

# Immediate Money Immediately



## 11 *FAST*, Proven Ways To Cash-In Online... Overnight!

**By Jim Edwards and David Garfinkel**

## **Special “Unadvertised FREE Bonus”**

### **“The ‘Immediate Money Immediately’ QUICKSTART GUIDE”**

As a special “Thank You” for purchasing “**Immediate Money Immediately**,” you are entitled to a **FREE copy of a 34-minute audio interview** featuring Jim Edwards and David Garfinkel, along with a **complete transcript of the interview**. The audio interview is in MP3 format, easy to download quickly and play on your computer.

It’s called “**The ‘Immediate Money Immediately’ QUICKSTART GUIDE**” and it answers many of your most pressing questions:

- How do you **generate quick cash** if you’re starting from “square one?”
- Where can you get a complete **Web hosting** account for only **a couple dollars a month**?
- How do you turn a “loser” Web site into a **fast-cash generating machine**?
- What’s the single fastest way to **multiply your profits without spending a penny**?
- How do you **get 10%... 15%... even 20% of visitors to buy from you**?

You’ll find answers to these questions and more!

**Get this FREE Guide now** and you’ll know how to **START immediately making Immediate Money Immediately!**

Just go to → <http://www.immediatemoney.com/audiobonus.shtml> now and download your free copy.

## Special Message from the Publisher

This book contains long-awaited information: **specific, simple, low-cost techniques for making money on the Internet that work quickly.** All techniques proved themselves repeatedly from field research. The authors took special care to make sure not only that these techniques are *practical* and *realistic*, but also that they would indeed *work for anyone*.

If you have been looking for a *real* blueprint for making money on the Internet – methods successful entrepreneurs actually use, to sell products that people actually buy – then you definitely want this book. Mainly because it seemed to stay hidden or for the longest time.

**Why? Because of a very important “something” missing in the past!**

**The missing piece?** Despite all the books on Internet marketing published in the past, most authors could not always teach others, in step-by-step, precise detail and with enough rich, specific examples, *how these methods actually work*.

The authors of this book placed great emphasis on taking these little-understood techniques and breaking them into surprisingly simple, straightforward action steps.

The most important point to understand is that *each step by itself can make you significant money as you take it*. But, when you *combine* the steps, the increase in income you may realize can legitimately equal the wealth effect of compound interest.

Whether or not you already make money now on the Internet — or you really want to start making *more* — this book provides a refreshing, revitalizing “booster shot” of energy, inspiration, and high-impact information!

The best news of all: you don’t even need a Web site, a mailing list or a product to start using this information to make money.

What do you need?

An open mind... the willingness to learn... and, the ability to take *action* and follow through!

**With great pleasure and pride we present this book to you!**

**The Publisher**

**This Ebook does NOT automatically come with resell rights!**

If you are interested in Purchasing resell rights to this ebook, see page 8!

Limits of Liability / Disclaimer of Warranty:

The authors and publisher of this book and the accompanying materials have used their best efforts in preparing this program. The authors and publisher make no representation or warranties with respect to the accuracy, applicability, fitness, or completeness of the contents of this program. They disclaim any warranties (expressed or implied), merchantability, or fitness for any particular purpose. The authors and publisher shall in no event be held liable for any loss or other damages, including but not limited to special, incidental, consequential, or other damages. As always, the advice of a competent legal, tax, accounting or other professional should be sought. The authors and publisher do not warrant the performance, effectiveness or applicability of any sites listed in this book. All links are for information purposes only and are not warranted for content, accuracy or any other implied or explicit purpose.

This manual contains material protected under International and Federal Copyright Laws and Treaties. Any unauthorized reprint or use of this material is prohibited.

## About the Authors



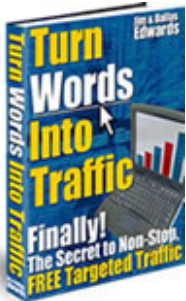
### **Jim Edwards**

Jim Edwards is a dynamic and entertaining speaker who has developed, marketed and operated outrageously profitable online businesses for both himself and his clients worldwide since 1997.

Jim publishes a **FREE** no-holds-barred, “tell it like it is” multi-media newsletter at [www.IGottaTellYou.com](http://www.IGottaTellYou.com) - listen and watch online as Jim teaches you the secrets to making “real” money online!

Jim is a frequent guest speaker nationally at conferences and seminars on such subjects as search engine and directory traffic generation, “shoestring online marketing” and more.

He is the author and co-creator of numerous highly successful ebooks and “info-products”, including:



- **“Turn Words Into Traffic”**  
Finally, the secret to Non-Stop, FREE, Targeted Website Traffic! How to write and publish articles online that bring an “avalanche” of website visitors and customers!  
➔ <http://www.immediatemoney.com/words.html>



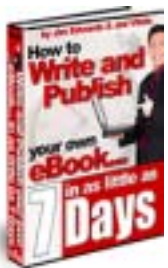
- **“eBook Secrets Exposed”**  
How to make massive amounts of money with your own ebook... whether you wrote it or not!  
➔ <http://www.immediatemoney.com/es.html>



- **The Lazy Man's Guide to Online Business**  
How to Work Less... get Paid More... and have tons more Fun! Learn the Super “Lazy Achiever” Mindset!  
➔ <http://www.immediatemoney.com/lazyguide.html>



- **How to Write and Publish your own eBook... in as little as 7 Days**  
“... even if you can't write, can't type and failed high school English class!”  
➔ <http://www.immediatemoney.com/7day.html>



- **33 Days to Online Profits**  
“Finally, the First Practical, Step-By-Step, Roadmap for Internet Success No Matter What Product or Service You Sell... 100% Guaranteed!”  
➔ <http://www.ebooksecretsexposed.com/33days.html>

- **Affiliate Link Cloaker Software**  
Keeps Internet “Pickpockets” from stealing your affiliate commissions!  
→ <http://www.immediatemoney.com/alc.html>
- **Selling Your Home Alone**  
→ <http://www.immediatemoney.com/fsbohelp.html>
- **The TEN Dirty Little Secrets of Mortgage Financing**  
→ <http://www.immediatemoney.com/mortgage.html>



Jim lives in Williamsburg, Virginia with his wife, daughter and four dogs.

He enjoys writing, walking, softball, playing video games and listening to Elvis, Frank Sinatra, and Willie Nelson.



### **David Garfinkel**

David Garfinkel is a marketing strategist and high-powered copywriter. *Guerrilla Marketing's* **Jay Conrad Levinson** says, **"David is the best copywriter I know."**

One of David's clients **made over \$100,000** in online sales of a digital information product **in its first three months** on the Web.

"My copy works not because of hype and clever use of words," says David. "I base my copy on facts – presented in the most appealing way possible. People instinctively know when you're telling the truth. By being factually honest as well as persuasive, I help clients break previous sales records."

David's been an independent copywriter and consultant since 1985. Previously, however, his career background was not in advertising, but in business intelligence. In the early 1980s, he worked for the world's premier gatherer, analyst and publisher of business intelligence, McGraw-Hill, in three major commercial centers – New York, Chicago and San Francisco.

David's responsibilities in New York included news editor for a large industry magazine; in Chicago, business news correspondent; and in San Francisco, bureau chief for McGraw-Hill's World News Service.

David is co-author of *Digital Guerrilla Marketing*, scheduled for release in spring, 2003. He's also co-author of *eBook Secrets Exposed* and author of *Killer Copy Tactics* and *Advertising Headlines That Make You Rich*.

**While David's fees as a copywriter are among the highest in the industry, his results for helping others sell their information products online are unmatched.**

To contact David, send an email to [david@immediatemoney.com](mailto:david@immediatemoney.com)

David's books and courses include:

- ➔ **"Advertising Headlines that Make you Rich!"** - David has been described as "the world's greatest copywriting coach." This headlines book teaches you how to adapt proven headline formulas to ANY business... and make money faster than you ever dreamed possible!
- ➔ **"Killer Copy Tactics"** - A fully interactive multimedia course by the man many call "The World's Greatest Copywriting Coach." David will show you "how to turn words into cash" in this groundbreaking tour-de-force.

## You Can Purchase **Resell Rights** To This eBook!

**FACT:** Nobody sells an ebook better than someone who already owns it!

You know the strong selling points of the book and can endorse it without hesitation.

You can earn generous **100% commissions** just by recommending the book to people!

If you have a website, an ezine or a customer list that would benefit from reading “Immediate Money Immediately” – let them know about it!

***You earn 100% for every sale you make!***

Go ahead and purchase resell rights to this ebook right now

➔ <http://www.immediatemoney.com/earnmoney.shtml>

NOTE: You can only purchase resell rights to this ebook from Jim Edwards and David Garfinkel -- if you purchased resale rights, or are offered the sale of resell rights by anyone else, please let us know immediately. Thanks, Jim & David

Certain restrictions apply to resell rights: [Click Here for all the details](#)

Go ahead and purchase resell rights to this ebook right now

➔ <http://www.immediatemoney.com/earnmoney.shtml>



## Table of Contents

Special “Unadvertised FREE Bonus” .....	2
Special Message from the Publisher .....	3
About the Authors .....	5
You Can Purchase <b>Resell Rights</b> To This eBook! .....	8
Table of Contents .....	9
Introduction .....	11
Special Preview: What Kind of Results Are Possible? .....	13
Part I - The Eleven Fastest Ways to Get “Immediate Money Immediately” on the Internet .....	16
The IMI “Matrix” .....	17
1. Turn an ordinary headline into a killer headline! .....	18
2. Get Immediate, Extra, New Profits Without Buying (Or Creating) A New Product! .....	25
3. Make Extra Money on the Internet from “Land-Based” Customers! .....	33
4. Get a Joint Venture Partner to “Replicate” Your Business, and Put More Money In Your Pocket! .....	37
5. Make Believers Out of Your Customers – and Let Them Reward You Lavishly .....	42
6. Wrap Up More Profits by Dressing Up Your Links! .....	48
7. Free Information That Leads to Immediate Profits! .....	53
8. More Money from Every Sale! .....	61
9. Make Even More Money When You Ask Customers These Questions! .....	65
10. The “Magic 100” Technique .....	69
11. Offer Them Something “Special” and They’ll Give You A Fortune! .....	75
Summarizing The Eleven Fastest Ways to Get “Immediate Money Immediately” on the Internet .....	82
Part II – As You Think... So Shall You Earn! .....	84
How to turn short-term gains from the Eleven Fastest Ways to Get “Immediate Money Immediately” into long-term business growth and security! .....	84
Part III - “Compound Interest” Techniques... High-Powered Ways to <i>Multiply</i> and <i>Sustain</i> Your Profits .....	94
1. Use Killer Headlines That Zero-In on Exactly What Your Customers Want .....	99
2. “Make Up to 43% More Money When You Offer An Affiliate Product” .....	105
3. Reassure Your Joint Venture Partner’s Customers into Spending More .....	107
4. How to Sell Them Before They Ever See Your Web Site .....	110
6. Get Valuable, Money-Making Information From Your Customers Without Spending A Penny! .....	118

7. Just Make What You Offer Your Customers More Convincing – and You’ll Make Even More Money ..... 121

8. Offer Customers Something They Are Practically Guaranteed To Buy! ..... 124

10. The Lazy Person’s Way to Get Huge Sums of Money Fast! ..... 130

## Introduction

Do you get tired of waiting for the “long run” in order to finally “cash in” online?

We mean, do you want to make money now?

Well, that’s what this ebook is all about.

