



Product Pipeline System Module #15

How To Get Free Traffic With Self-Liquidating Offers

By



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Introduction

As you are aware, I am mainly teaching you about free traffic. That is, I teach you ways to generate traffic at no expense to yourself. Most of these methods require absolutely zero money spent. This module is the lone exception.

What I'm going to teach you this month is how to "buy" as much quality paid traffic (pay per click) as you want and immediately get your money reimbursed. This will basically allow you to build a list of BUYERS (not "subscribers", but "customers"!) at no cost. You can then use that list of buyers to promote as many other offers as you want ... ***getting you completely free traffic to MANY different links in the process!***

You've heard that the money is in the "backend" of your business. And inside this report you'll discover exactly how to extract those profits using my simple three-step strategy.

Here's an overview:

Step 1: Solve a Problem. You're not looking to get rich at this step, which is why you need only create a short report that solves a problem. You can price this report at a "no brainer" price of \$7 to \$10, which brings people into your sales funnel fairly easily.

Step 2: Sell the report using AdWords. Next, you'll sell this report using Google AdWords. The goal isn't to make money at this point. Instead, you're looking to break even. In essence, you're building your customer list for free!

Step 3: Set up your backend. Finally, your goal at this step is to sell more products on the backend to your existing customer list. Every product you sell from this point forward is pure profit in your pocket!

Now let's look at each of these steps in detail...

Step 1: Solve a Problem

Your first step is to create a short report that solves a problem in your niche. And this step starts with you choosing a topic for your report....

Choose a Topic

Here's the easiest way to do it: Find out what types of products people in your niche are already buying, and then create something similar.

Note: I don't mean that you should copy or clone a popular product in your niche. Not at all. Instead, simply find out what topics are currently popular, and then create your own unique report on this same topic.

Here are five ways to find out what's already selling in your niche...

- **Go to Amazon.com.** Simply enter in your broad niche keywords, like *"puppy housetraining"* or *"rose gardening,"* and then take careful note of what kinds of products appear at the top of the results (because these are your bestsellers). If you see multiple bestsellers or even multiple products on the same topic, it's a good bet the topic is popular.
- **Visit payment processor marketplaces.** ClickBank.com is the big one, but there are others (such as PayDotCom.com). Again, your goal is to input your broad niche keywords and see which products are popular in these marketplaces.
- **Do a Google search.** Another place to input your keyword is into Google. Pay attention to the top websites in your niche (those on the first page) – what are they selling? Also take note of the sponsored ads, as marketers don't spend money advertising products if there isn't a market buying these products.
- **Use a keyword tool.** You can use a tool like WordTracker.com, [Google's free keyword tool](http://Google.com) or your favorite tool. Once again, input your broad keywords. Then pay attention to those results that indicate the searcher is a buyer and not just a browser (e.g., *"buy rose gardening book"* or *"cheap dog training book"*).

- **Discover other popular topics.** Finally, you can find out what topics are popular by looking for patterns on [Yahoo! Answers](#), on niche forums and on niche blogs. Look for topics that get a lot of views and discussion, as well as those topics that are brought up repeatedly.

Note: Please note that this final step shouldn't be used alone, as it doesn't tell you whether people are currently buying products on these topics. However, you can certainly use this step alongside the other methods, just to confirm your findings.

If you follow the five steps above, it should become clear to you pretty quickly which topics are popular in your niche. Your next step is to create a short report on this popular topic. Read on for the details...

Write the Report

The goal of this report is to solve a problem, or a specific part of your prospects' problem. And that's why you need only create a short report (as little as 15 to 20 pages will do).

Let's say you're in a weight-loss niche, such as helping new moms lose their "baby weight." You're not putting out a full manual on how to lose weight. Rather, you're just putting out a short report that solves part of the problem.

Examples:

- You create a report focused on the nutrition aspect of losing weight.
- You create a report focused on the exercise aspect of losing weight.
- You create an "overview" report, which goes over the nutrition and exercise aspects (but not in great detail).
- You create a report about how to lose belly fat.
- You create a report about how to get firmer thighs.

And so on.

Again, the point is that you're just tackling part of the overall problem, rather than solving all your prospects' problems. And that's because your goal is to continue offering more solutions on the backend, which allows you to pocket a profit in the process.

Now, there are three main ways for you to create this report:

1. Create it yourself.
2. Buy PLR (private label rights) content and tweak it to make it unique.
3. Hire a freelance writer.

Let's go over each of these methods separately...

1. Create the Report Yourself

Since this is just a short report (about 10 to 20 pages long), many people choose to write it themselves.

