



Bonus #4

How To Earn More Money From Your Free Traffic

Introduction

How much money you make from this traffic depends on what you're selling and how you sell it.

You see, if you sell one product to each customer who comes through your virtual door, you'll have an average business.

You'll make some money, you'll pay your bills, you'll be pretty comfortable.

But you can do better.

You can increase your conversion rate (and your ad's ROI). You can make more money from each customer. And you can do all of this without increasing your ad budget!

Here are seven proven ways to increase your ad revenue...

Method #1: Create a Lead-Generating Product

Let's imagine you're selling a product that costs \$100, \$1000, or more. And let's suppose you placed ads online and offline where ever your target market congregated.

How many products do you think you'd sell?

Of course you can't answer for sure unless you actually tested it. But I can tell you with a great degree of certainty that you'd sell a LOT more if you put a less-expensive product on the front end. Let me explain...

Unless you've already established a trusted brand, your prospects really don't know much about you and your products. So when they're ready to make a high-ticket purchase, they're going to turn to someone that they already know, like and trust.

In other words, your competitors are going to get the business because they've developed relationships with this prospect.

Unless, of course, you develop the relationship first.

And one way to do that is by creating a low-cost lead-generating product. That way, you turn your prospects into customers quickly, put them in your sales funnel, and start developing relationships with them. If your customers are satisfied with their low-cost purchases from you, they'll gladly buy high-ticket items from you, too.

Example: Let's suppose you sell to the dog-supplies market. And let's suppose your main product is a \$500 chain-link kennel. If you put ads out for this kennel, you probably wouldn't sell very many. People are likely to turn to brands they know and trust for this type of purchase.

So here's what you do instead: Start selling low-cost products just to get people into your sales funnel.

Example: You can sell dog collars, leashes, books, and houses. Once someone spends \$20 with you for a few basic supplies, they'll be more likely to spend \$500 with you to buy the kennel.

This goes for any other type of business, too.

Examples:

- If you want to sell \$1000 weight-loss workshops, get people into your sales funnel with a weight-loss report that costs \$10.
- If you want to sell fireplaces, get people into your sales funnel by selling inexpensive accessories like chimney brushes and other tools.
- If you're selling computers, get people into your sales funnel by selling USB flash drives, optical mice and other accessories.

Because these are low-cost items, you can even afford to take a loss on them. In other words, you can sell them at or below cost to generate greater interest.

By the time you factor in ad costs, you'll be taking a loss... but you'll easily make it up on the backend.

Method #2: Increase Your Conversion Rate with Scarcity

No matter what type of product or service you're selling (and no matter what the price point), you can boost your conversion rate by introducing scarcity on your sales page, which creates a sense of urgency.

In other words, you should offer your prospects a special deal if they order now.

This should be a deal that's so good your prospects will feel like they're missing out if they don't take advantage of it. Basically, your prospects won't dare leave the sales page without ordering (for fear that they'll forget to come back and order)!

Tip: Indeed, that's the whole point of creating a sense of urgency. You want your prospects to order now, while their emotions are high and they're in a buying mood. If they click away from your order page, they might start having second thoughts. Or they might just forget about the product entirely. Either way, you'll miss out on a sale.

So how do you introduce this sense of urgency?

By creating a volume-limited or time-limited incentive. Let me give you several examples...

→ Offer a discount for a limited time.

Example: "Order now to claim the 50% discount... but hurry, this offer ends [date]!"

→ Offer a discount for a limited number of customers.

Example: "Be one of the next 25 people to order now and you'll get a 50% discount!"

→ Offer a bonus product for a limited time.

Example: "Order now and you'll also get [bonus product] absolutely free... but hurry, this offer ends [date]!"

→ Offer a bonus product for a limited number of customers.

Example: "Be one of the next 25 people to order now and you'll also get [bonus product] for free!"

→ Limit the number of people who can order the main product.

Example: "Hurry, only 21 copies of [product] remain, so order now before they're all gone!"

Method #3: Upsell On the Order Page

Whether you're selling a low-cost, lead-generating product or a high-ticket item, you can make more money at the point of sale by encouraging your customers to add something to their existing order.

This is referred to as upselling.

You can find a classic upsell example right in your neighborhood McDonald's restaurant.