Both of the authors, in fact, make huge sums of money for ourselves, and for others, on the Internet – using the techniques we’ll reveal to you in this ebook.

Let’s cut right to the bottom line. This book tells in detail how you can get **more cash now** on the Internet. *Now* as in *immediately*... as in *today*... or *tomorrow*... or *this week*!

In this book, you’ll learn:

- How to grow your business fast by taking big steps . . . not baby steps.
- How to use the Internet to make money without investing a lot of cash. (In fact, most of these strategies require **no cash at all** on your part.)
- How to make money without spending hours, weeks, or months implementing complicated plans and strategies.
- The inside secrets the pro’s use... simple things... powerful things... to drag in money quickly!

**How well will this work for you?** Consider this: **We constantly use every one of these techniques ourselves personally to make money.** If we haven’t been directly involved with using a technique, or in directly helping someone who uses a technique, then we don’t include it... plain and simple!

In this ebook you’ll get specific action steps you can put into place right now – **today**!

**The four parts of our book cover the following main areas for making money faster:**

### **Part I: The 11 Master *Immediate Money Immediately* techniques!**

Consider this the “basic training” part of the book. Simple, but incredibly effective, techniques to rake in the revenue. (Note: Even if you have already heard of some of these techniques before – do you actually use them? If you don’t, then take some very worthwhile time to review them!) These powerful, “same day” or “overnight” **windfall**

**cash tactics** can **put more money in your pocket** practically before your bankers finish reading their *Wall Street Journal*! ☺

**Part II: “As You Think... So Shall You *Earn!*”** Two major concepts (with detailed explanations and real-life examples) that will provide you with **multiple streams of income from your Internet business**. Simply integrate these concepts into your thinking, and then into your actions. This will produce “make-money-while-you-sleep” information!

**Part III: The “Compound Interest” techniques** – where you see how to supercharge any of the 11 “basic training” IMI techniques from Part I to get even bigger cash returns!

One more very important point before we start teaching our techniques for rapid money making:

So many obstacles get in the way of creating rapid success on the Internet. There’s much misinformation and so many ways to pour large amounts of money into a bottomless pit and get nothing back!

We really and truly want to steer you clear of those unprofitable ideas and help you remove the major and minor obstacles – including those in the form of incorrect assumptions about the ease or difficulty of actually making money online. That’s why we only include simple, practical techniques that work for us... and we really feel will work for you when you put them to the test.

Not only that. We realize that our ultimate success with this book will come when you achieve your successes... and we’d like to hear about them. Please share stories of your successes, large or small, with us – send a note to [success@immediatemoney.com](mailto:success@immediatemoney.com)

Best wishes for your outstanding success!

Jim Edwards  
Williamsburg, Virginia

David Garfinkel  
San Francisco, California

## Special Preview: What Kind of Results Are Possible?

Here's a little treat before we get down to "brass tacks." Jim will give you a "sneak peek" at just one of the many improvements in your business that can happen once you learn and apply the techniques in this book.

**JIM:** Here is a case study with an actual ebook author... let's call her "Shirley."

Shirley sells an ebook about how to make money on eBay and charges \$29 for it.

Right now her sales letter gets about 330 visitors a day and makes 100 sales a month. Her website has a 1% conversion rate.

Let's look at Shirley's basic costs each month to run her business.

### Expenses to Operate an online business

Hosting & Advertising Cost      \$225 /month

Credit Cards (ClickBank)      \$1 + 7.5% of sale

Based on these expenses (above), Shirley's monthly numbers look like this:

# Sales Units	100
Price	\$29
Total Revenue	\$2,900
Expenses	\$543
<b>Profit</b>	<b>\$2,358</b>

Shirley does ok ☺ – She nets \$2,358 a month, or a little over \$28,000 a year, off her little business... not bad!

However, let's look and see what happens when Shirley makes just a couple of little changes in her business.

Let's see what happens when Shirley increases the conversion rate of her sales letter by a measly, skimpy little 2/10 of one percent (0.2%) and raises her book price by \$6. NOTE: Testing headlines can virtually always increase your conversion rate by this teeny-weeny amount of just 0.2%!

	Original	Increase	New Total	% increase	
# Sales Units	100	20	120	20.00%	# Sales Units
Price	\$29	\$6	\$35	20.00%	Price
Total Revenue	\$2,900	\$1,276	\$4,176	44.00%	Total Revenue
Expenses	\$543		\$658		Expenses
Net Profit	\$2,358	\$1,160	\$3,518	↑ 49.22%	Net Profit

Just by increasing her conversion rate by .2%, Shirley sells an extra 20 units a month. Combine that with raising her price by \$6 and all of a sudden Shirley has gone from \$28,000 a year to over \$42,000 a year... with two simple changes! **Those two simple changes amount to just under a 50% increase in profit!**

Now, let's look at what happens when Shirley makes those simple changes above and then starts to work her client base with a very targeted back-end offer.

Now we'll add one thing to the scenario: Shirley gets 30% of her customers to buy one of a series of \$30 products on which she earns a \$15 affiliate commission.

Shirley takes on no additional work or expense. She only makes a series of very compelling offers to them and it averages out that 36 people a month buy something else that makes Shirley \$15.

	Original	Increase	Total	Increase	
# Sales	100	20	120	20.00%	# Sales
Price	\$29	\$6	\$35	20.00%	Price
30% Backend Sales		36			
Product Commission		\$15	\$540	\$540	EXTRA backend revenue
Revenue	\$2,900	\$1,934	\$4,834	66.70%	Increase in revenue
Expenses	\$543		\$658		
Profit	\$2,358	\$1,819	<b>\$4,176</b>	<b>↑ 77.14%</b>	<b>Increase in profit!</b>

Just by making a couple of tweaks and adding a simple backend revenue stream, Shirley went from \$28,000 a year **to over \$50,000 a year in profit!**

Thank you, Jim. Very inspiring... to say the least! ☺

We'll revisit Shirley again later in this book.

And we'll talk in more detail about how you can accomplish or surpass what Shirley did in the pages ahead.

And, most important of all... you can do the same things with your current resources!

That means that you don't need a subscriber or mailing list... you don't need a Web site... and you don't even need to have your own a product. Sure, those things will help, but they are absolutely not necessary to start making some money now.

What do you really need to succeed? What's necessary?

Knowledge... skills... imagination... and action!

So to move forward, let's start with...

## **Part I - The Eleven Fastest Ways to Get “Immediate Money Immediately” on the Internet**

Now for the “basic training” section of the book. Please take at least a little time to review and learn all of these basics. You’ll want to have a working familiarity with every technique presented in this section so you can fully grasp what follows in Parts II and III.

Why? Because after this section, things start moving pretty fast!

But first, let’s go over the “IMI Matrix” – after this quick explanation you’ll understand exactly why we present things in the book the way we do.

On the next page you’ll see the “IMI Matrix.”

Running down the left and across the top we have the 11 techniques for making immediate money. In this first section of the book we cover each one individually and explain how and why each technique can make immediate profits for you.

In the “Compound Interest” section of the book (Section III) we explain how to combine them for an explosive effect on your bottom-line profits. You should print the “IMI Matrix” on the next page and, as you read, start thinking about how you can mix and match these techniques to multiply your own profits quickly.

**Quite frankly, the concept and application of the “IMI Matrix” is worth 100 times the price you paid for this ebook! ☺**

So take a look, print it out and then quickly move on to the rest of this first section where we go over these 11 golden principles in a way you can understand and use immediately!

If at all possible, print at least one or two copies of the next page and use it to brainstorm as you read and once you finish the ebook...



The IMI "Matrix"		1	2	3	4	5	6	7	8	9	10	11
		Create and test a "Killer" headline	Proven affiliate products	"land- based" customers	joint venture partners	increase claim strength	secure affiliate links	Free info	add an upsell	survey custo- mers	Magic 100	Special Deals
1	Create and test a "Killer" headline											
2	Proven affiliate products											
3	"land- based" customers											
4	joint venture partners											
5	increase claim strength											
6	secure affiliate links											
7	Free info											
8	add an upsell											
9	survey customers											
10	Magic 100											
11	Special Deals											

The value and importance of this matrix will become very clear to you once you complete the "Compound Interest" Section in Part III of "Immediate Money Immediately".

## **1. Turn an ordinary headline into a killer headline!**

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	

Nearly everything you write or read on the Web has a headline, whether you realize it or not. “Headline” also means “title,” or “subject line,” and in some cases, even “first sentence!”

Look at this simple example for using this amazing and very important technique: Imagine, you work at a job called “**Web Marketer**” that, for simplicity’s sake, pays you \$100 a day. Now imagine, you just changed the job title (say, to “**Profitable Web Marketer**”) – and everything else remained the same – and suddenly your pay went up from \$100 to \$250 a day. Or \$500 a day. Or even \$1,000 a day!

Pretty astounding, wouldn’t you say? Just by changing one word in your “title,” your income doubled!

Of course we used a wild fantasy, but it rapidly becomes cold, hard reality (as in “cold, hard cash”) when instead of “job title,” you merely change “the title on your Web page” – your headline. Because those kind of increases can and really do occur when you turn an ordinary headline into a **killer headline**!

Look carefully at those comments from Jim and David about how they use headlines to immediately increase profits... **by as much as 2 ½ times — overnight!** After reading them, you’ll get powerful information you can use to make your headline instantly multiply your sales and profits!

---

**JIM:** I personally have seen the effect of a changed headline on a website influence sales by as much as two and a half times. That’s an over 250% increase!

Now I’ve heard other people say they have seen changes in headlines increase sales by 1,900%, or 2,200%, but I have never seen that personally. But I can tell you that it is REALLY exciting to change the headline on a website and overnight see your **sales more than double!**

In this particular case, having my sales more than double overnight literally made it possible for me to move into a new house. And, specifically, that

sales increase occurred, interestingly enough, on my real estate website where I sell a book on how to sell your house yourself – “[FSBO Help](#)”

Though I had heard you needed to test headlines, I didn’t really understand why or how until I went to a web-marketing seminar and it finally “clicked” with me.

I learned two important points

First, I needed to adopt the one-page “sales letter” format as opposed to what I had, a thirty to forty page “portal” website.

Second, I learned that once I got that one-page sales letter, I needed to test headlines to find which one gave me the best results.

Currently my headline reads:

**"How to avoid paying \$6,823... \$9,128... \$12,913 or more in real estate commission by selling without an Agent!"**

That headline outperformed every other headline I ever tried by as much or more than 250%.

**DAVID:** Do you happen to remember the other ones you were using?

**JIM:** One of the headlines said “**How to Save Money and Not Pay the Real Estate Commission.**” That one did OK

Another one said “**How to Sell Your House Yourself and Save the Real Estate Commission**”.

All of them revolved around the idea of how you sell your house yourself and don’t pay a commission. But as soon as I put the dollar amount up front, so that I could demonstrate to people the actual size of the commission in dollars, then it became much more **real** to them.

But then I made one more distinction that raised sale even more. Originally my headline said “How to Save \$6,823... \$9,128... \$12,913 or more in real estate commission by selling without an Agent!”

But, I did a side by side test where instead of saying “How to Save” the commission, I put “How to Avoid Paying” the commission and sales went up another 40-50%, which showed me that people in this target audience (home sellers) were much more interested in learning how to **avoid paying money** than in learning how to save money.

**DAVID:** That’s a really important point for anyone in marketing. You made a great distinction in learning about people’s thought processes.

Because when you think about it, there is really no difference in how they get the money in either of the ways you described in your differing headlines. No matter how you state it, the money still stays in their bank account – as opposed to getting written out in a check to a Realtor.