You may choose to do so too, especially if the following apply to you:

- You know something about the topic *or* you're a good researcher.
- You're a good writer.
- You enjoy writing.

Here's what to do next:

- ➔ **Step 1: Outline the report.** If you're not familiar with the topic, you may need to do some preliminary research in order to create your outline. Otherwise, if you know about the topic, then go ahead and outline the report.

Examples:

- If it's a step-by-step report (such as how to housetrain a puppy), then your outline should include an introduction, all the steps involved to complete the task, and a conclusion.
- If you're creating a "tips" report (such as "21 surefire weight-loss tips"), then outline the tips you'd like to include.

- **Step 2: Research the report.** Your next step is to research each section/topic in your report so that you end up with a useful and accurate report. Be sure to use multiple, good sources for your research (such as WebMD.com, as opposed to some offbeat site like BobsHealthTips.com).
- **Step 3: Write the report.** If you've done a good job outlining and researching the report, then it's a matter of just sitting down to write it. Be sure to schedule off uninterrupted blocks of time so that you can write without distraction. Once finished, put the report aside for a day or two and then proofread it, polish it and prepare to publish it.

Tip: If you use the free OpenOffice.org software to create the text document, then you can use this same software to convert the document into a PDF document (which is what you'll offer to your customers).

2. Buy and Tweak PLR Content

The second way to create your report is to start with PLR (private label rights) content. This is where you acquire the rights to modify and resell the content, meaning you can tweak it, change the title and then put your name down as the author.

This can save you a lot of time, especially if the content is well-researched.

Here's how...

- **Step 1: Find suitable PLR content.** One of the easiest ways to find PLR content is to search Google for your niche or topic followed by words like:

- PLR
- PLR content
- PLR articles
- PLR report
- PLR ebooks
- Private label rights
- Private label rights content
- Private label rights articles/reports/ebooks

Examples:

- Dog training private label rights

- Weight loss PLR
- Organic gardening PLR content

➔ **Step 2: Make sure it's high-quality content.** Next, be sure to read samples and research the vendor to be sure you're purchasing high-quality content, meaning content that's well-researched and well-written.

➔ **Step 3: Tweak the content.** Finally, you need to modify the content to make it your own. This generally means:

- Creating a new introduction and conclusion.
- Deleting irrelevant material.
- Adding in your own tips, examples and stories.
- Tweaking the writing to make it sound more like your "voice."

Tip: A good rule of thumb is to change at least 30% of the content by adding to it and/or rewriting it.

Note: Even though you plan to create a report, that doesn't mean you need to buy a PLR report. You can purchase PLR articles and compile them to create a report. You can purchase a PLR ebook and take out a relevant excerpt to create your report. You can even combine multiple sources, such as compiling a couple articles, part of a report and a chapter from an ebook. The more mixing and matching you do, the more unique the end product.

You can do this tweaking yourself, if you choose. Otherwise, you can hire a freelance writer to change it for you.

The procedure for finding and hiring someone to rewrite your PLR content is the same as finding someone to create your report from scratch, which is what you'll learn how to do next...

3. Hire a Freelance Writer

The final method for creating your report is to find and hire a freelance writer. Here's how to do it...

➔ **Step 1: Find a Writer.** Your first step is to cast a wide net in order to draw up a list of possible writers. Here's how:

- Post projects on freelancing sites such as Elance.com, Freelancer.com and Guru.com.
- Search business forums and marketplaces such as those on SitePoint.com, DigitalForum.com and WarriorForum.com.
- Ask your colleagues for recommendations. If you know other business owners either online or offline, ask them if they know of any good freelance writers.
- Ask other freelancers for recommendations.

Example: Ask your web designer for ghostwriter recommendations.

- Inquire on college campuses. You can post flyers, talk to department heads (such as professors in the English department) and place ads in the campus newspaper.
- Browse your local classified ads or Craigslist.org ads, or place your own ad.

Example: "Wanted: Freelance writer to create 20-page weight-loss report. Experience writing in health and fitness niches a plus. Budget = [enter dollar range]. Send two or three writing samples to [your contact information]."

➔ **Step 2: Vet the writer.** Once you've found a suitable writer, you need to do your due diligence. This includes:

- Checking the writer's references.
- Reading the portfolio samples.
- Checking feedback ratings on Elance and similar sites (where applicable).
- Researching the freelancer's name, email address and web address in Google.

Generally, you're looking for a writer with a good reputation who's been in business for at least six months to a year.

