easy to read such as Tahoma, or Verdana.

As for paragraph spacing I have chosen to go with Double spacing to make things very easy to read and follow.



The chapter title size should emphasize the start to another chapter by making the text larger than the main document.

A text size of 14 point or 18 point will do quite nicely and don't forget to make it **bold**.

You can also use **text size** to your advantage throughout your product to again emphasize important points as well as **highlighting...** but don't overdo it or it will lose its effectiveness.

Pictures, if used moderately and smartly can illustrate your point more clear as well as add an overall greater appeal to your product.

Ultimately you want to eliminate confusion as much as humanly possible through every sequence of your product so a picture, diagram or graph can help ensure there is no confusion with your ideas.

Page width is something you can play with but ensure you leave enough white space around the edges to make your product easier to read as well it's more appealing and less intimidating when you use the white space correctly.

Also, some products you create you may want to include a page border so play around with different page widths to get the right chemistry to the look and feel of your product.

It's important to include a header and footer on every page of your product so the reader will know exactly where to find information, where they left off and the product they are reading.

A lot of product producers also include their domain URL in the header to try and capture traffic from free and/or viral reports.

Make sure you include Copyright © notification just to make it clear that the reader cannot use your material freely, even if you are selling resell rights. This just gives a clear definition to the reader that they cannot change your product in any way.

It's also important for you to establish your products intent and the rights of the reader such as resell rights, no resell rights, no giveaway rights, etc.

This way the reader cannot possibly say later that they thought they had resell rights if in fact they did not and you made it perfectly clear at the beginning of the report.

A lot of product producers swear by PDF documents but there are also other formats that have solid benefits as well.

Text documents can be easily distributed and changes made instantly if this is your intent with the product you are producing.

For example you could be selling private label rights to several products and offer it in text format so the end user can make changes more freely.

The .EXE format is only compatible with Pc's and not Mac computers. So you will lose the Mac users but then again you can change information more easily on a more regular basis.

With .exe you can design it so you can update affiliate links and promotion resources etc. because .exe files are nothing more than html pages assembled together using a software program that allows them to operate much like a book.

Here are some examples of .EXE ebook compilers you can use:

<http://www.ebookcompiler.com>

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

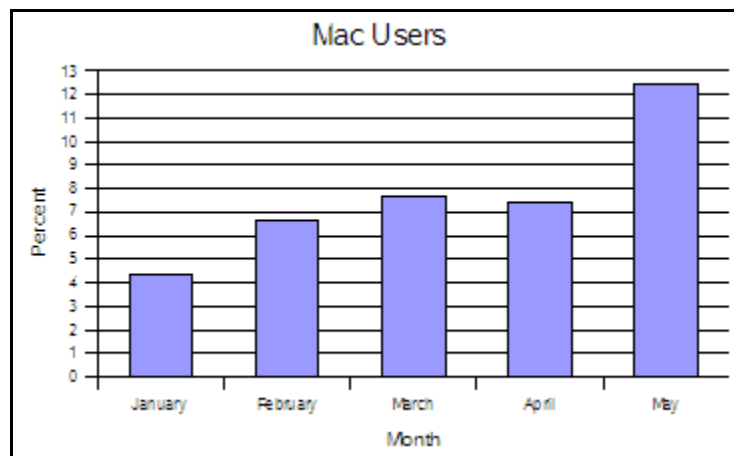
<http://www.ebookpro.com>

Additional considerations when choosing a format is all about what your target market prefers. The only way you can see which format benefits you and your users more is by giving them more options to choose from.

### **Compatibility with most online users**

Compatibility of your product is of utmost concern when developing your product.

The number of Mac users online is on the rise so you may want to keep that in mind when formatting your product.