But what makes the difference in your sales is all in the way people perceive things.

In this case, “How to avoid paying...” is more appealing than “how to save...” and knowing this put a lot of extra money in your pocket!

**JIM:** Exactly. And I think it’s also VERY important to understand something else I did in testing these headlines. **I compared, tested and measured in equal amounts, in this way:**

I put one headline in front of one hundred unique visitors to my website and I measured my results. I put the next headline in front of another hundred unique visitors and measured those results.



**For Sale By Owner Help...**  
"It keeps the commission in your pocket!"



"Sell Your House Yourself and **SAVE** the Real Estate Commission!"

**For Sale By Owner Help...**  
"It keeps the commission in your pocket!"



"How to Save \$6,823... \$9,128... \$12,913 or More in Real Estate Commission by Selling Without an Agent!"

**For Sale By Owner Help...**  
"It keeps the commission in your pocket!"



"How to Avoid Paying \$6,823... \$9,128... \$12,913 or More in Real Estate Commission by Selling Without an Agent!"

Each change in the headline got measured side by side with the last change, with the headline as the only variable that got changed. Price, guarantee and the offer **did not** change.

The headline I use works so well for one very important reason: (and I keep coming back to it when I test new headlines) it translates the actual real estate commission that agents only ever refer to as "6%" into real dollars and cents!

**Using that key application with each headline creates a vivid and clear**

**picture of the end result the user can expect**, in clear dollars and “sense” English

**DAVID:** Changing the headline can definitely make a difference and Jim just showed you how testing helps you do just that.

Why do most headlines fail?

Quite simply, because the headline **doesn't make a strong promise backed up with proof!**

Jim just gave you an example of a very strong promise. “You will avoid paying this specific amount of money.” In fact, you should go to his web site and take a look at it → “[FSBO Help](#)”.

See how right after he makes the promise, he shows you how to avoid paying this amount of money. He actually proves that his method works with actual testimonials from people who used his methods.

Follow these specific points to create a headline that reads stronger, more compelling, and brings you more money immediately:

- Find out your customer's biggest problem or desire.  
**(To not pay \$12,000 in real estate commission)**
- Make a promise in the headline to fulfill that desire or solve the problem.  
**(How to Avoid Paying...)**
- Put it in the most emotionally compelling language as possible, preferably one that creates a vivid picture in their mind of the end result.
- Put it in the most conversational language possible.
- Put it as concisely as possible.  
**"How to Avoid Paying \$6,823... \$9,128... \$12,913 or More in Real Estate Commission by Selling Without an Agent!"**

In Jim's case, he found it more emotionally compelling to say “Avoid Paying” as opposed to saying the word “Saving.”

If you step back and think about it, people frequently resent paying a real estate agent's commission, especially since it often seems like the real estate agent doesn't do that much (while not necessarily true, but people do see it that way).

So, the "problem of paying commissions" makes Jim's headline so emotionally compelling for his target market.

Compare some more examples of headlines in a good, better and best format:

Good:     **How to Make a Lot of Money in Real Estate**

Better:    **How to Make a Fortune in Real Estate Without Using Your Own Money**

Best:       **How I Made Over \$1,137,721 Profit from Real Estate in Less Than a Year... and How You Can Too!**

Comment: The third headline gets really specific. It shows the credibility of the person whose story you're about to read – because he did it and he also promises to show you how to do it!

Good:     **How to Save Money on Groceries**

Better:    **Little-Known Ways to Save up to 50% on Your Groceries**

Best:       **How to Eat Better Foods and Get More Groceries While Paying Less Than HALF of What You're Paying Now!**

Comment: The third headline gives three benefits (eat better foods, get more groceries and pay less than half). The first one offers only one, and the second one lists only two benefits.

Good:     **Romance Made Easy**

Better:    **Secrets of Finding Love After You've All But Given Up**

Best:       **How to Quickly Find the Love of Your Life... That Lasts!**

Comment: The first headline promises to make a difficult task easy; the second one offers hope to the desperate; but the third one offers the best possible outcome the lovelorn could ever want!

---

**Let's wrap up this first technique.**

Now you just learned detailed, in-depth information to instantly increase your Web sales and profits that 99% of the people on the Web don't use! (Even many so-called "marketing experts" don't do what you just learned... but if they did, they'd make a whole lot more money than they currently make!)

Now – if you stopped right here and only applied this one single technique, you could easily **double** your present Internet income!

But why stop here? We offer much more... in the remaining 10 ways to get "Immediate Money."



## **2. Get Immediate, Extra, New Profits Without Buying (Or Creating) A New Product!**

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	

To make money on the Internet, you must offer a product that people will pay money for. Do you know the easiest product to sell and deliver for almost everyone in e-commerce? The digital information product – typically an ebook – but also an online seminar, email-delivered mini-course, and even a tele-class.

But, with most of these products, you must either buy them (resale rights) or create the product yourself.

But, this next simple technique will find you smacking your forehead and thinking – “I already heard that a million times – it makes complete sense - so why didn’t I do it?”

Or, if you have done it, why haven’t you done it **more consistently** and **more often**?!

You can make hundreds of dollars at a whack with very little effort using this technique... as you’ll see in a moment.

The technique? **Selling someone else’s product as an affiliate – where you can make up to a 50% commission.** Simply by telling people on your list about the product – or even merely posting a notice about the product on your Web site.

**Most people fail to make money with this technique in one of two ways:**

- 1. First, by not doing it at all. (Most people fail because they don’t ACT!)**
- 2. Second, by not targeting the product they offer to the specific interests of their list or Web site visitors.**

In this technique, you’ll learn how to overcome these problems.

Here’s some commentary from Jim and David:

---

**JIM:** Most people who come to your website won’t buy on the first visit. In fact, for a variety of reasons, many of them won’t buy your product, *ever*. But you

can still make money from these people if you always collect their names into an autoresponder or a newsletter.

Just because they don't buy your particular product doesn't mean they won't buy something else from you.

The most immediate way for you to make money: Find a product which interests your targeted traffic (or your targeted list), sign up as an affiliate – and then, send them an email, or post a link on your website, and make sales.

Let me give you a real good example of how taking action on this principle can make you money fast.

A few weeks ago, I went to Las Vegas with my wife and we met David Garfinkel there to talk shop, strategize and have fun.

**DAVID:** We played at casinos and drank

**JIM:** Ok – I'll admit it. ☺ We played at casinos and drank free drinks and basically lived a glamorous Las Vegas lifestyle for four days.

BUT, while I was there I wanted to know that I would make extra money, regardless of whether the video poker machines chose to cooperate or not.

So I found a product dealing with an issue very near and dear to the hearts of my subscribers — specifically, people interested in how to write and publish ebooks- a very specific market!

I found a product all about how to create PDF files (Portable Document Format for Adobe Acrobat Reader), which we use to publish this ebook and all my others. By the way, I recommend PDF publishing as virtually the ONLY way for the vast majority of people to publish their ebooks.

Anyway, this product explains exactly how to create a professional level PDF in five minutes. It also explains all the great things about PDF files most people don't know and, all in all, makes an excellent resource for anyone interested in making ebooks really fast, using PDF files.

I set up a sales message about the product to automatically go out to one of my lists via autoresponder while I stayed in Las Vegas. The sales message went out on a Thursday night and, in the course of a day and a half, I made over \$500.00 – just endorsing someone else’s product that I knew would interest my people a great deal.

**DAVID:** How much did you make playing video poker?

**JIM:** Oh, I think I ended up losing \$125.00.

**DAVID:** OK.

**JIM:** So, I ended up netting out \$375.00 ☺ - and having a great time.

But we didn’t come here to talk about my poker game! Let’s look at how readers can cash in on what we just discussed.

Look closely at the money-making principle in action:

- I knew what a group of people wanted, in this case, my subscribers.
- I went out and found a product that met their expressed needs.
- I didn’t create the product, but I set myself up to make money with it
- I sent out a benefit-laden, highly emotional email teaser, most of which I got from the person selling the product. I spent about 15 minutes customizing his proven sales copy to my audience.
- I made money!

One other thing makes this even more incredible. The person for whom I sold the product as an affiliate **didn’t create the product either!** He bought the resale rights to it! So, he made money and didn’t even create the product!

Now, learn this lesson: **If you want to make money fast, find a targeted group of people, find out what they want, find a product which would really interest them and send an email about it to them.**

**DAVID:** Let me interject something right here and ask YOU – the READER – something very important.

Take this little test to see how closely you been paid attention to what we said. It will head off one of the most common objections we hear. Maybe you even thought something like this... maybe you even thought it in the last 30-45 seconds...

**Suppose you don't have a list...** or only a very small list with a couple hundred people on it.

Does this mean the strategy Jim just laid out for you won't work?

Absolutely NOT! ***This strategy will work for you.***

It does require, though, that you have a relationship with some list owners and that you understand their needs and the needs of **their** subscribers.

You must always keep your radar looking for affiliate products that would really work well for them and then put together the deals for them in exchange for a piece of the profits.

If they operate with a large enough list, you can put together a promotion for them and split the affiliate commission.

**JIM:** Right. But you don't really need an existing relationship. Use your interpersonal skills, go find a product that interests a targeted group of people, and then you can find list owners and develop a relationship with them.

Create the promotion for them – ***do everything for them!*** Make it idiot-simple and a no-brainer for them to work with you and then share in the profits.

Honestly, you won't make nearly as much as if you owned the list... but you will certainly make a lot more than if you do nothing! In fact, you may end up giving list owner a bigger chunk of the affiliate commission than you take yourself, even though you do all the work. ***But, 1/3 of something always buys more than 100% of nothing in your bank account!***

Plus, you'll keep building a network of contacts and sharpening your skills as an online dealmaker!

**DAVID:** Right. So, what steps can you use to choose an affiliate product that will sell really well, either to your own list or someone else's?

**JIM:** **Step Number One:** You should never endorse something you didn't review first. That is the surest way to instant death, or "no money immediately" and no money in the future... possibly ever!

**NEVER** endorse a product to people without checking it out. Make sure it's a quality product that over-delivers on any promises made by the person who sells it.

**Step Number Two:** Make sure the person or company selling the product acts reputably and they stand behind their claims, their website accepts secure payments and, all in all, they sell a product in a way you personally would feel comfortable purchasing yourself.

**Step Number Three:** Make sure they have a really good sales letter that converts a high number of people from visitors into purchasers. You will invest a lot of time, energy, and effort in order to get traffic to their website through your affiliate link. So you must make sure that the website sales letter converts very well.

You do that by simply asking the website operator about their conversion rate. If they answer immediately about how many website visitors convert to purchasers and give other details for you about how they do with various types of traffic, then you can probably trust their figures enough to do a test.

Also you want to find out whether their affiliate program rates promoting or not by looking to see if they sell through ClickBank - one of the largest (if not the largest) credit card processors online with an integrated affiliate program.

Go to ClickBank's marketplace and look in the main categories.

➔ <http://clickbank.com/marketplace/>

They list nine main categories. If somebody ranks number one, number two or number three, four, five - in the Top TEN of any of those main categories – then you know those products sell... and usually sell very well!

Why? Because those rankings in the ClickBank marketplace come from two things:

1. First, on how many total sales they made in the last few pay periods.
2. Second, on how many sales affiliates make for them. In other words, how successfully those sites make money for the people who refer business to them.