➔ **Step 3: Brief the writer.** Once you've selected a writer, you should have your lawyer draft an agreement that both you and the writer sign.

This agreement should cover the scope of the project, the agreed-upon compensation, how the writer will be paid and the delivery deadline.

Secondly, you need to create a project brief for your writer. Since your ghostwriter isn't a mind reader, this brief should be as detailed as possible. Include as many of the following points as possible:

- Tentative title for the project.
- Length of the report.
- What you're going to do with the report.
- Intended audience for the report.
- Exactly what should be included in the report. Ideally, you should prepare a detailed outline for your writer.
- Any preferences you have regarding formatting, writing style, etc.

Again, the more details you can provide for your writer, the better the end result.

Once you've created your report, your next step is to create an eye-catching title for your new product. Read on...

Create an Eye-Catching Title

The title is actually one of the most important parts of your report. And that's because some of your prospects are going to make a decision about whether to buy your report based mainly on your title.

As such, your title needs to be eye-catching, which generally means it should tell your prospect what the report is about while providing a benefit.

Here are ten title templates you can use:

Template #1: Amazing Secrets of [Topic] // The Amazing [Niche/Topic] Secrets of [Person/Group]

Examples:

- The Amazing Secrets of Looking Younger
- The Amazing Skin Care Secrets of the World's Top Models

Template #2: How to [Get Benefit] // How to [Get Benefit] In Just [Amount of Time]

Examples:

- How to Remodel Your Bathroom
- How to Remodel Your Kitchen in Just Three Days

Template #3: *Everything You Need to Know About [Topic] // Everything You Ever Wanted to Know About [Topic]*

Examples:

- Everything You Need to Know About Buying a New Car
- Everything You Ever Wanted to Know About Going Green, Saving Money and Saving the Planet

Template #4: *The Quick and Easy Way to [Get Benefit]*

Examples:

- The Quick and Easy Way to Teach Your Dog to Stop Barking
- The Quick and Easy Way to Lose 10 Pounds

Template #5: *What [Person/Group] Doesn't Want You to Know (About)*

Examples:

- What Your Car Dealer Doesn't Want You to Know
- What Your Plastic Surgeon Doesn't Want You to Know About Getting Rid of Wrinkles Safely, Naturally and Quickly

Template #6: *What [Person/Group] Knows About [Topic/Benefit]*

Examples:

- What Professional Dog Trainers Know About Housetraining Puppies
- What the World's Richest Marketers Know About Starting a Business

Template #7: *[Number] Amazing Ways to [Get Benefit]*

Examples:

- 10 Amazing Ways to Save \$100 on Your Energy Bills This Year

- 21 Amazing Ways to Ace Your Next Interview and Land the Job of Your Dreams

Template #8: *How to [Get Benefit] in [Number] Simple/Easy Steps*

Examples:

- How to Restore a 1965 Mustang Interior in 10 Easy Steps
- How to Start a Blog in Just Five Simple Steps

Template #9: *The Easy Way to [Get Benefit] // The Surefire Way to [Get Benefit]*

Examples:

- The Easy Way to Ask for a Raise
- The Surefire Way to Have the Garden of Your Dreams

Template #10: *What Every [Niche Member] Ought to Know About [Topic]*

Examples:

- What Every Bride Ought to Know About Planning a Beautiful Yet Affordable Wedding
- What Every Marketer Ought to Know About Creating Cash-Pulling Sales Copy

The above templates are just ideas.

Go ahead and brainstorm at least 25 of your own ideas. Take your time with this step, because the title really is THAT important!

Then once you've selected your title, move on to the next step...

Choose Your Price

Typically at this step I'd recommend that you do market research to determine what similar reports are going for in your niche.

However, that's largely unnecessary. And that's because you're looking to create a "no brainer" offer, which means you should price your report between \$7 and \$10. (Remember, you're not looking to get rich or even pocket a profit on the frontend.)

Ideally you should test several prices to see which one gets you the best results. For starters, however, you can price your report at either \$7 (even) or \$9.99.

Quick Recap

Your first step in creating a self-liquidating offer is to choose a topic, write the report, craft a title and select your price. Once your report is complete, you can move on to the next step...

Step 2: Set Up an AdWords Campaign

Your report is complete. Now it's time to start building your customer list by advertising the report using Google AdWords.

Tip: You advertise on Google by using their "pay per click" (PPC) system, which is AdWords. These PPC ads - AKA sponsored ads - are those that appear above and to the right of the regular search results.