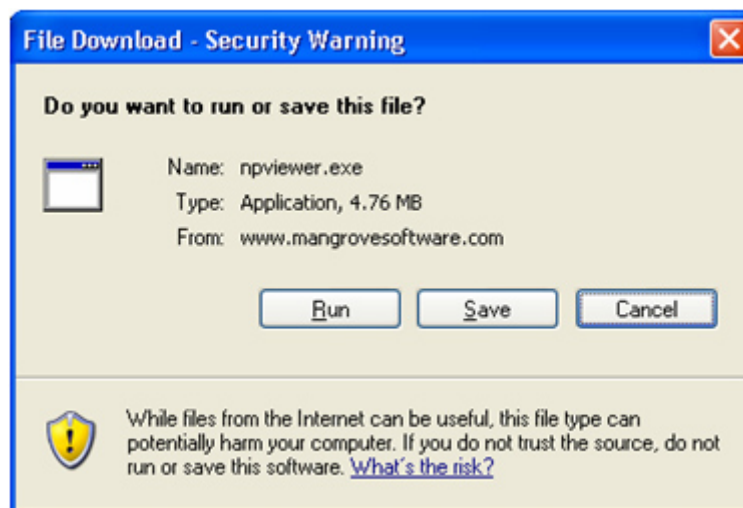
But the number of Windows based PC's is still greater by far. That being said I still prefer to format my digital products in PDF format for not only compatibility but also ease-of-use and wide range acceptance.

**According to CNet.com News The number of PC users is expected to hit or exceed 1 billion by 2010, up from around 660 million to 670 million today.**

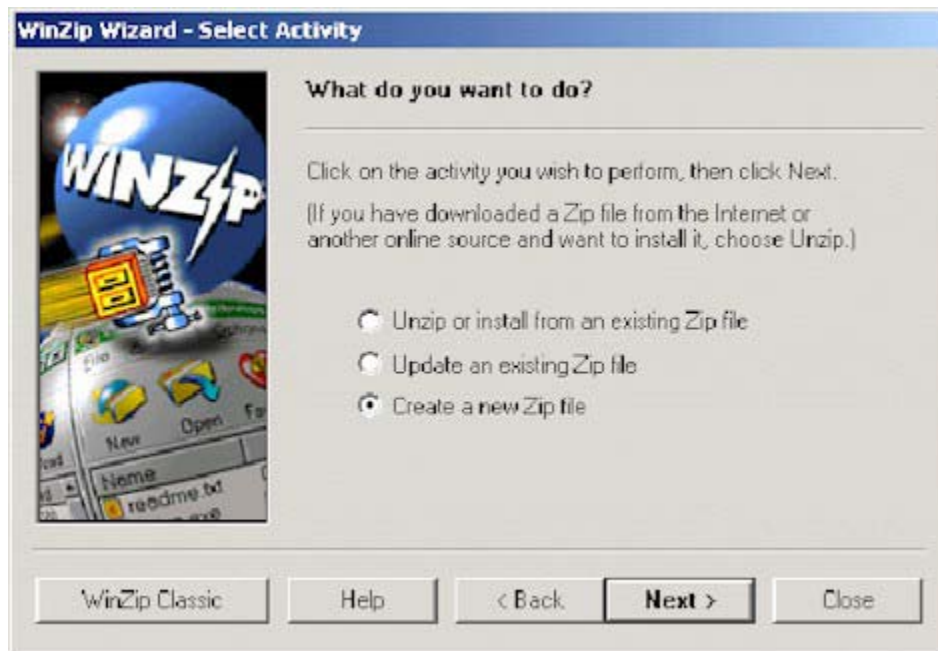
### **Deliverability to your customers**

With PDF files deliverability is pretty much a non-issue. Both PC and Mac's in today's market already come with the PDF viewer installed.

The .EXE format requires the user to download an executable file which in most cases will trigger a warning from the user's computer warning of potential hazards relating to .EXE files in general.



It also goes without saying that in all cases you should .zip your product files to make it quicker and easier to download for the end user.



## Future updates

Creating future updates can be very profitable and keep your existing customers “in the loop”. Constant but relevant contact with your list of customers is crucial to long-term profitability with your list.