**And finally, Step Number Four in evaluating any product to sell as an affiliate:**

Put on the skeptic's hat worn by most of the customers who will surf this website and look at it from their perspective. Does it look and feel professional? Does it give you a feeling of trust and believability? Does it look like the site owner can deliver on their promises? If you can honestly answer "yes," then you may have a winner.

So, I use those four criteria to evaluate any affiliate program before I consider endorsing it - either to my own list, to my own website visitors, or to someone to else's list.

**DAVID:** That is great. Any resources, suggestions, and affiliate products that really deliver and people can sign up with immediately?

One resource I can think of myself, of course, would be [ClickBank](#). Anything else you want to mention? Your "[eBook Fire](#)" affiliate program would be a great resource too for selling all of your products.

**JIM:** Besides those two, [Commission Junction](#) will help you to find affiliate programs you can promote immediately. However, though you can find affiliate programs there, without some direct experience with the products, you might find it hard to make a whole-hearted endorsement.

The best place to start when looking for products to push to your own list — or other people's lists – will focus on products with which you have direct experience.

If you promote a product or service you already used, tried, poked, prodded and thoroughly tested, you will make a lot more money because people will trust your endorsement a whole lot more.

**So start with things you've already purchased.**

---

Wow! What a mini-lesson in "Wealth Building with No Money Down!"

Maybe you thought it takes money to make money – but now you just got a glimpse into the wisdom of Einstein's quote – **"Imagination is more important than knowledge."**

If you can use your imagination to put together affiliate offerings to your list or the lists of others, you can actually make more cash than some MBA's from prestigious business schools (many of whom, news stories say, are currently out of work, living on savings or credit cards, and looking for a job). After all, most MBA's will admit that they only learned how to get high-paying positions, not to make money as an entrepreneur.

And now you know a powerful way also to do just that... make money without creating a product!

Another key: **Imagination is even more important, sometimes, than money itself.** You'll find it very possible to make a lot of money (without using any money) when you use your imagination in combination with this strategy!

Plus, as we illustrated above, even without your own list of people, you can't find an excuse for not using this technique to make money!

Like the shoe people say, **"Just do it!"**

Now let's look at the next proven way to "Cash-In" online overnight...



### **3. Make Extra Money on the Internet from “Land-Based” Customers!**

Believe it or not, not everyone on the planet uses an Internet-based business. ☺

Many people operate retail stores or service businesses – consulting firms, plumbing companies, auto repair shops, and so forth.

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	

If that’s you, you probably thought that the Internet revolution passed you by, and so did the money. After all, you can’t exactly fix someone’s hot water heater or sell them a couch over the Internet!

Some good news! Even if you need to deliver your product or service in person, great opportunity still exists to make a lot of extra money quickly online.

Let’s join Jim and David again to tell you how:

---

**DAVID:** Now we’re going to talk about how to make money quickly if you run a business – a bricks and mortar, off-line business. All you need is the email addresses of some of your customers and permission to email them.

You don’t even need to your own Web site, although that would help.

**JIM:** Very true! Let’s say you own a busy retail store, with a lot of traffic – like in a mall or somewhere with a lot of people coming and going all day.

On the simplest level, you could stuff flyers into bags or put a sales message in front of people with a really inexpensive mechanism, like a coupon or a sign... or you could even just collect their email addresses on the spot.

**DAVID:** Correct... even if you don’t have their email addresses now, you can get them very quickly if you just ask and give them a good, self-serving reason to give it to you. Tell them that they’ll get special notices of sales and discounts that only preferred “Internet” customers get.

Now when people think of Internet-only special offers, most people think of what the huge companies do – like the airlines, car rental companies, hotels, the travel industry in general.

But even as a much smaller company, you can make special time limited offers to people. And you can make the Internet a condition of getting the special offer. To make it even more powerful, if you want to get a lot of business quickly from those customers or clients, simply put a short deadline on your offer.

For example, let's say you own a jewelry store. On February 1st, you could send your customer list an email that starts like this:

Subj: We'll give you our heart when you come in and...

(text of message)

... get your sweetheart something special for Valentine's Day!

Dear [insert customer's name here],

If you would like something extra-special for Valentine's Day, do I have good news for you!

Our owner gets kind of mushy around this time of year, and in a moment of weakness she decided to give the first 25 customers who buy a necklace, earrings, a bracelet or a ring a free gift – our famous Heart Pin that can be worn on any occasion!

...

Finish the message with a list of some Valentine's Day specials and an urgent invitation to come in the store, and presto! You created a terrific Valentine's Day promotion that would drive a lot of traffic into the store quickly (since the offer would expire two weeks after February 1, on February 14) – and make the store a lot of extra money!

Best of all, a promotion like this would cost a lot less than a postcard campaign or advertising in the newspaper. Why? Because it costs nothing (or next to nothing) to send out an email!

Of course you could do the same thing around any major holiday – or for any reason you could imagine! People love special deals and they respond to offers like this... as long as you don't SPAM them and you do take the time to give them value-added information from time to time.

But you can use another method on the Internet to get traffic to your physical location. You can post Internet-only specials on your Web site.

For a good example, take a look at Ace Carpet and Upholstery Care in the suburbs of Denver, Colorado.

Read their page: [www.acecarpetcare.com/8.0.htm](http://www.acecarpetcare.com/8.0.htm) . You can see there's an Internet special of \$20 off when you get your whole house cleaned.

Any business can do something like that right now and then steer offline customers to your online presence.

Or take a look at the site of Premier General Contractor in Pflugerville, Texas – <http://www.premierroofing.com> . Click on "Specials" in the navigation bar on the left.

To run an Internet special, you do the same thing you would do with a newspaper ad where you offer a special. Except, again, you don't pay for advertising! If you just put up a special page on your Web site or send an email to the customers whose emails you collect, you can get customers coming in that day.

**JIM:** Remember, when you use this strategy, you don't need to close the sale online. In fact, you really want to invite people to visit your store or call you on the phone so **you** can close the sale.

Staples.com, the office superstore, does this all the time. They send out special coupons through email over the Internet to entice you to come into the store and spend money. But you don't have to be a giant super-store to do this... any retail business can do the same thing.

I have a client who owns a small store selling college apparel near a university. They sell sweatshirts, hats, t-shirts and everything else with the University's logo on them.

I told them to start stuffing all of their bags with flyers and with strips of paper to make people aware of their website, and also to start making special offers on the website. Any time someone comes in to buy something they leave with a coupon and the web address of the College Shop.

Now, when parents bring their kids to college, they buy a sweatshirt or a hat or something else when they first show up to school. Then Mom and Dad go home with the website information and a website special offer in the bag. Later, over the course of the year with the kid in college, Mom and Dad often buy additional clothing with the University Logo on it for themselves and other family members.

As a result of that simple Internet only special offer, made on a photocopied sheet of paper that gets stuffed in a plastic bag, these guys rake thousands of dollars in profits off their website through additional sales from repeat customers.

---

Can you start using the power of this strategy?

It costs next to nothing to implement, easy to do, and it will work for just about any offline business with an existing customer base and / or "traffic" because of a physical location.

Grab those customers and open up a virtually expense-free, highly targeted communication channel with them. Email costs so much less than direct mail or telemarketing!

Plus, if you make your customers aware of your special offers, the bargain hunters — and face it, no matter how much money they spend (or don't spend), most of your customer are "bargain hunters" — will check your site regularly and end up buying more than they would otherwise just so they can get a "deal!" ☺

#### **4. Get a Joint Venture Partner to “Replicate” Your Business, and Put More Money In Your Pocket!**

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	

Once you promote a successful digital product that you own (either you created it or you bought the resale rights to it) then the fun begins.

It works like a magic machine that creates money out of thin air and you’re throwing a party to share the money with your friends!

A lot of people will want to come to your party and watch the machine generate cash out of thin air! Some of them will even ask if you would let the machine create some cash for them.

We refer, of course, to setting up a “joint venture” with someone else, who can sell your product to their customers for a cut of the profit.

Let’s listen as Jim discusses this strategy as it actually occurred in real life:

---

**JIM:** Study this example of working successfully with a joint venture partner; let’s call her Mrs. “X”. ☺

I was referred to Mrs. “X” by another online marketer, who thought our products would be very complementary to her list.

She and I talked and emailed back and forth a lot before we actually did business. I helped her out with a couple of things and did her a couple of favors, but it all started with a referral.

That sounds kind of like the off-line world, doesn’t it?

Anywhere you go and whatever you do, **personal referral works the best for a way to get business and gain introductions to people who can help you grow your business... online or off.**

Long story short, I ended up giving her a copy of our ebook and then answered a whole bunch of her questions, which established credibility and

showed her that I could back up the claims I made. It also made her feel good that she didn't pay for a copy of my book in order to evaluate it.

**Something you should never do:** If you honestly think somebody could make you a lot of money as a joint-venture partner and you approach them for that purpose, for goodness' sake, give them a copy of your product. Don't ever make them pay for it!

Mrs. "X" liked what she saw in our product, so I gave her some advertising copy which we knew worked and she started testing small by running ads in her newsletter. The ads performed well and then she ended up doing an endorsed mailing.

As a result of that mailing we each made well over a thousand dollars in 48 hours!

Here's another neat thing that came about in this particular case with finding a Joint Venture Partner to promote my business. (By the way, it also illustrates another way this principle ties in with making immediate money immediately.)

Since that product performed so well, Mrs. "X" stays **very** open to promoting every new product I come out with.

In fact, Mrs. "X" is often one of the first people to promote our new products... often earning herself and us a lot of money – overnight!

Our relationship also grew to the point where she now sells something for us virtually every single day. So that means, over the course of the year, she could easily sell 300-500 products for us grossing over \$10,000 in sales from just one source!

Now, imagine if I found 100 people just like her. All of the sudden, you could see 30,000-50,000 extra sales a year! ☺

So, the key lies in finding more and more people to do a joint venture with you! But you must make sure you follow the advice that we gave you earlier. Let me sum it up for you in five (5) simple steps.

If I traded places with you and wanted to set up a series of Joint Venture partnerships, how would I do it, step-by-step?

**Step One:** First, I would identify 100 people who keep the attention and interest of your target audience. People who sell to, promote to, and write for the exact people you target with your products and services. See if you can use your existing network of contacts, no matter how small it may seem, to get an introduction to some of these people.

If you can't get an introduction then you must contact them "cold."

**Step Two:** Second, I would approach them and find out what their specific needs and concerns are in growing their business or making more money. You could send an email, but I personally like to use the telephone.

**Step Three:** Third, find out the exact and specific needs of their particular list. Do they need training? Any particular long-standing problem? Do they need specific information?

**Step Four:** Fourth, meet those needs by framing any product for the list owner and for their audience so that it fills all of their needs to the letter.

Let me illustrate with a specific example...

In the case with Mrs. "X", I was referred to her by someone who knew her and thought that it would be a good match between us. I got the referral only because I **asked** somebody else, "Who do you know with a list that might need my products that you could refer me to?"

Side note: It also helped that I did some previous favors for the person who referred me. ☺

**Then, when I contacted her, I didn't ask how she could benefit me. I made the whole conversation about me finding out how I could benefit her!**

It turns out she really needed an expert interview on the subject of writing ebooks. To help her out I let her interview me for an audio subscription program she sold to her customers. In the interview, I gave a lot of valuable information to her subscribers that turned into long-term income for her,

because she actually sells that interview as a product. (I also get a lot of customers for my ebook from it because I also mentioned my website several times during the interview. ☺ )

**Step Five:** Fifth, I would tell you that you must really pay your dues and give up a chunk of the sale in order to do a volume business where you make a lot of money on the Internet.