Example: Just trying ordering a simple hamburger, and I bet the clerk will ask you, "Do you want fries and drink with that?" Or if you order a meal, you might asked if you want to "super size" your meal for a small additional fee. (This is also referred to as cross selling.)

No matter what type of product or service you're selling, you too can make more money on the order page with upselling. There are, however, a few key points to keep in mind:

➔ **Offer something that's highly related to the original product.**

Indeed, your upsell product should somehow compliment or enhance the original purchase.

Example: If someone buy shoes, you can upsell shoe laces, shoe cleaner and socks.

➔ **You don't need to sell the original product again.** The customer has already decided to purchase the original product, so you don't need to pitch it any more. So when you sell your upsell product, just pitch its benefits, including how it compliments the original purchase. Then mention the upsell fee as separate from the main product fee (which makes it sound less expensive).

Example: If you're selling shoes for \$100 and socks for \$10, you don't have to ask if the person would like to buy both products for \$110. Instead, you just have to ask if the person would like to add the socks to their order "for just \$10 more."

Now let me give you a few examples of complimentary upsell products...

- Product: A book about writing sales letters.
- Upsell: Ad templates.

- Product: "How to Homeschool" product.
- Upsell: Lesson plans and activity ideas.

- Product: Computer.
- Upsell: Monitor, mouse, keyboard and speakers.

- Product: Ebook.
- Upsell: Video version of the ebook.

- Product: Antique Mauser rifle.
- Upsell: Bayonet that goes with the rifle.

Tip: Need a live example? Go through the ordering process at GoDaddy.com. If you order a domain name, you'll be offered all sorts of extras like hosting, email and a website builder.

Method #4: Create a One-Time Offer

A one-time offer (OTO) is just what it sounds like. Specifically, it's an offer – usually an upsell offer – of a discounted product or service that the customer will only see once. If they choose to not take advantage of the offer when they see it, they'll have to pay full price for the item later if they decide to buy it.

Now, this OTO accomplishes two things:

1. Since it's an upsell offer, **it increases the purchase price of the customer's order.**
2. Since the discount offer is extremely scarce, **it increases the conversion rate of the upsell.** In other words, a properly executed OTO will have a higher conversion rate than a regular upsell.

As such, the key to a good OTO is to offer a highly related, highly desirable product at a steep discount right at the point of purchase.

Example: When the prospect clicks the "buy now" button, you can show them a page with your one-time offer.

Here are a few examples of one-time offers...

- Product: A package of marketing ebooks for \$50.
- OTO: The buyer can purchase the resell rights to the package for just \$50 more.
- Product: An online coaching course.
- OTO: Purchase private coaching for \$250 (regular price \$500).
- Product: Dog grooming clippers.
- OTO: Buy one, get one free replacement blades.

Again, remember that you don't have to re-sell the main product, as the customer has already decided to buy it. Instead, your OTO page should focus solely on persuading your buyer to add the OTO to his order, too.

Tip: Need a live example? Go through the ordering process at KansasCitySteak.com. If you order steaks, you'll be offered "add

ons" such as hamburgers at a discount price which is only available at the time of purchase.

Method #5: Pitch Backend Offers on the Thank You Page

Your customer just purchased your product. If it's a downloadable product, they'll now be redirected to a page where they can immediately access the product. If it's a physical product or service, they'll land on a confirmation page that thanks them for their order and tells them what happens next.

However, this point in the sales process is also a good place for you to increase the order price and visitor value. In other words, you should now pitch another related product on this page.

Once again, the key to making more sales here is to offer a product or service that's highly related to the product your customer just purchased. If it enhances the use or enjoyment of the original product, all the better.

Here's another tip to increase your conversion rate: Use social proof. That is, let your customers know that other people who purchased the main product also purchased your backend product.

Example: Let's say your customer just ordered the "How to Homeschool" product from you. On your download page you might have a pitch that says something like:

"Others who ordered the "How to Homeschool" package also ordered the Science Lesson Plan Package for just \$19.95. Click here to get your copy."

Method #6: Pitch Backend Offers Via Postal Mail

Offering upsells and backend offers during the purchase process and immediately after the sale certainly will boost your bottom line.

That's because people are in the buying mood and they have their credit cards already out, so it's a good time to encourage additional purchases. But just because it's one of the best times to offer a backend offer doesn't mean it's the only time.