Creating an update will allow you to re-engage your customers even when you give away future updates and product support.

This will also allow you to monetize the updates page with related products and advertisers willing to shell out **BIG BUCKS** for a space directly in front of your paying customers.

### **Promotion consideration**

After creating your product you can decide to sacrifice early profits for long-term gain. Meaning, you can team up with others in your niche market and allow them to offer a free copy to their list.

You can also allow them to offer a copy of your product for free as a bonus to one of their paying products.

And you can also promote a brand new product to your existing list and allow them the chance to have it for free if they make a purchase from one of your recommendations. (In which you will receive a commission from the product you refer).

You can even allow your buying customer a chance to purchase the resell rights for a higher price. Give them the option before as well as after they have made a purchase.

For instance, if a customer came to my website and was going to purchase a product I just created he would be offered a chance to purchase resell rights to that very product for a higher fee.

If he elects NOT to upgrade his purchase but just purchases the regular version in which he cannot have the resell rights, just the information for his own use, you can make a one-time-offer (OTO) that will give him a second opportunity to purchase the resell rights from you at that higher price.

You can also pre-load your autoresponder to do this up-selling for you automatically by allowing a message to go to new subscribers a few days later.

### **Selling vs. List building**

This is where you have to decide if your product is going to be something you want to create a list with or a profit from.

After trying both ways to establish a quality list I've come to the conclusion that a paying customer is much more profitable and has a longer promotional life than a non-paying customer regardless of how much the customer pays for the product.



Therefore I have tested with great success that the \$7 dollar product works best for generating income as well as converting that user in the future on additional backend offers.

You are also allowing that customer to help build your list from their efforts to promote and profit from your hard work.

It's definitely a win-win situation when you create a \$7 dollar product and allow everyone to promote it for 100% profits.

You can even go a step further and allow the user to host the product on their own website and allow them to build their list as well **for an additional upgrade fee.**

It goes without saying that you as the original creator should have references and upgrades back to your website throughout your product so your list is growing from everyone else's efforts.

## How To Package Your Product For Maximum Impact

***Hit your market hard and fast.***

A picture is worth a thousand words... (Aren't you sick of hearing that)

But it's 100% true, well almost. I've seen first hand, that a website without any pictures converted at a higher rate because of the use of white space and quality copy that could easily sell refrigerators to Eskimos.

**Truth be told,** I prefer to have a picture of the report on my website when offering a \$7 report for 2 reasons:

1. I don't have the time to write a blazing hot sales letter. My most successful sales letters took me over 2 months to write and most of that time was spent perfecting the headline.
2. I'm not a professional copywriter that can make \$20,000 the minute I put pen to paper and my guess is... neither are you.

Keep it simple I always say... Take the time to create (or have created) a report cover that looks amazingly hot and you'll be trying to put out fires at PayPal all day long.

**In other words, you're report will sell like hotcakes simply with a hot report cover and mediocre sales copy.**

Starting with the report cover I can suggest a few places you can have it done for you, but I can also direct you to someone who is selling the Photoshop action scripts if you want to do it yourself.

First, here are some top quality places to have your report cover designed professionally. Take a look at their portfolio for examples of their work.