People encounter a big stumbling block when dealing with joint venture partners because they don't offer a high enough percentage of the sale as a commission in order to persuade a "heavy hitter" to work with them.

Nobody will endorse your product — especially a downloadable product — for a crummy little 20% commission!

I expect to make 50 percent on any downloadable product I endorse. And, since I expect to make 50 percent, I pay 50 percent in my affiliate program, except as a resale rights type situation.

In this final step you must make it financially worthwhile for any potential joint venture partner to do business with you.

But I want you to notice something here.

Did you notice how I mentioned finances at the end?

Because this one last thing makes it really easy for them to say "YES," once I met all the other criteria. Once you find a "JV" partner and persuade them to mail on your product, the profits roll in immediately!

---

Now you know one of the most powerful strategies of Internet marketing, with complete step-by-step instructions on how you can do it yourself from someone who has does it, repeatedly and successfully.

The right joint venture can put hundreds if not thousands of dollars in your pocket in a matter of days.



When it comes to joint ventures, nothing equals watching the orders come pouring into your email box as you visualize dollar bills stacking up higher than the eye can see! ☺

## **5. Make Believers Out of Your Customers – and Let Them Reward You Lavishly**

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	

Let's say you offer a great product at a great price... have lots of website traffic... and a website sales letter that converts visitors to buyers like crazy!

Heck, you even tested your headlines so you know the one you use simply couldn't get any better!

Can you do anything else to bump up your sales rate dramatically?

Yes, you can ... two things, actually! ☺

First, get your prospects a LOT more excited about the results they get by buying from you.

And, hand-in-hand with that, you should also increase their confidence that you can deliver on your promises – and with ZERO RISK if you disappoint them.

How can you get them shaking with excitement about your offer and at the same time remove all the doubt and fear from their minds?

First, increase the strength of your claim. Make a bolder, more assertive and more exciting promise about what your product will DO for your customer.

Second, increase the strength of your guarantee. Give people a watertight “out” if they don't like your product after using it.

Listen now as David and Jim give you insights from their own successful experience creating and using powerful claims and guarantees:

---

**DAVID:** Most advertising pieces fail — including sales letter websites —because they don't make a strong claim about the benefits to the purchaser. They don't make a concrete promise of a benefit right up front or, give only a very weak or preposterous claim.

If an ad does manage to make a good claim or promise, it still usually fails because the advertiser doesn't back it up.

To succeed you must make a strong claim and back it up with testimonials, facts and a strong guarantee.

We can't stress enough the vital importance that you **prove your claim** after you make it — both in your sales copy, and also in the product itself.

If you tell people you'll give them step-by-step instructions to do something no one else can show them, make sure you really give them those instructions *and* they really deliver as completely unique!

FACT: People get more skeptical every passing day!

You must give them tangible proof and reasons to believe and trust you. If you can do this, you can get an avalanche of cash immediately... but you must deliver on every promise you make.

**JIM:** I would say that most people fail in this arena even with a good product, or they know of a good product that they endorse as an affiliate, but they don't put any **emotional muscle** behind their claim.

You really need to “step up to the plate” and say how good your product is, but do it in a believable way. Don't promise people “you'll be a millionaire tomorrow.” Promise them you'll show them “how to make a high five-figure income in three months or less.”

In this critical step, keep your promise believable, but push the envelope so that you really give it all of your emotional muscle.

Why? Because tons of great products out there don't sell very well because the people selling them don't believe in them enough to stand up and say, “This is what I've got and this is what I can do for you and this is why it's so great!”

They won't stand behind the product... so they fail miserably.

The same goes with the guarantee. You need to make the guarantee on your product a **condition** of doing business with you.

Instead of just saying “We offer 60-day, money-back guarantee.” You say to people, “Hey! Use it for sixty days. Try it out. Bang it against the wall. Put it through your most stringent tests. And, if for any reason, you’re not happy, I’ll give you all your money back, no hard feelings! You can’t lose. Use it for 60 days and get your money back if every word I say isn’t true!”

Look at the example of the guarantee from one of my ebooks, “Turn Words Into Traffic.” Instead of saying “30-Day Money Back Guarantee, we say this:

**Special 30 Day Trial Offer**

Don't decide now if "Turn Words Into Traffic" is right for you. Take 30 Days to put us to the test! If "Turn Words Into Traffic" doesn't show you exactly how to create professional-grade articles fast, exactly how and where to promote your article, how to drive readers from your article to your website so you can make more sales without spending ANY money on pay-per-click search engines, classified ads, FFA pages, or any other type of traffic scheme, we'll give your money back ... no questions asked!

Now THAT’S a powerful guarantee!

**DAVID:** Oh, that is a great guarantee!

Now let’s look at how a powerful claim can turbo-charge your sales.

Look at an example to show you the difference between an OK claim and a really strong claim. Let’s say you sell an ebook about losing weight.

A good claim would be:

How would you like to lose as much weight as you want without going hungry or using dangerous supplements or drugs?

That’s a good claim. But you could make it stronger by dramatizing it. For example:

Recently I decided I needed to lose 35 pounds. In the past, even keeping myself from gaining weight was hard for me to do.

Imagine my surprise when I found I could lose 7 pounds a week, without going hungry, still eating normal foods, and without using any dangerous supplements or drugs!

I lost the 35 pounds almost effortlessly in five weeks! And I haven't gained an ounce back.

And now, I'd like to share my secret with you!

(end of example)

See the difference? The second claim sounds stronger because it's much more specific and detailed. People can identify with it (at least if you've tried to lose weight and failed, you certainly can).

In the second claim you see emotion, both implied and expressed (frustration: "hard to do"; surprise: "Imagine my surprise"; and, delight and pride "I haven't gained an ounce back.")

Adding emotion and specific details give ways to make your claim stronger.

Now, look at some additional steps you can take to strengthen your claim.

When you start, don't fall into the trap of thinking about yourself or your product. Instead, when working on your claim, **think about your customer.** And then...

**Step One:** Look at the biggest thing they could gain from using your product. Brainstorm!

If your ebook tells about saving on travel costs, maybe the biggest thing they could gain might be a bargain vacation to some exotic spot that others pay thousands of dollars to visit.

**Step Two:** Look at the biggest thing they could lose by not buying and using your product.

Suppose your ebook told about tax-saving strategies. If you can show someone how to legally save from \$5,000 to \$10,000 a year, your claim could

focus on how, unless they get your information they risk giving \$5,000 to \$10,000 away to the IRS – money that they could otherwise keep.

**Step Three:** Look at their biggest problem and make a powerful promise to solve it.

If your book focuses on getting rid of that “tired, sluggish feeling”, find out what people with this problem feel they give up the most in life for lack of enough energy. Tell them what they gave up, what they can get again, once they reclaim their energy – and you’ll show them how to get it!

If you hold the key to solving a problem that currently makes their life a living hell... TELL THEM! They’ll thank you for it!

**Step Four:** Identify the biggest frustrations they found with other “solutions” they tried that didn’t work – and promise to deliver where the others failed.

For example, if you sell a weight-loss book, remind them how other diets and techniques didn’t work, and tell how yours will – and why!

**Step Five:** Examine the answers you came up with in the first four steps, and compare them.

**Pick the most powerful one and use it as your claim.**

Do everything you can in your sales copy to back it up with proof – testimonials, facts, research, logic, and common sense. But don’t throw away the things you already developed in the other steps! You can use these as sub-claims later in your sales copy to further help motivate your prospect to buy.

---

Increase the strength of your claim and your guarantee – those are powerful techniques!

Some companies pay top copywriters and marketing consultants thousands upon thousands of dollars to simply come up with more powerful claims and guarantees for their products — something you just learned how to do yourself!

And no wonder these companies pay so much, because sales can sometimes double or triple just on the strength of such an improvement.

In Part II of this book, you'll learn some even more powerful applications of this technique to help you make money fast with your Internet promotions.

In fact, we'll reveal an example of how a simple change in guarantee blasted sales through the roof. This one will blow your mind!

But for now, let's move on to "Immediate Money Immediately" technique #6...

## **6. Wrap Up More Profits by Dressing Up Your Links!**

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	

Now for some shocking information: just because you sell products as an affiliate doesn't mean you get paid for all of those sales!

Two largely unreported phenomena happen too often on the Internet.

People know them as “affiliate link hijacking” and “affiliate link bypassing.”

Bottom line to you: people sometimes choose to buy things you promote, but they do it in a way that you don't always get your commission.

This could cost you significant money!

Of course, if you could take steps to prevent people from stealing your commission from you, then you'd get your full due.

Jim can tell you much more on this loss of profit:

---

**JIM:** One fast way to make more money: **simply make sure that you get paid for all the effort put out in your business.**

My studies show – and the studies of other people I know also reveal – that **as many as 30 percent of all affiliate sales get either high-jacked or by-passed.**

That means you lose the money from almost one out of three sales you make when you promote as an affiliate.

I developed my “[Affiliate Link Cloaker](#)” software because I got sick and tired of people “hosing” me for the commission.

**Hijacking** happens when someone replaces your affiliate id with theirs in the affiliate link. Let's say with an affiliate ID, live-well and the product site at [www.ebookaboutcats.com](http://www.ebookaboutcats.com), your affiliate link would read [www.ebookaboutcats.com/?live-well](http://www.ebookaboutcats.com/?live-well).



Say the hijacker belongs to the same affiliate program and uses the affiliate ID of captain-hook. He would replace your ID with his, and buy from the URL [www.ebookaboutcats.com/?captain-hook](http://www.ebookaboutcats.com/?captain-hook) .

The bottom line: You don't get your commission, and the hijacker puts your money in his pocket, in the form of a discount, by buying through his own affiliate link.

**Bypassing** happens when someone sees an affiliate link and is either unfamiliar and uncomfortable with it, or just can't stand the idea of you earning a commission (even though you've completed the work to put the information in front of them).

So instead of buying from [www.ebookaboutcats.com/?live-well](http://www.ebookaboutcats.com/?live-well), the bypasser will simply "chop off" the affiliate ID at the end and simply buy from the plain URL [www.ebookaboutcats.com](http://www.ebookaboutcats.com) — without your affiliate ID attached!

The bottom line remains the same: Once again, someone robbed you of your affiliate commission. Unfortunately, as long as people can see an affiliate code in the link that you offer them, a certain number of them will hijack it – or bypass it.

And either way, you lose.

I did a number of tests to prove this happened all the time, but one test really stands out in my mind as to the full extent of this problem.

I took a list, divided it in half and sent an almost identical message to each list with the only one difference between the messages. I sent one list with what we'll call a "naked" affiliate link. You could see my affiliate ID.

In the second message I used a "cloaked" link where I hid my affiliate link.

I sent each email out to equal numbers of people and I made 30 percent more money from the list with the cloaked link. I could draw only one conclusion. Obviously people by-passed the link or they high-jacked it and used their own affiliate ID to pocket the commission as a discount.

I would like to say that I ran that split test several more times, but I didn't.

Instead I did one more split test on a different offer with a different list and the percentage ran pretty close, right on 29 percent. Ever since, I always used “[Affiliate Link Cloaker](#)” to cloak my links because I don’t need to prove to myself that people keep by-passing and high-jacking links and lose out on 30 percent of the money I could make otherwise.

**DAVID:** I know that’s right! Once you prove something in a test a couple times, it’s enough for something like this!

**JIM:** Exactly. Now, you can use two different ways to cloak your links.

The first and cheapest way to hide your affiliate links uses a java script “refresh” page. You hide the link in a page on your site that redirects people to your affiliate link using a simple java script.