This is where you bid on a keyword (such as "rose gardening tips"). How much you bid determines, in part, where your ad appears. In general, the higher you bid, the higher in the sponsored results your ad will appear. The second factor that determines where your ad appears is your CTR (click through rate) - a higher CTR helps your ad's position in the search results.

Your ad will appear each time someone searches for your keyword. If the searcher clicks on your ad, you'll pay an amount equal to (or sometimes less) than your bid amount. So, for example, if you bid 25 cents for a keyword, then you'll pay up to 25 cents every time someone clicks on your ad.

Just as a reminder: You're NOT looking to make a profit at this step. Instead, your goal is to break even, which essentially allows you to build your customer list for free using AdWords. To do this, you need to:

1. Create your AdWords ad.
2. Choose your keywords.
3. Craft your sales page.
4. Check your campaigns.

Let's look at each of these separately...

Note: Your actual first step, of course, is to register for a Google AdWords account, which you can do at <http://adwords.google.com>. Then log into your account and click on "new campaign." Follow the prompts to select your location, your daily budget and other advanced options, if desired. Then click "save and continue."

Step 1: Create Your AdWords Ad

Your AdWords ad is short – just one headline and two short lines of text. That means that you don't have space in this tiny ad to actually persuade someone to purchase your report. Instead, the goal of this ad is simply to persuade someone to click on your ad.

To that end, your ad should do two things:

- 1. Present a big benefit.** What is the biggest benefit people will receive from reading your report? Or what's the biggest benefit of your overall offer? Whatever it is, you should present this benefit in your AdWords ad whenever possible.
- 2. Get attention.** Your ad will naturally get attention if it presents a big benefit. But another way to capture attention is to use the searcher's keywords in your ad. For example, if the person searched for "organic gardening," then perhaps your headline would be, "Organic Gardening Secrets."

Tip: While it's not always possible, you can also strive to evoke curiosity in your ad. You'll see an example of arousing curiosity some of the examples below.

Now let me give you examples of ads in various niches. Feel free to swipe them and tweak them to suit your offer...

Organic Gardening Secrets
Keep your family safe using natural
gardening methods. 100% guaranteed.

Note: Using the word "secrets" is a powerful trigger word, as it evokes curiosity. The ad body presents the big benefit

(keeping the family safe). The guarantee is mentioned to ward off freebie seekers, as prospects know this is a paid product.

Housetraining Made Easy

Never clean up another puppy mess again. This one works or it's free.

Note: Both the headline and ad body present the benefit. The last line once again helps ward off freebie seekers, so that only the most qualified prospects click on the ad.

Get Your Bikini Body

Summer is coming – are you ready?
Safe, fast and effective fat loss.

Note: Asking a question helps qualify the prospect and engage them. Note that the headline and third line present the benefits.

Catch Bigger Fish

The big ones won't get away once you know these fishing secrets.

Note: This ad is all about the benefits. The phrase "once you know these secrets" helps evoke curiosity.

Look 10 Years Younger

This is the secret your plastic surgeon doesn't want you to know.

Note: This ad presents a benefit and arouses curiosity.

Golf Like a Pro

You can improve your golf swing for just \$7 – check it out.

Note: This ad focuses on the main benefit. Note that it also says the price right in the ad, which again makes sure that only the most qualified prospects are clicking on the ad. This little trick should save you money and improve your conversion rate, as prospects know they'll land on a sales page when they click on your ad.

Get Rid of Acne

Say goodbye to pizza face. Say hi

to a better social life. Order now.

Note: Once again, the focus is on benefits. Note the "order now" at the end of the ad, which makes sure prospects know this is a paid product.

Note that you're asked to input your sales page link when you create your ad. You'll discover how to create your sales page in Step 3. For now, let's look at how to choose your keywords...

Step 2: Choose Your Keywords

Your next step in setting up your AdWords campaign is to choose your keywords. You'll see a link to the Google keyword tool when you're inside your AdWords account.

You can also access the external keyword tool here (which you can use even if you're not logged into your account):

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

Go ahead and input your broad keywords into this tool (like "weight loss" or "stop smoking"). The tool will produce dozens if not hundreds of related possibilities for you.

You'll notice that some of these words get a LOT of searches, especially the one or two word phrases. However, most of these words are entirely too broad. That is, you don't know what the searcher is actually looking for. And that means that you'll end up with poor results, such as:

- **A poor CTR (click through rate).** In other words, people won't click on your ad. And if your ad isn't performing, Google may disable it (because they aren't making any money displaying your ad).
- **A poor conversion rate.** Maybe people are clicking on your ad, perhaps even out of idle curiosity, but they're not buying your report. This could happen because your ad isn't specific enough, because your sales page doesn't convert OR because your keywords are too broad.