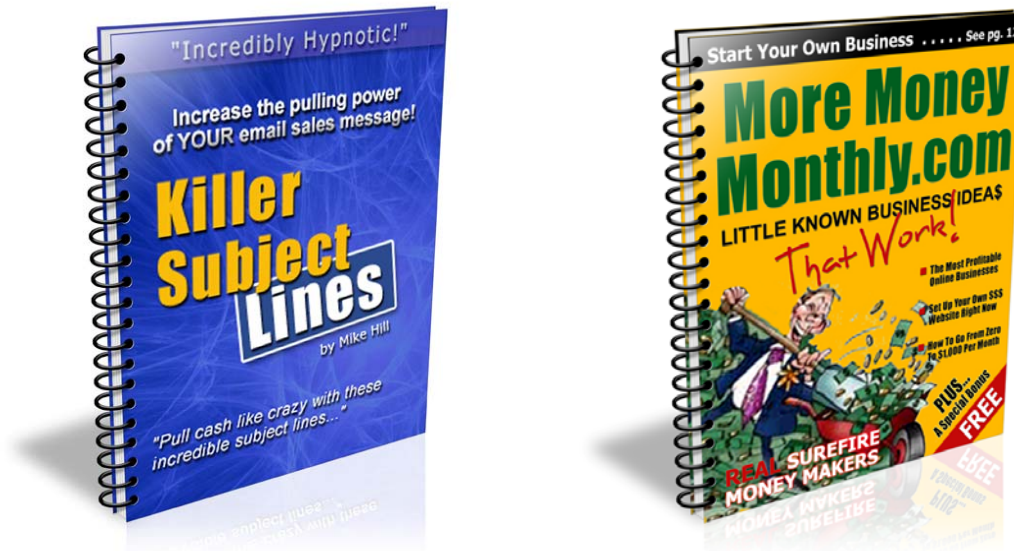
<http://www.minisitegraphics.com/>

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

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

<http://www.pro-ecovers.com/>

Personally, I love creating my own report covers and the more I do the better I get at it. Here are two of my more recent covers I created using the Photoshop action scripts I'll tell you about in exactly...



## 3 seconds...

Let me tell you, it was a happy day when I found Mark Monciardini's website.

These Photoshop action scripts are perfect for \$7 dollar product covers (and then some).

Here is a sample of the many different covers you can create with Mark's bundle of action scripts, **but you must have Photoshop CS to take advantage of them.**



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

**I loved these scripts so much I upgraded my Photoshop software just to use them.**

**Here are some Famous Covers created using Mark's action scripts...**

Top marketers on the internet trust CoverAction Pro for the creation of their product covers. They count on cover quality they can be confident with for all their products.



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

**Need I say more...? These action scripts are the cream of the crop.**

If you can't afford these scripts right now and the designers are too much for your budget send me an email at [ebooksuccess@rogers.com](mailto:ebooksuccess@rogers.com) and I'll entertain your product cover for a nominal fee...

**...and I'll even let you pay me after you've made a profit from your product.**

**Only one rule though...**

#1 Rule – Only one submission per person allowed at a time.

Meaning, you can only submit one project. Then you have to send me a nominal fee before you can submit another project, fair enough?

The fee will be based on the work load I have at the time. I will fully disclose the fee before you agree to the project cover, so if you want your cover done without any out-of-pocket expense on your part you have to act quickly.

**Okay, so now that we have the product cover out of the way, let's look at the sales page.**

The use of white space on your sales page is very important and should be used to your advantage.

Having the correct amount of white space throughout your sales page will help in sealing the deal, hence turning a visitor into profits.

The use of white space comes in the form of paragraph length and spacing between your paragraphs.

As well as using images and fonts at the right time.

I'm not a graphic designer and you may not be either but you can obviously see the difference between a good looking sales page and one that's, well... *not-so-good*.

Here are a few samples of what I'm trying to say:

**Case Study #1:**

First, take a look at James Simpson's website. It is very well laid out and makes great use of the white space and the placing of his images throughout his sales copy. (Note the little bits of tape on either corner of the hand written guarantee)

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

Now, compare the next example and you'll witness how using whitespace incorrectly can hurt your sales conversion.

**Case Study #2:**

Now look at this website. Sorry, if this is your product but this is a good example of how **NOT** to use whitespace. Notice how it's so confusing and no real format or organization.

<http://www.strategiesforoptimization.com/sfo1/>



### **Well, what did you think...?**

Did you think the background was distracting and there is no real definition between the headline and sub-headlines compared to the actual text?

This could be a very good looking piece of sales copy if it were tweaked a little. But, I didn't even read the sales copy because everything else was too loud and in your face compared to James' website.

Before ever getting to your sales copy you can obviously see there is a lot that can and will affect your visitor's persuasion.