It works great not to expose your naked affiliate link in your actual email messages and ezine ads, but once people get redirected to the true link many affiliate programs expose the affiliate link with your ID in the browser address bar.

Look at this example of a redirect script in action.

Click => <http://www.ebookfire.com/bfl.html>

Notice how the link takes you to a page where you can see the affiliate ID in your web browser's address bar. Like it or not, someone can replace my 'ebookfire' affiliate ID with their ID and potentially "hijack" the commission... but at least the redirect script keeps them from seeing it in any email I send them.

You can get free redirect scripts just about anywhere you find free java scripts.

Here is the script I use

<http://www.ebookfire.com/jrs.shtml>

This quick very legitimate way to cut down on affiliate link hijacking and it doesn’t cost any money to use it. As long as you know how to manipulate

html this really basic stuff will let you get along and cut down on theft significantly.

Now for my NEW secret weapon!

I created something that makes it EXTREMELY hard for people to steal your commissions by cracking your affiliate link code.

It also makes your links MUCH shorter so you don't give out 6 inch long URLs when you want to refer someone to a site and hopefully get paid.

My "[Affiliate Link Cloaker](#)" offers a software program (PC only) that hides your affiliate link from people who want to hijack or bypass you (and steal your commission) by automatically creating, cloaking and uploading an "invisible" zero-frame page with hexadecimal URL encryption to your website.

What the heck does that mean!?!

In real people "non-technical" terms, it turns an affiliate link into something that looks like a page on your existing website but works exactly like the affiliate link it cloaked.

Example:

<http://www.bob.com/?your-ID123> turns into

<http://www.yourdomain.com/bob.html>

You can also take your long affiliate links and shorten them considerably... making them much easier to email to people.

Example:

Before <http://www.ebookfire.com/cgi-bin/clicktracker/click.cgi?id=3>

After <http://ebookfire.com/syd.html>

You can also HIDE your affiliate ID very effectively to defeat commission hijackers!

Check this out:

Before - <http://hop.clickbank.net/hop.cgi?ebookfire/nocost>

After - <http://ebookfire.com/nc.html>

How well does it work? Here's the bottom line...

I used this technique in a recent promotion to sell a telephone seminar program with a \$397 price tag! My commission came to \$99. To make it even more interesting, many of the people on my promotion list already worked as affiliates of the person I promoted in this program!

If they even smelled that they could insert their affiliate ID they would have hijacked me in a heartbeat!

**Bottom Line:** I sold 11 packages in 3 days - twice what I thought I would sell!

If you are serious about selling through your affiliate links then I strongly urge you to start protecting your affiliate commissions by disguising your affiliate links so you can keep as much money as possible - immediately!

At a bare minimum, use the FREE script you can get here on this web page <http://www.ebookfire.com/jrs.shtml> to hide your affiliate links as a redirect page before people click on them. This alone will help you significantly!

But if you want a tool that will do it all for you in a snap – then check out my software at [Affiliate Link Cloaker](#)... it's worth its weight in pure gold!

---

When you think about it, there's really nothing more frustrating (or heartbreaking) than working hard for something, and seeing someone else steal it right out from under your nose.

Don't let hijackers and by-passers rob you of hard-won commissions. Protect your links and enjoy all the affiliate profits which you work so hard to earn!

## **7. Free Information That Leads to Immediate Profits!**

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	

Many self-help gurus often urge “under-earners” (people who don’t make enough money) to raise their rates and prices as the first step towards increasing profits.

While some people undervalue their products and services, they can very easily get the wrong impression from this line of thinking.

You see, one of the fastest ways to make money involves “giving” something away, BUT...

... you’d better give the right “something” or you’ll just spin your wheels. If you do it wrong, you won’t make any money and you’ll spend all your time giving away free stuff that doesn’t lead to sales!

Does this whole thing sound contradictory to you?

It goes against the conventional wisdom, and many people bristle at the thought of giving away their hard-won knowledge, samples of their products and services, or other items that they could sell.

But, when you use this strategy correctly, giving away free information can lead you to a fortune!

Jim and David will tell you how:

---

**JIM:** Let’s talk about an off-line, non-Internet example of giving away a little “taste” for free to get people to buy.

Next time you go to Sam’s Club, Price Club, or some large discount warehouse, watch as they give away free samples of the latest food product or demonstrate a new “miracle” cleaner.

Now actually think about what you see! Watch how the presenters and the customers behave as they interact.

You don't walk through the food aisles and the demonstrators don't hold up a box of burritos and say, "Look at this neat picture of a burrito. Boy, these burritos sure taste great. They're made with this, this, this and this."

No way!

They cook them right there in front of you so you can smell them from 100 feet away... and hungry people get excited... they get a line of people standing there to take a small sample bite of a burrito... and anybody who likes the burrito can walk 2 feet to the freezer case, grab a box of burritos and buy at the check out – all from one small sample where you get to see the quality and flavor of the product itself.

Stand there next time you go to a busy store and watch as they give out samples... it will amaze you to watch the psychology of the whole process.

How does this relate back to selling on the Web? Easy!

Make sure you give away an actual sample with the free information: a small bite of the tasty product you want them to buy. Don't cheat them by promising a real sample and not delivering. That equates to asking people to take a bite out of the cardboard box packaging trying to get them to buy the contents... it won't work!

How can you do this online? Simple.

You do this by making sure **you completely explain a small part of the larger picture, really, really well**. By doing so, it gets people so hungry for the rest of the story that they make the leap from your free information to buying your product as a result.

But, watch out!... if you don't give something so valuable it makes their mouth water, you wasted your time and will blow any chance of making a sale. Unless the sample directly relates to your product, giving away something free will just cause people to trash your product and just go on to the next website.

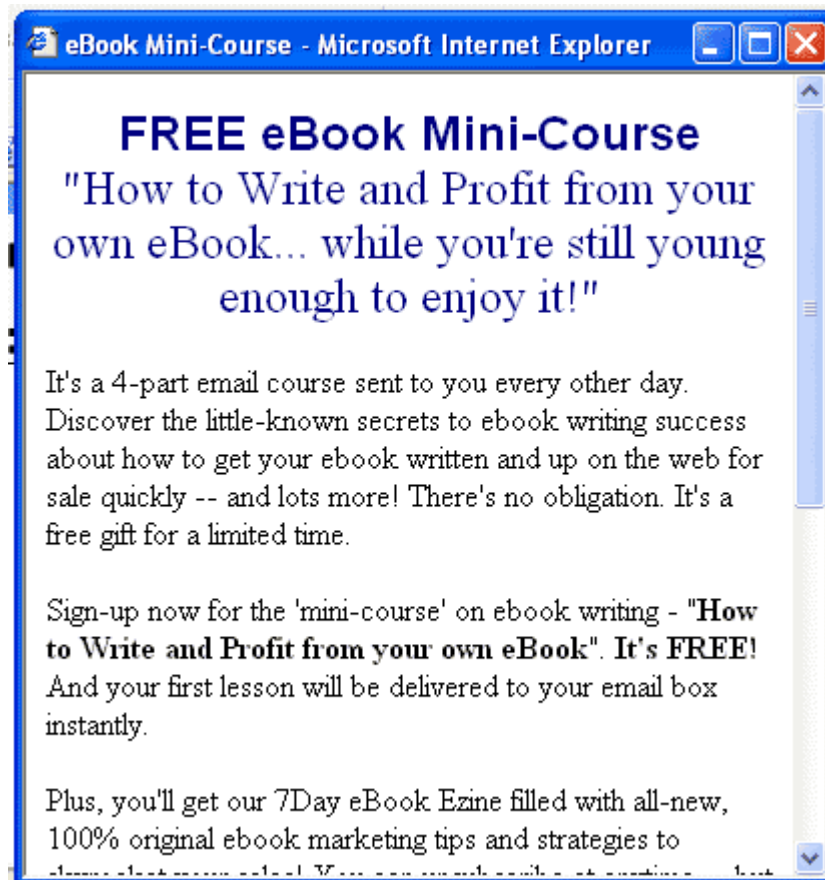
**DAVID:** One of my clients does this on his Web site. If you don't buy right away, he offers a free mini-course on the subject of his ebook.

A full 17% of those who take the mini-course end up buying from him within 3 days! That's \$1,351.50 he gets for every 100 visitors to his Web site that he wouldn't get otherwise if he didn't give away free information!

**JIM:** Which means that information he gives away is A+, first-rate stuff!

This great strategy will make a lot of money immediately – and even better, it also keeps cash flowing in from people over the long term.

On the “[Seven Day eBook](#)” website, we offer a mini-course on how to write your own highly profitable ebook quickly. If someone goes to our website and doesn't buy immediately, as they leave, they get a little popup window offering them the opportunity to sign up for our mini-course. The mini-course offers a highly perceived value in that it offers four emails over eight days which explain the four major areas of publishing an ebook.



I also space out 13 more emails at equal intervals so these people get my “newsletter” for a period of close to six months. In this “newsletter” I give them offers for new products as well as articles related to ebooks and selling information online.

I do this to provide valuable free information. However, it also lets us cross-sell my other products as well as find subscribers for the free e-zine David and I publish, “[Info Marketing Update](#)”.

A screenshot of a web browser window displaying a newsletter sign-up form. The window title is "FREE - Info Marketing Update Newsletter...". The form has a blue border and contains the following text: "Free Email Newsletter Reveals Secrets Of Top Ebook Marketers 'Info Marketing Update'", a bulleted list of three points, input fields for "Name:" and "Email:", a privacy statement, and a "Click Here!" button.

**FREE - Info Marketing Update Newsletter...**

**Free Email Newsletter Reveals  
Secrets Of Top Ebook Marketers  
"Info Marketing Update"**

- Simple ways to **make more money** with each ebook
- Cost-cutting secrets to **stretch every dollar**
- Easy, proven techniques to run your own ebook business – **especially for busy people** who don't have much time!

**Name:**

**Email:**

Important: We will never rent, share or sell your email to any third party. We respect your privacy.

[Click Here!](#)

Offering this FREE mini-course on the 7 Day eBook site primarily let us build a big, targeted list in such a short period of time (a focused list of 10,000 people), in the course of a year. To some people 10,000 subscribers might sound like a lot, but, to others, it might not. In my experience a highly focused list of 10,000 people will do wonders for your income on a steady basis.

Look at how this list ties in with making money immediately...



One of the things that we occasionally do with this list — which I also do with other people's lists — **give them something for FREE in addition to the free “newsletter” content!**

We give them things like:

- FREE reports by email and PDF
- FREE ebooks written by others
- FREE viral ebooks with our affiliate links in them
- FREE software
- FREE articles that we write or get from other people
- FREE coaching on specific problems
- FREE answers to their “most pressing questions”

Three really great things almost always happen whenever we do this for our own or other people's lists:

1. **One**, we keep in touch with the list and, by providing “real” value at no cost we build up a bit of a balance in the subscriber's emotional “bank account” – a balance we'll cash in on later. ☺
2. **Two**, by the act of sending the email, we remind them of our continuing business and that we still remain interested in serving their needs. But, now you can see where and why the immediate money will come to us...
3. **Three**, in the course of giving them value and reminding them of us, many of them remember that they intended to buy our ebook or other product we promote. In this case with the 7-Day eBook Mini Course, every time we mail the list giving them something, we end up making \$300 - \$1,000 in sales within 24 hours because the first line of almost every message reads...