Let me show you what I mean...

Example: Let's say you're selling a report on organic gardening pest control. Here are some keywords that may turn up in the keyword tool:

- Organic gardening. This is probably too broad, because you don't know if the person is looking for information about how to design a garden, supplies to create the garden or something else. You can certainly test this word, but don't devote much of your budget to it (as you'll likely find more specific words to have higher CTRs and conversion rates).
- Pest control. Again, this is too broad. You don't know if the person is looking for organic or traditional means. You don't know if the person wants to control mice or aphids. And the list of other broad possibilities goes on and on.
- Organic pest control. This is better, because now you know the person is interested in organic pest control, which is the topic of your book.
- Organic pest control tips. This is good, because you know the searcher is interested in information.
- Organic pest control book. This is also good, because you know the searcher wants information.

Comb through your keyword list carefully and start by selecting words that are as specific as possible (meaning you're fairly certain about what the searcher is looking for). Whenever possible, bid on "buying" keywords – those keywords that suggest a cash-in-hand customer is searching. Buying keywords may include words such as:

- PayPal (e.g., "organic gardening book PayPal")
- Free shipping
- Discount shipping
- Fast shipping
- Affordable
- Cheap
- Low cost
- Discount / discounted
- Coupon
- Save money
- Coupon code
- Discount code
- Credit card

- COD (collect on delivery)
- Overnight shipping

Note: Yes, several of the above refer to shipping, which just indicates the person is expecting to pay for the product. Don't use the shipping-related keywords if it's clear the person is looking for anything else besides a book.

You can also look for words that suggest the person is doing some comparison shopping, such as "comparison" or "review." (E.G., "[name of product] review.")

Tip: You'll note that you're allowed to create "ad groups," which is a feature you should use. That's when you lump the most related keywords together and then create an ad that closely matches those keywords. You may even tailor your sales page to match these ad groups.

Let's suppose you're selling a report about housetraining a puppy. One ad group might include words like: housetraining a puppy, potty training a puppy, housebreaking a puppy. Another ad group might refer to a specific type of housetraining method, such as "paper training a puppy." Still another ad group might include words related to "kennel training a puppy."

Once you've selected your keywords, you'll be asked to select your other options, such as your CPC, which is the amount you're willing to pay each time someone clicks on your ad. Keep in mind, this amount also helps determine where your ad will appear.

So, how much should you bid?

To get an estimate, assume that your sales page will convert at least 1% of your visitors, meaning you'll get one sale for every 100 visitors.

If your report is priced at \$10, then you'll make \$10 for every 100 visitors. If you're paying 10 cents per click on 100 visitors, then you're paying \$10 per 100 visitors. This is your break-even point.

Keep in mind that this is just a starting point.

As you actually start collecting data and testing your sales page, you'll know your actual conversion rate. Then you can adjust your bids based on this actual data in order to get as much traffic as possible (and thus build your customer list quickly).

Now let's talk about creating your sales page...

Step 3: Craft Your Sales Page

When you were creating your ad, you were asked to link to your sales page. Now let me give you an overview of how to create this sales page.

Your basic sales copy formula looks like this: AIDA – which stands for:

A - Attention
I - Interest
D - Desire
A - Action

Let's look at a basic sales letter template and how these pieces fit into the overall structure of your letter...

[Attention] Your headline block (which may include a pre-head, a primary head and a post headline) are all designed to get attention. You do this by stating the biggest benefit and/or arousing curiosity, where applicable.

[HEADLINE]

Example: "How to Get Younger-Looking Skin in 10 Minutes a Day!"

[Post-headline]

Example: Turn the clock back 10 years by using a simple concoction made from natural ingredients that are already in your cupboard. You'll be amazed at the results!

Dear Friend,

[Interest] You caught the reader's attention. Now you need to get his interest in the opener of the letter by presenting a problem. You do this using one of the following methods:

- Tell a story.

Example: "Mary hardly recognized the woman in the mirror any more. Where did all those wrinkles come from?"

- Get right to the benefits.

Example: "Now you too can look years younger - and you don't need plastic surgery, Botox or dangerous pills to turn back the clock..."

- Qualify the prospects with questions

Example: "Would you like to quickly and easily erase your fine lines and wrinkles?"

Once you've presented the problem, then you can offer your report as the solution.

Example: "Introducing [Name of Product] - your guide to looking years younger, naturally, safely and quickly!"