Having a well laid out sales letter can easily mean the difference between \$1,000 and \$10.

Luckily there is a quick and easy solution, especially if you are not a designer or even a copy writer. The main objective is to get your product online and making money quickly, right...?

Let's go through a typical \$7 dollar sales page and break it down for you. Once this is done I'm confident even your grandmother can write an effective \$7 dollar sales letter.

One thing I want to mention before we get going though. With \$7 dollar offers (or \$10 dollar offers) the website sales page does not have to be as long as a \$97 product.

Keeping that in mind, here we go...

Essentially there are 10 major points in the sales letter we need to focus on, which are:

Pre-Headline

Headline

Sub-Headline

Identify problem

Provide proof

Tell a related story

Introduce the solution

The price and why

Call to action

The PS

Breaking your sales copy down into these categories will make it dirt simple for you to create a winning sales letter and at only \$7 who can resist...?

**Confused, here I'll break it down for you real quick so you can get started.**

### **Pre-Headline**

Essentially the pre-headline is a teaser or quick attention grabber for the headline. It allows you to identify with your target market. It can be a few words or a few sentences.

### **Headline**

This should definitely create curiosity and make your visitor want to read more.

### **Sub-Headline**

The sub-headline and all subsequent sub-heads should flow like titles to a chapter but still creating curiosity.

Short and snappy copy will do just fine. Also keep in mind that a lot of people don't have the time to read the entire sales page.

They will skim your sub-headlines to see what this is all about. If you make them tantalizing you'll have them begging for more.

### Identify problem

In a few paragraphs you're trying to make your reader feel as though you are on their side and completely understand the problem they face. This can be achieved by creating a relationship between you personally and the reader. Let them know YOU ARE on their side.

### Provide proof

Provide actual proof of your claims and make them stand out. Introduce your proof with a sub-headline and don't be afraid to mark it up a little with red arrows and circles. Like this...

<a href="#">Mar. 14, 2007</a>	33	1,167.11	3			0.00	-29.01	977.86
<a href="#">Mar. 15, 2007</a>	60	1,164.71	261			3.08	-86.94	-13,893.00
<a href="#">Mar. 16, 2007</a>	117	1,911.70	0			3.36	-79.88	1,760.98
<a href="#">Mar. 17, 2007</a>	129	1,483.16	1		-9.99	-77.88	22.28	1,407.60
<a href="#">Mar. 18, 2007</a>	284	4,379.83	0		0.00	-196.82	32.37	-10,108.89
<a href="#">Mar. 19, 2007</a>	118	2,854.32	1		-10.65	-111.76	2.30	-46.94
<a href="#">Mar. 20, 2007</a>	134	2,202.24	0		0.00	-95.53	899.16	-27.00
<a href="#">Mar. 21, 2007</a>	96	1,690.62	0		0.00	-70.07	32.84	-90.97
<a href="#">Mar. 22, 2007</a>	112	2,690.13	1		-900.00	-102.21	0.89	-27.00
<a href="#">Mar. 23, 2007</a>	63	2,345.87	0		0.00	-67.59	1.16	-15,027.00
<a href="#">Mar. 24, 2007</a>	32	700.43	0		0.00	-28.89	0.00	0.00
<a href="#">Mar. 25, 2007</a>	54	1,078.98	0		0.00	-44.04	6.44	-160.88
<a href="#">Mar. 26, 2007</a>	60	1,225.65	0		0.00	-60.02	32.89	-119.82
<a href="#">Mar. 27, 2007</a>	42	1,034.01	0				4.18	-100.94
<a href="#">Mar. 28, 2007</a>	31	703.25					0.89	-27.00
<a href="#">Mar. 29, 2007</a>	63	859.20					0.00	0.00
<a href="#">Mar. 30, 2007</a>	46	985.77	0		0.00	-38.84	1.78	-36.97
<a href="#">Mar. 31, 2007</a>	59	1,021.12	1		-50.00	-43.72	51.73	0.00
<b>Totals</b>	2312	49,155.19	278		-17,742.57	-2,063.09	1,205.58	-36,874.52

**\$4,379.83 in  
One Day!**

**\$49,155.19 in  
One Month!**

**Tell a related story**

Sharing a story related to your reader's problem can have a profound effect. It will demonstrate that you are in fact a real person and even more important — a real person just like them.