“Hi! This is Jim Edwards with [www.7dayebook.com](http://www.7dayebook.com)”

And out of the nearly 10,000 people, usually a dozen or two dozen will purchase immediately. Why? Because they see the message, they remember

the value, and, for whatever reason, want to make their buying decision right then. They click through to the web site and they make the purchase.

If I do this for my list two times a month (24 times a year), 6-12 sales each time, **gives 144-288 extra sales a year immediately throughout the year just by giving something away for free!** And remember... you can do this with someone else's list if you don't have your own!

**Important!** Remember that you don't want to condition your list to think you give away everything for free. You must make it clear to them up front about the "price" for being on your list. The "price" is: you get to make very targeted, valuable offers to them.

You want to give them some value while making it very plain you operate a business and you exist to make money – You didn't come here to practice your typing skills! By giving them free value, you remind them of your business value to them. That should encourage them to purchase from you.

**DAVID:** Look at some hints about what you should and shouldn't do while giving away "white papers," "mini-courses," and "free ebooks" in order to make money.

By the way, these points go against the advice and information you received in school... or if you worked in the publishing industry as a journalist or author.

A lot of times, when they publish information, people think they should prove they know a whole lot more than anyone else about their subject matter.

A client of mine, a very successful professor and consultant with a Ph.D., showed me a special report he wanted to sell online.

His report listed twenty ideas with about one paragraph under each idea. The ideas were brilliant and very much to-the-point. But there was no earthly way could anyone implement most of the ideas he presented, because he didn't include the necessary, easy-to-understand, step-by-step details.

In fact, in many cases, some of the ideas he presented opened up a whole lot of problems for both himself and the reader.

For example, one of the ideas pretty much said, “You don’t even know how to do this, so go out and find a seminar and learn.” I pointed out to him that people buy special reports, ebooks, and information products to get ready-made solutions to their problems. His approach here simply created problems where none existed before.

So how does this relate to giving away free articles, ebooks, and information in order to make money?

Well, the same thing applies to the free information you give away. Of course, you don’t want to give away the whole story. You don’t ever want to tell them how to do everything or solve every problem free. You’ll provide this information or service in the main product you want to sell to them.

But you do want to tell them some things of substance and value... otherwise you will never gain their trust. You want to give them some tips and bits they can use immediately.

A perfect example of this is in the article service that we set up at “[Jim and David’s Article Archive](#)”.

Here we not only offer great articles on various online topics, we allow people to publish these articles on their sites and in their ezines to make money with free affiliate links.

You can join the article service free at <http://www.infomarketingupdate.com/archive/> and then take a look at some of the articles in the archive to see examples of how we provide enough value in the articles to get people interested in going to the sales page to buy the product... without giving away the store!

I’d also suggest strongly that you check out the mini-course at the “[Seven Day eBook](#)” site. Just go to the site, click off to another site and when the pop-up window comes up, sign up for the mini-course. You’ll see that giving people specific action steps provides the key to making money with free information.

So now you know – the “inside skinny” on making more money fast just by giving information away!

Read this summary several times of how to use this technique and remember it!:

1. Pick a very small area of the “big picture” problem or solution your potential customer needs and cover it completely... preferably with an article, special report, mini-course or “white paper.”
2. Demonstrate the quality of your knowledge and prove the worth of your product by thoroughly covering that one small area of the problem or need.
3. Direct people to your main product so they can satisfy their whole need or solve their whole problem now that they received a whole piece of an overall puzzle from you.
4. Don’t make the mistake of not providing value because of fear you’ll give away the store before they buy something from you. A good magician will show one of his tricks to you, knowing that you’ll come to his show to see the rest.

The following illustrates this technique very well:

Let’s say you sell an ebook on how to write and publish your own ebook. You could publish all sorts of articles and free reports that teach potential authors:

- How to get a website without spending a fortune
- How to get ebook covers done for free
- Where to list their ebooks for sale
- Back-end selling strategies for the download page

Don’t ever let anyone tell you that you can’t make money by providing a little bit of information for free.

You know better...

## **8. More Money from Every Sale!**

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	

Remember the old potato-chip commercial, with the slogan, “Bet you can’t eat just one?”

The idea, of course, was that the manufacturer made this brand of potato chips so addictive. So much so, in fact, that nobody could “eat just one.”

As an amusing commercial, it also made an important point. **It’s human nature to want more of something you like in the first place.**

Now you know why giving away free information works so well. Once people get hooked on your information, they will much more likely pay you for a larger complete portion.

But what if you took this idea a step further?

If you can get someone to spend a dollar with you to buy a certain kind of product, doesn’t it stand to reason that some of them would be willing to spend two dollars instead of one dollar to get more?

And furthermore, if you offered them a better deal for two dollars, don’t you think you could collect more money from some of them right away?

So now we told you the idea behind this next technique, “up-sell.” Though you may already know the term, with online selling, you’ll want to pay close attention to some very key distinction.

Let’s join Jim as he explains this technique:

---

**JIM:** I personally know that an “up-sell” gives me one of the most powerful and immediate ways to make more money immediately — **as soon as you add it to your website, you can start making money!**

**DAVID:** Could you define “up-sell” for anyone who is not familiar with the term?

**JIM:** Sure. An “up-sell” happens when, at the point of purchase, you offer someone either more of what they already bought, or you make them an offer for

something else they will need that relates very closely to the primary purchase. Either way, you make the offer of the extra product when you close the primary sale.

For example, my ebook “[How to Write and Publish Your Own eBook... in as little as 7 Days](#),” offers a good up-sell opportunity for an ebook compiler software package offered at a discount.

Why? Because if someone wants to write an ebook, then they will need a way to publish and distribute it over the web. By the way, I don’t currently offer that as an up-sell simply because I never found a compiler that I like, and I believe strongly in PDF’s as the way to go when publishing an ebook.

An example of an up-sell I use every single day comes from the “33 Days To Online Profits” website where we offer an up-sell with a conversion rate of 30%! Of all the people who purchase the ebook at \$29.00, almost 1 in 3 upgrade their purchase to include the \$99.00 resale rights to the ebook. That gives an up-sell of \$70.00 – over twice the amount they initially intended to spend when they first clicked the order button.

Here’s what happens: Someone comes to the sales letter website, they read about the book and see it as a tremendous product with incredible value. As a result, they think to themselves, “Wow, I bet I could sell this!”

We say to them, “Hey, instead of using our affiliate program where you earn a commission, we’ll let you buy the rights to sell this book for \$29 and you can **keep all the profits**.”

“Instead of the usual setup where you sell through your affiliate link and you get half, if you own resale rights and somebody buys the book through you, then you keep the whole \$29.00.

“In this case you really only need to sell three books and you’ve made your money back!”

People love that approach and that up-sell works extremely well!

**DAVID:** Maybe it would be good for me to clarify here you use an idea I believe Sears & Roebuck invented. This brilliant basic strategy uses “good,” “better,” and

“best.” “Good” offers the basic “33 Days” ebook, “better” uses the \$99.00 Silver resale rights, and “best” contains, I believe, your Gold resale rights?

**JIM:** Correct. Our Gold resale rights package, up-sells to \$299.00. About three percent of the people go for that because of its significant jump financially.

**DAVID:** Here you customize all the links in the book so that they can actually make money on the residual sales from the affiliate links as well as the sale of the book itself.

**JIM:** Correct.

So when you consider adding an up-sell, you can go two ways.

The first type of up-sell offers them more of what they are already buying. A good example of that would be vitamins.

Instead of selling somebody a 30-day supply of vitamins, offer them a 60-day supply with the second 30-days’ worth at 40% off. Since you already got their business, you could even give them an opportunity to buy a year’s worth of vitamins for the same price as a nine months’ supply.

You could also up-sell them with an offer for a discount if they let you automatically send them a new supply every month without their reordering.

The second type of up-sell includes additional products or services you know they will need as a result of making the primary purchase. A simple example of that might be to offer them a deep discount on monthly website hosting when they pay full price for a software package that creates websites (or vice-versa).

Remember the most important thing, always make it very clear that if they don’t like the up-sell itself, they can always return the up-sell portion and keep the original — or return everything with no questions asked for any reason.

**DAVID:** One question people could ask themselves to help choose a good up-sell that will very likely work, “How can I offer these people something that will

deliver **more of the results they already expected to get from the basic purchase?”**

Let me walk through your “Thirty-three Days” and the vitamins as a couple of examples.

With the “Thirty-three Days” they buy the book in the first place to learn how to make money on the Internet...

**JIM:** Correct.

**DAVID:** And so with your resale rights, wow, not only will they learn how to make money, but they will get a great, proven, finished tool to make money immediately! Namely, the whole sales system already in place, the website sales letter and graphics already in place, and they know from their own excitement about the book that other people in their network will want to buy it too.

A real no-brainer to take advantage of that up-sell!

The same thing occurs with the vitamins. People want a good result from the health effects of vitamins. So instead of getting 30-days’ worth of health effects they get 60-days’ worth. Since they probably get a discount as well, they get the same results for a little less money... which people will always like.

---

Remember this extremely powerful technique! If you sell anything on your website, look at opportunities to offer up-sells to customers at the time they pay for their purchases.

Some shopping cart systems make it easy for you by giving turnkey tools to offer up-sells to your customers.

Remember, 99% of the hard work you already did when the customer gets ready to buy – so an appropriate up-sell just adds icing on the cake that puts extra money in your pocket immediately!



## **9. Make Even More Money When You Ask Customers These Questions!**

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	

Two entrepreneurs, one successful and one down on his luck, sat at a bar drinking beer and swapping stories.

The first one kept bellyaching about his string of bad luck.

“I can’t believe it!” he said. “I have all these great ideas... I visualize, I take action, I have really honed my sales skills. I do affirmations every day. Not only that, I make sure to ‘do what I love.’ I never do anything I don’t like.”

He took a long swallow of beer.

“But it’s not working for me.”

The unsuccessful entrepreneur looked down on the bar at the other guy’s car keys, which happened to fit into a Mercedes.

“So what are you doing that makes you so successful?”

The Mercedes owner gave his friend a warm smile and shrugged his shoulders.

“I don’t know,” he said, genuinely puzzled. “I just ask people what they want, and I give it to them.”

Think about that for a second and then keep reading...

**“I ask people what they want, and I give it to them!”**

The technique we teach here will tell you how to be like the second entrepreneur, (whether you want a Mercedes or not ☺).

---

**DAVID:** Let’s talk about “[eBook Secrets Exposed](#)”. Could you tell how that book came about as the result of your asking people what they want?

**JIM:** Yes. And by the way, if you ever saw **an example of immediate money immediately, this broke the mold!**

**I launched “eBook Secrets Exposed” on a Sunday night and it brought in more than \$10,000 in cash to us within a week.**

This book came about as a result of a **survey** we did to a group of people who showed a very strong interest in how to write and publish their own ebooks.

I sent out a simple survey asking for more information on specifically what else they wanted to learn, when it came to ebooks. The things people told me they wanted more information on included:

- How to get more customers
- How to automate their business
- How to write an ebook with a really good chance of turning into a best seller
- And how to do it all quickly.

So, based on information we got from several hundred people — what they wanted to know ran very consistently throughout the group — we went ahead and created an ebook to answer their questions.

**“I ask people what they want, and I give it to them!”**

We met their needs in ways they wanted, as well as many things they didn’t even realize they needed. As soon as they saw the extra information though, they said, “Oh yeah, I want to know that too!”

As a result of that survey, we came up with the outline to create the product based on their expressed needs. Also, we could create a sales message that spoke directly to their brains. Instead of talking about how they could create a really great website, we told them that we would teach them how to get traffic, how to get more customers, how to create a best-selling ebook... whether they wrote it or not.