[Desire] Once you've introduced your report as the solution to the prospect's problem, your next step is to persuade the prospect that this is indeed the solution he or she has been looking for. And you do this by sharing all the benefits of your report via a bulleted list (with about six to twelve points).

- You'll discover how to [get benefit].

Example: You'll discover how to erase crow's feet and other lines virtually overnight!

- See page [#] to find out a great way to [get benefit].

Example: See page 10 to find out a great way to get rid of dark under-eye circles!

- Here's a surprisingly simple way to [get benefit].

Example: Here's a surprisingly simple way to get smoother, younger-looking skin!

You may be making some pretty big claims in this section of your sales letter, which is why it's also a good idea to offer proof of your claims. Your proof may include one or more of the following:

- Testimonials from satisfied customers.
- Endorsements from well-known people in the niche or authority figures.
- Pictures, scans, screenshots, charts, etc.
- Audios, videos.
- And anything else that helps prove your claims.

At this point you can also offer a bonus, such as a related video, worksheet, mind map, audio, software tool or even another small report.

Example: Someone who's offering an anti-aging report may offer a second bonus report that talks about the antioxidants and anti-aging super foods.

In this section you also need to list your price and justify this price. Do note that people buy based on emotion but justify with logic.

Example: "This report is just \$10 - that's less than the price of a bottle of skin cream. You deserve this, so order now..."

Finally, you can offer a money back guarantee.

Example: "Your satisfaction is 100% guaranteed! If you're unsatisfied for any reason, simply email me within 60 days and I'll refund every penny - no questions asked, no hoops to jump through, no quibbles!"

[Action] At this point your prospect is very interested in your product. So now it's time to call your prospects to action by telling them exactly what you want to do next (order now), how to do it... and why they should do it RIGHT NOW.

Example: "Your next step is simple: Take out your credit card and click the "order now" button to get started. But hurry, the introductory rate of just \$10 ends tomorrow, so order now to avoid disappointment!"

Tip: Scarcity - such as a limited time bonus or discount - is a good way to increase sales. However, just be sure that you're using REAL scarcity. In other words, if you're saying a discount ends soon, then make sure you do what you say you're going to do.

[Insert your order button or link.]

[Insert your name and signature.]

[P.S.] Finally, you can add a postscript (P.S.). This postscript can do one or more of the following:

- Reiterate one of the main benefits.
- Provide another call to action (along with providing a sense of urgency).
- Offer a previously unmentioned benefit.
- Remind prospect of the bonus or the guarantee.

Example: "P.S. You'll be pleasantly shocked in a few days when you see the new, younger you in the mirror - I guarantee it!"

Step 4: Check Your Campaigns

At this point you have one or more campaigns up and running. So you're done, right? Now you can just sit back and watch your customer list grow?

Not quite.

You see, the key to a successful AdWords campaign (or any advertising campaign, for that matter), is to know whether your campaign is actually successful or not. That is, are your keywords good? Are your ads getting clicks? Is your sales letter converting browsers to buyers?

In order to discover the answers to these questions, you need to track, test and tweak your campaigns.

Your first step is to get a tool that allows you to track your campaigns. Fortunately, AdWords provides a built-in tool call Google Analytics, which you can access here: <http://www.google.com/analytics/>. Your AdWords control panel also provides you with additional information, such as CTRs (click through rates) which will help you determine which keywords and which ads create higher conversions.

Here then is a list of some of the things you can test:

- Keywords
- AdWords ads (headline, body and display URL)
- Sales letter headline
- Sales letter opener
- Sales letter call to action
- Sales letter P.S.
- Sales letter guarantee
- Product price

Naturally, you can most anything. However, the above factors are those that tend to have the greatest impact on your conversion rates.

Unless you're doing multivariate testing, the key to a simple test is to make sure you change just one variable while holding all other variables constant. It's the only way to know for sure what's causing any changes in the conversion rate.

Example: Let's suppose you want to test two sales letter headlines to see which brings you the best response. In this case, you should create two identical sales letters, with the ONLY difference being the headlines. Then you send the same type of traffic (same keywords, same ads) to these letters to see which gets the better conversion rate.

Quick Recap

And there you have it – the four steps it takes to use AdWords to get traffic and start making sales:

1. Create your ads.
2. Choose your keywords.
3. Craft a sales page.
4. Check your campaigns

Once you deploy this strategy, you'll get sales and customers. Which brings us to the next step of the self-liquidating offers strategy...

Step 3: Sell on the Backend

At this point you've probably been roughly breaking even, meaning you spend about as much money in AdWords fees as you get back when you sell a report. And that's

ok, because this is the part of the strategy where you make money. Specifically, you'll learn:

- How to collect email addresses.
- What to sell to your existing customer.
- How to sell these additional products and services.