But you have one advantage they don't have, and that is the answer to the problem. With a good story the problem now becomes your problem too and not just your readers.

They will find comfort in the fact that you are experiencing the same problem or sick and tired of the same frustrations, etc.

Then, when you lay the solution on them, they will be more open to your suggestion.

See how that works? Your product now becomes a suggestion of something that worked for you, instead of a 20 page "Buy this product" pitch-a-thon.

Your reader doesn't want to know how great you are rather wants a solution to their problem **Right Frig'n Now...**

## **Introduce the solution**

Your story will eventually lead into the introduction of THE solution. **It's not a product you have — it's a solution!**

## **The price and why**

The beauty of \$7 dollar products is that once you introduce the price and explain why; including the unbelievable value they are getting for only \$7 it will work like a one-two punch.

You've just planted the seed and the next step will make it grow like wildfire.

## **Call to action**

The call to action will let your reader know that this solution is available right now and may be taken from them at any moment at this price.

You must, at this point "ask for the order" by directing them to the order link and telling them exactly what to do.

Here's an example of a call to action:

I really can't make this any easier than I already have. You're getting a **complete 'success blueprint' to making money with Amazon UK**. I'm practically giving it to you with the measly \$7 price tag and you even get a 100% money-back guarantee.

So if you're fed up with wasting your time, effort and energy on other affiliate programs that do nothing but lose you money then you know what to do.

**Click on the Buy Now button** below to get your copy of a proven system that will help you make money in a place where most affiliate marketers dare not go.



## The PS

You should always include a PS in every piece of sales copy, even if you have nothing further to say.

I've seen a few clever PS's before including one that actually read "No PS required because I know you're smart enough to take advantage of this offer right now and finally rid yourself of these problems".

Pretty clever eh?

The PS is essentially reserved for important information you need to share with your reader about your solution that wasn't able to fit the sales copy.

You should also be driving home the fact that this product is only a measly \$7 and that it definitely solves their problem.

Don't forget to mention they can have it all, instantly in about 3 minutes or less because it's a downloadable product.

**Here's something you should be considering right now...**

Remember when I said create a swipe file...?

Well you should create a swipe file for each of the components to a successful sales letter I've just covered. If you do this and take the time to do it correctly it will be a synch to write your sales copy for these types of products.



## Profiting From The Backend

***How to tap your existing customers for an even greater return.***

Everyone says that the real profits are made in the backend. Well, you know what... it's absolutely true!

However, there is a common misconception about backend offers that I'd like to clear up right here and now that will put your mind at ease.

Did you know that you don't have to create these backend offers?

No sir... and furthermore, these backend offers DO NOT have to be priced higher than your initial offer or any subsequent offer for that matter.

You see, most people believe they must offer backend products that are more expensive than previous offers. Well, nothing could be further from the truth.

**Backend offers are designed to give your customers more of what they want, period.**

If you haven't guessed already I'm suggesting you promote products from the ClickBank Marketplace to your existing customers that will serve as backend products.

The really neat thing here is this can all be setup automatically, so once you have everything in place you never have to touch it again or at least until you find a better converting offer that's more up-to-date and offers more value.

### **Here's how you do it...**

First, get a free ClickBank account and write down your chosen Nickname.

Select a nickname for your new account

Account Nickname ≠ (5-10 letters & digits): \*

≠ the nickname you choose will be the "ClickBank ID" for your account. It will be visible to the customer every time we sell one of your products, and will appear on the memo line when we send you a check. Keep in mind that the nickname cannot be changed once your account has been opened.