Now that you have a customer who's presumably had a good buying experience with you, this person is open to any other offers you make.

Indeed, it's easier to sell to an existing customer than it is to find and persuade a cold prospect to buy from you. And one way to start pitching additional offers is by postal mail.

If you're selling a physical product that you need to ship to your customer, then you definitely should be using this revenue-boosting method. All you have to do is include a flyer, letter or even a coupon in the shipment where you encourage the buyer to purchase additional products from you.

Let me give you an example of a welcome letter you might include in shipment for a home study product. Note how this welcome letter also includes a product pitch...

Dear [first name],

Thank you so much for choosing [name of product]!

Enclosed in this package you'll find:

- [product 1]
- [product 2]
- [product 3]

Together, this package will help you [insert benefit], [insert benefit] and [insert benefit]. For best results, I suggest you

start with [product 1] since it provides a great overview of the entire course.

If you're like most [niche members] I know, then you're probably also interested in learning how to [insert specific benefit]. And that's why so many people who purchase this course also buy [name of product], which shows you how to [insert benefit].

If you call now or order online using coupon code [insert coupon code], you can get [name of product] for just [\$x], which is [\$x] off the usual price! Here's how to order:

[insert phone number, web link or other ordering info]

But hurry, this coupon expires [date], so order now so that you don't miss out.

Once again, thank you for choosing [product name]!

[Your name]

P.S. [X%] of people who order this course also order [upsell product], so you might as well order now using coupon code [code] to get it at the lowest price possible!

Please note: Even if you don't ship physical products, it's still a good idea to send offers via postal mail (even if you're just sending a postcard). Your online customers are already inundated with email offers in their inbox, so sending something via postal mail is just one extra method of getting their attention.

However, having said that...

Method #7: Get More Sales via Email

While sending additional offers via postal mail is one way to get your customer's attention, sending offers through email remains a cheap, easy, fast and effective way to reach your customers.

Indeed, this is one method that you can put on auto-pilot.

All you have to do is create a series of follow-up emails that you load into an autoresponder. Then you add all your customers' names and email addresses to your autoresponder.

That way, you can build relationships with these customers while pitching additional product and services that solve their problems.

Here's what a follow-up email series might look like:

Email 1, sent immediately: Thank them for their purchase. Remind them of the benefits of the purchase (to stave off buyer's remorse). Tell them how to get started with their purchase (and encourage them to start using it immediately). Pitch a relevant product that will enhance their original purchase.

Example: The person purchased a book about blogging. You can pitch a set of blog templates.

Email 2, sent two to three days later: Check that the customer has started using their purchase. Offer an additional tip to enhance the use or enjoyment of the purchase. Then pitch a related product.

Example: In this email you can offer a special blogging tip that wasn't offered in the book. Then you can pitch the blog templates again, as well as some other tools like plug-ins.

Email 3, sent about three days later: Offer another tip that's directly relevant to the customer's purchase. And then pitch a related product.

Example: Once again, share a blogging tip that's directly related to the blogging product, but make it a "special"

tip that wasn't shared in the product. Then pitch something related - either the tools and templates again, or something like PLR content (to fill their blog) or an advanced blogging product.

Email 4 and on: Now you can start sending emails about once per week. These emails should offer tips and pitches for niche-related products, but you no longer have to tie them directly to the original purchase.

Example: Now you can start offering related tips and products. In continuing with the blogging product example, you might start offering products and information about how to drive traffic to a blog. So while the email is still highly related to starting a blog, it's not just focused on how to start a blog and write posts for it.

Conclusion

And there you have it – seven proven ways to make more money from every customer!

Here's a quick recap of what you just learned:

- ✓ You can boost conversions by offering low-cost products (lead generators) and by using scarcity on your sales pages.
- ✓ You can make more money at the point of sale using upsells (including one-time offers) to recommend related products.
- ✓ You can make more money on the backend by pitching offers on the download page, via postal mail, and to your customer mailing list.

Now, these methods may seem pretty simple – and they are.

But do NOT overlook them just because they're simple.

These are extremely powerful methods that have been used by small business owners all the way to big corporations to boost their bottom line.

And all you have to do to boost your sales and visitor value is start using these methods, too!