Read on...

How to Collect Email Addresses

In order to sell on the backend, you need to collect your customer's mailing addresses. There are a variety of ways to do it, including:

- **Adding your customers automatically to a mailing list.** Many shopping cart scripts and services include this feature.
- **Manually adding your customers to a mailing list.** Do note that some of the big third-party services like Aweber.com generally don't allow you to manually add email addresses to their database.
- **Getting the customers to add their names to a mailing list.** Some marketers do this by having customers "register" before they receive the report they ordered. If you go this route, be sure the customer knows BEFORE they pay that they'll need to sign up for a list (as customers tend to get upset if they have to jump through additional hoops after they've paid).

The second way to do it is to have your customers voluntarily join a list. For example, you can offer an extra bonus to those who join the mailing list.

The easiest way, of course, is to use a payment system that automatically builds your list for you. One such system is www.1shoppingcart.com. But that's certainly not the only system, so if that one doesn't fit your needs, just search Google for a "shopping cart" and check to see if the script includes a list-building feature.

What to Sell

The next thing you need to do is decide what to sell on the backend to your existing customer.

Ideally, you should sell more of your own products and services, since you get to keep 100% of the profits. However, if you're just getting started, then it's likely that the only product you've created is the initial short report. If that's the case, you can sell affiliate offers on the backend. Meanwhile, you can build up your own suite of products.

Tip: Some marketers sell their own product on the front end and then sell affiliate offers only on the backend, since this method involves less customer-service hassles. The choice is yours:

- You can sell all affiliate offers.
- You can promote a mix of affiliate offers and your own products (which is what most marketers do).
- Or you can just sell your own products on the backend.

Here are a few ideas about what you can sell on the backend:

- Additional reports, ebooks and other text products.
- Videos.
- Audios.
- Software, script and other tools.
- Access to membership sites.
- Webinars and teleseminars.
- Live weekend events.
- Physical products.
- Services.
- Coaching/consulting.

You can also promote items that are a mix of price ranges. In a perfect world, it would be great to sell products with increasing price points to all your customers.

Example: A customer comes into your sales funnel by purchasing a \$10 report. Then you'd sell them:

- A \$50 ebook.
- A \$200 home-study course.
- A \$500 eCourse.
- A \$1000 weekend workshop.
- \$5000 worth of personal coaching with you.

While you should promote products with increasing price points, it doesn't mean everything you promote has to be more expensive than the last thing you sold to a particular customer.

Instead, you may have a customer who purchases the \$10 report from you, and then just about everything that you sell for under \$100 – but they don't purchase anything at a higher price point.

And that's ok. A loyal customer is a good customer, no matter what they're buying.

Whether you choose to sell your own products or services or you choose to promote affiliate offers, the key to success is still the same. Specifically, you need to sell products and services that are closely related to your original report. Doing so will give you the best conversion rate.

Example: If you're selling a report about the care of toy dogs (like Yorkshire terriers), then don't promote gun-dog training products to your list. Sure, there might be a few people who just happen to have an interest in both toy dogs and hunting dogs, but you'll do much better if you send more targeted offers.

Let me give you an example.

Example: Let's say you sell a toy-dog training guide on the front end. On the backend you might sell:

- A more comprehensive toy-dog training guide.
- A book about common toy-dog health problems.
- A video showing how to get rid of common toy-dog behavioral problems.
- Personal consulting/coaching where you help owners with their specific toy-dog problems.
- Toy-dog supplies like small toys, treats, collars, leashes, kennels, etc.

Make sense? Point is, you need to solve your customers' problems by offering them additional solutions.

So how do you offer these additional solutions? Read on...

How to Sell Additional Products and Services

There are multiple places in the sale and after-sale process where you can start offering additional solutions to your customers, including:

a. Just prior to the sale. Your soon-to-be customer has his credit card in hand because he's made the decision to buy your report. On the order form you can offer an upsell – this is where you ask the prospect to purchase an additional product. It's like when you go to McDonalds and they ask, "Would you like fries with that?"

Let's suppose you're selling a dog housebreaking guide for \$10. You may offer a second report – such as an obedience training guide – for just \$5 more.

What will make this offer particularly compelling is if the upsell product is valued at a higher price, but the customer can get it at a good discount if he orders this additional product now.