Next, you need to search the [ClickBank Marketplace](#) using keywords related to your initial product.



Then you need to select 2 or 3 products that suit your market. Be careful when making your selections, some of the products on ClickBank really suck.

Do your homework, take a look at the sales pages of these products you are interested in and make a file of the one's you'd like to promote.

After this has been done you need to write 3 or 4 follow up emails for each product you've selected to promote.

Relate to your customers through your emails. Talk to them like you would a good friend and don't ever "sell" instead you are making a recommendation.

**A recommendation between friends is a lot more powerful than hearing a pitch from a snake oil salesman.**

Once you have your emails written it's time to setup your autoresponder and load each message to be delivered every few days from the previous message.

**Follow Up Messages:**  
Your list has 1 autoresponder and unlimited follow up messages available. You are currently sending 4 messages. To move or reorder follow up messages simply click and drag it to the new location.

Actions:

Mesg	Interval	Type	# Att.	Modified	Click Tracking	Subject	Spam?	Test	Copy	Delete
1	0	Text	0	06/17/07	off	{firstname}, here's your download link...	0	Test	Copy	X
2	1	Text	0	06/17/07	off	{firstname}, did you get the free report?	0	Test	Copy	X
3	1	Text	0	06/17/07	off	{firstname}, did you sign up yet?	0	Test	Copy	X
4	1	Text	0	06/17/07	off	{firstname}, new video just release...	0	Test	Copy	X

**Note: On your initial \$7 dollar product download page you are going to ask that your customer register their product so they can be made aware of future updates, etc.**

Now all you need to do is direct traffic to your \$7 dollar product page and the rest will take care of itself.

Your work is minimal and you'll be making money in the backend without ever having to lift another finger.

Now you can go on and create your next hot \$7 dollar product and repeat the exact same success blueprint I've laid out for you right here in this report.

**Wash – rinse – repeat...**

Now imagine once you start generating a profit and can have several other people write and create these \$7 dollar products for you.

How easy would it be for you to sit behind your computer all day coming up with incredibly hot \$7 dollar products, sending an email to your team of writers and have it all created for you hands free?

## Make Money With This Report

***Make back your entire investment — and then some!***

As you know, making money with this report is very easy. All you have to do is insert your PayPal email address in the URL below

<http://www.productblueprint.info/?e=YourPayPal@EmailAddress.com>

Inserting your PayPal email address right after [/?e=](#)\_\_\_\_\_

**There is also another way you can make money with this report and build your list up even more.**

[Click here](#) to acquire the resell rights to this entire package including the sales letter and \$7 dollar script.

**You will have to host it on your own domain** but you will then be able to profit from the initial \$7 plus the backend offer which is the resell rights for \$29.97

You need to hurry and get your link created and/or your reseller rights setup so you can profit immediately from Product Domination starting tonight.

## About the Author



**'The List Building Expert'**

I have been online for a few years creating several products that have made \$1,000's and exploded my list into highly responsive subscribers.

[www.listbuildingtutorials.com](http://www.listbuildingtutorials.com)

[www.softwaresuccessblueprint.com](http://www.softwaresuccessblueprint.com)

[www.emailprofit.com](http://www.emailprofit.com)

[www.publicdomainempires.com](http://www.publicdomainempires.com)

[www.myaffiliateorganizer.com](http://www.myaffiliateorganizer.com)

[www.list-blueprint.com](http://www.list-blueprint.com)

[www.77marketingtips.com](http://www.77marketingtips.com)

[www.moremoneymonthly.com](http://www.moremoneymonthly.com)

[www.proofthisworks.com](http://www.proofthisworks.com)

[www.theleakedchapter.com](http://www.theleakedchapter.com)

[www.listbuildingconfidential.com](http://www.listbuildingconfidential.com)

Let me know what you thought of this report by submitting your comments and testimonial to [ebooksuccess@rogers.com](mailto:ebooksuccess@rogers.com)

**PS – Don't forget to watch the video...**