Tip: To see a real life example of this, go to www.kansascitysteaks.com, where you'll see an upsell of "add on" special offers – such as deeply discounted hamburgers – that are only available to those who purchase something else (such as rib eye steaks).

b. Immediately after the sale. The second place where you can recommend additional solutions is right after the person has completed the order form, but before they're taken to the download page. Do note, however, that some customers will get upset if they see an advertisement rather than getting instant access to their product.

c. On the download page. The next place to sell additional products and services is on the download page. You can put the download link at the top of the page and then have a headline directly below that say something like this: "Before You Go..." or "While You're Downloading Your Report..."

Example: "Before You Go, Check This Out – A Quick and Easy Way to Lose Weight Without Hunger Pangs!"

d. Within the report. The next place where you can sell additional solutions is within the report itself. All you have to do is add your product links or affiliate links into the report.

A couple notes:

1. Don't insert your direct affiliate links. Instead, insert links that redirect through your own website (e.g., www.yourdomain.com/affiliateoffer redirects to your affiliate link). That way, if you ever stop promoting that particular offer or if the vendor closes the affiliate program, you won't have dead links floating around in hundreds or thousands of reports. You can just change the links to a similar product.
2. Don't stuff the report with links. If the report has a lot of links in it, it lowers the perceived value of the entire product. That's because it ends up looking more like an advertisement rather than a valuable report. And secondly, if you put a lot of links in, none of the links take on any importance. That means your customers are less likely to click on these links.

Instead, sprinkle in two or three links, such as one at the beginning, one in the middle and one at the end of the report.

e. Via your email list. Here's one of the most effective ways to sell additional solutions on the backend. And that's because this method allows you to contact your customers repeatedly, which not only helps you build a relationship with them, it also helps you close the sale on these additional offers.

What I suggest you do is set up an initial autoresponder series that you send out to all new customers. Here's what your initial series may look like:

Email 1, sent immediately after the sale: Thank the customer for their purchase. Give them a download link in case they need to download the report again. Encourage them to read the report immediately. Recommend a related solution. Here's an example:

Thank you for purchasing [name of product]! If you need to return to the download page, please go to [link].

I'm really excited about your decision to get this report. And that's because you're about to discover [insert main topic they'll learn about and benefit they'll receive]. In particular, I encourage you to pay close attention to page [insert number], as that's where you'll discover a little-known trick for [getting a particular benefit].

Thanks once again for your purchase!

[sign off]

P.S. Check your inbox, because in a few days I'll be sending you something that will really help you [insert benefit].

P.P.S. Would you like to [get specific benefit]? Then check this out - [link]. It's the quickest and easiest way I know to [get benefit]!

Emails 2-7, sent two to four days apart. Here you can bring up a specific point from within the report while providing additional information. Specifically, you can offer an additional tip, template, example or technique to make the information in the report even more valuable. Then recommend an additional product or service.

Example: Let's say the customer has purchased a report about how to lose weight. You can free tips and tools in your emails, such as:

- A spreadsheet to help the customer keep track of his weight loss.
- A tip about how to use variable and high intensity training to burn more calories.
- A list of low-calorie, low-fat ingredients to substitute when cooking.
- A list of low-calorie, low-fat snacks.
- A fat-calculator or formula to help customers determine how much fat they need to lose.

These free tips and tools will help you build your relationship with your customer and earn his trust because you're adding value to the product he just purchased. In other words, you're creating a great buying experience for your customer. In turn, he's more likely to purchase the additional solutions that you're offering on the backend!

f. Offline methods. Finally, you can sell on the backend to your existing customers by calling them or sending them something via the postal mail (such as a postcard). That isn't the focus of this report, so while I want you to be aware of this technique, I'm not going to go into any details here.

Now let's wrap things up...

Conclusion

Congratulations – you now know how to build your customer list and make money on the backend quickly using my self-liquidating offers strategy! Let's recap the steps:

Step 1: Solve a Problem. Here you create a short report, either yourself, by tweaking PLR content or by hiring a freelancer. This short report should solve a specific problem.

Step 2: Sell the report using AdWords. Your next step is to sell as many of these reports as you can using Google AdWords. You're not looking to make a fortune here. Indeed, you may just barely break even. And that's ok, because the goal of this step is to build your customer list.

Step 3: Set up your backend. This is where the money is. Here you sell additional products and more expensive products on the order form, within your report and through your customer list. The key is to develop a relationship with your customer using your mailing list while promoting closely related offers.

And that's all there is to it.

However, this strategy – while highly effective – won't magically drop money in your pocket.

If you want to make a profit, you need to take action. And there's no better time than right now.

So go ahead and re-read Step 1 – and take action on it today!