We could do it this way because of the exact words they used when they literally said, “This is what we want to know more about.”

**DAVID:** Let me underline something you just said.

**The exact words people use are sometimes more important than the concept or the meaning behind those words.** A deep thinker, or someone who likes to paraphrase things, can get into a lot of trouble by rephrasing things for people to make it “clearer”.

People attach certain meanings to words, and if they use the same words over and over again, ignore what you think those words should mean.

If people say exactly what they want; as long as you can stay honest and true to yourself and honest to your customers, even if it doesn’t seem exactly like the right choice of words, use those words because that will really work for them and you.

**Use their language** to communicate how you will meet their needs... *don’t* force them to use your language. You’ll make a lot more sales doing it that way. And, a survey gives the fastest way to learn how your audience phrases things and thinks.

**JIM:** Right! And by the way, we put that entire product together in about a week and a half because the survey showed us the exact roadmap to follow when creating the product.

**We asked people what they wanted and phrased what they wanted in our sales pitch in the exact same words they used.** By simply giving them exactly what they wanted to know and explaining it in the words they used, we easily sold it to them. By the way, “[eBook Secrets Exposed](#)” ranks as one of the biggest selling products either of us has ever done... all as the result of one simple, proven principle:

**“I ask people what they want, and I give it to them!”**

(To see the sales Web site that produced over \$10,000 in sales in less than a week, go to <http://www.ebooksecretsexposed.com> ).

**FREE SPECIAL REPORT:** If you would like some in-depth information about how to use surveys to create your own cash windfalls, Jim and David will make it available to you free of charge!

The report is called

**"How To Use Simple Surveys to Write Best-Selling eBooks & Info-Products"**

- by Jim Edwards

For your free copy, go to <http://www.ebookfire.com/surveyreport.shtml>

## 10. The “Magic 100” Technique

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	

Did you ever wonder what Bill Gates and his pals talk about when they’re alone and they don’t think anyone’s listening?

Unfortunately, you won’t find out anything about that in this book. ☺

But you might like to hear in a conversation between two Internet entrepreneurs – each of whom makes a very nice five figures a month from online sales – as it occurred on a plane.

The plane flew for the Bahamas, and the entrepreneurs sat in first class, on their way to a much-needed vacation.

The taller one looked around to make sure no one could hear him. Then he said to the other one, in almost a whisper,

***“Once I know the way 100 people respond to an offer, I can take over the world!”***

The other one perked up his ears.

The rest of that particular conversation, unfortunately, is private. But you can get even better information right now about the secret he revealed on that flight when you read about the “Magic 100” technique:

---

**JIM:** One thing I learned on the Internet is: you can, to a certain extent, listen to what people say, **but you’ll learn more by watching what they do!**

Online, they do 4 simple things:

1. They click and they buy
2. They click and they don’t buy
3. They either sign up or they don’t sign up
4. They don’t click.

In short, they either do or don’t take some action with a clear choice presented to them.

I found that you can look at these actions — or inactions — in groups of 100 to see fairly accurately what the targeted traffic to your website (or that reads your newsletter) will do — or not do — in response to your sales messages.

With this number in mind, I learned to make lots of money online by testing headlines or sales messages in **groups of 100**.

I remember one test we did with my [For Sale by Owner website](#). We used the traffic from that site to test headlines for my new mortgage website, before we launched it.

I put an exit popup window with mortgage information on the for-sale-by-owner site. The popup window used three different headlines, each as a text link to the same mortgage site.

I then measured which of those headlines got clicked the most and, as soon as I got 100 clicks total, I knew which headline pulled the best (3 times over).

Just watching what 100 people did helped me to do my headline research much faster. We also did the same thing with the headline itself on that site. By measuring responses in groups of 100, we found the headline that performed the best compared to all the others we tested in equal groups.

I do exactly the same thing with surveys. If you can get at least 100 people from the same target audience to respond to a survey, then you can pretty much know what the entire group thinks. One hundred seems to work as a magical number as long as you focus on targeted traffic with a specific interest and not just “general” traffic that goes all over the board in terms of interest.

So you can use technique to make money immediately by...

1. First determining what a group of 100 people will (or won't) do as far as signing up, clicking, or purchasing. Then use that information to implement what will work best for the entire rest of the group.

If you think something such as a new product offer or headline might work, test it until you measure a response from 100 people by their actions. If the

change makes you more money or gets you the results you want, then roll it out and it should work with the group as a whole.

Example: If you can get 100 people to come to your site in a day and try out a new headline on them, you will know if that headline gets more people to buy or not. Then just implement the best headline and it will continue to give you improved results tomorrow and the next day... and the next. Until something changes (customer needs, competition, perceived value of the product), you will keep making more money than you did before.

**DAVID:** That's right. Now, you should understand the distinctions between what we **think** people want... versus what they **say** they want... versus **what they do**.

A lot of traditional advertising — which doesn't work at all on the web — came as much or more from guesswork than on fact, let alone measured responses from real customers.

In the last section we taught you about surveys, which give an excellent basis for predicting how people will behave.

But when you can get them to **take action based on a choice** — such as when they can choose from a list of different headlines — and you can **measure those actions**, you get MUCH more **reliable indicators** of what will work in terms of **making sales**.

In other words, if twice as many people out of 100 buy when your sales letter starts with “headline A” as opposed to “headline B” — then you know “headline A” will make you twice as much money and you use that one!

How else can you use measured groups of 100 to make money?

**JIM:** I also used groups of 100 with pop-up windows. I use pop-up windows to generate immediate cash immediately by testing not only various headlines, but also the conversion of my visitors on another person's sales letter.

The steps work like this...

I set up an exit popup with 3 or 4 links on it, or I send out a list of affiliate links, or somehow put a few choices in front of people until I get 100 to “bite” by taking some sort of action.

Then I measure how many people who clicked each link or read each headline actually buy.

This really helps when I want to evaluate other people’s products to roll out to my list.

Two things happen when I do this.

First I can test to see the results of the headline. Second, by comparing clicks from the popup window to the sales I make, I can measure my conversion rate.

Once I know these two things, the **immediate money payoff** comes in to play this way:

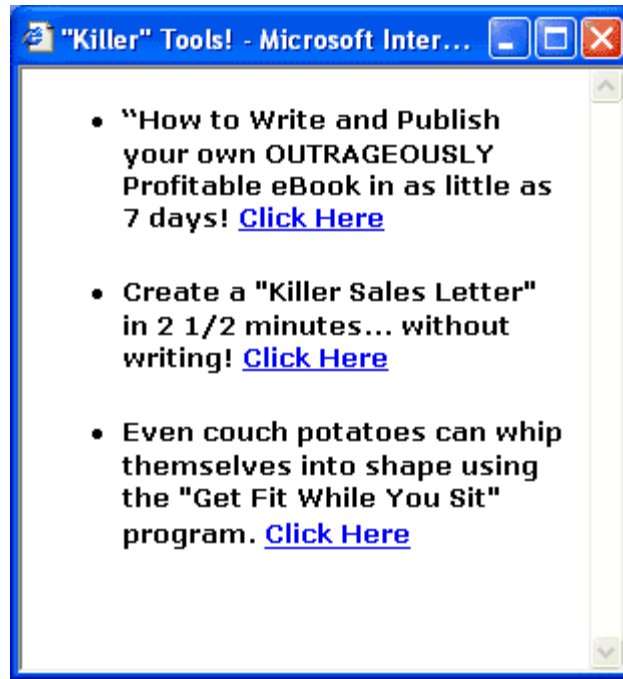
A really popular headline where I get a two or a three percent conversion rate of the purchasers I refer to someone else’s website, lets me know I want to do a stand alone endorsement of that person’s website to my whole list.

I know my targeted audience wants what that site sells. They also told me, by their actions, which headline will get the highest number of them to click over to the website to get more information.

You can use a simple pop-up window like this one below to test people’s level of interest as they leave your site.

Just measure how many clicks you get versus how many sales...





**DAVID:** A great point! Responsible list owners worry about over-mailing their lists... and they should. People who mail their list too often get a lot of unsubscribes.

This technique you just revealed gives a really nifty way of finding out what you can do to make money quickly without offending your list, because you give them what they want.

Even if you did offend a small part of your list by sending an email announcement, if you can get the kind of click through conversion rates that you just mentioned, you should still to it, because the sales will FAR outweigh the loss of any subscribers!

**JIM:** Sure. If I can get a good click-through rate, and a good conversion rate from exit traffic (traffic leaving my site without buying), then I know that by taking the time to write a personal endorsement and send a special announcement to my subscriber list, I should do at least as well, if not better, than with the popup window.

Think about the value of what you just learned. Sure, you may have heard the importance of testing. When trying to determine a winning offer or a more powerful headline, you can use testing as a springboard to make more money.

But – honestly – did you know exactly **how** to test?

Did you know how to use pop-ups... and what to look for in your test... and how many people would constitute a fast but valid test that would result in immediate sales results?

You didn't?

Well worry, not ☺. Now you do!

## **11. Offer Them Something “Special” and They’ll Give You A Fortune!**

1	
2	
3	
4	
5	
6	
7	
8	
9	
10	
11	

If you do much marketing, the following information may come as a bit of a surprise to you:

**Everybody thinks they’re special.**

Yet, very few people get treated in a really special way. At least, not very often.

So when you go out of your way to do something that lets your customers know you consider them special, immediate rewards will come your way.

You can use many ways to tap this special feeling of customers. The best way, from the standpoint of Internet marketing, comes from making a “special offer” – either to the customers on your list, or those on someone else’s.

Let’s listen in now as Jim and David reveal the subtle distinctions that can turn this technique into a lot of money for you in a very short period of time:

---

**JIM:** We listed this technique as #11 because making a “special offer” to your own list or someone else provides one of the fastest, if not the fastest, ways to make immediate money immediately. So good in fact, that if we put it first, you might never read the other 10!

And, it works equally well with your own list or with someone else’s.

In fact, whether you write the email announcement that gets sent, or somebody else writes it, the principle stays the same:

**A “special offer” is any message (email, website, etc.) that you specifically put in front of a targeted audience. Most commonly (but not always) this “special offer” is an email to a targeted list of people who already gave their permission to receive offers on a specific topic, and make them an offer to purchase something—either a product or service.**

One special offer I made announcing someone else's product to one of my lists made me well over \$800.00 in one day. Another special offer on a product I co-created (which I just did this past week) generated over \$9,000.00 in sales in just 5 days... and both continue to make me money as you read this.

I know someone else who made a special offer to their list about someone else's product and made over \$19,000.00 in 24 hours.

Remember! Use a special offer" to a targeted list as the fastest way to make immediate money immediately!

**Special Tip:** Once you find a special offer that works, you absolutely must find a way to add it as a message in your autoresponder sequences.

If you offer a mini-course or a newsletter delivered via autoresponder, you want that proven message in the sequence.

That way, anybody who comes into your sphere of influence from that point on, gets the same message sometime down the road.

Once you find a message that performs well, by putting it into your auto responder sequence, it will continue to make money. Just one of the offers I mentioned above (for a product I didn't even create) continues to make me hundreds of dollars every single month, and it's all by remote control in my auto responder!

**DAVID:** Is this message that makes you hundreds of dollars a month something you have in several auto responder systems?

**JIM:** I have this message in two autoresponder systems, though it is expressed differently in each one.

The full story about the product and the message goes like this:

One of the truly life-altering things that happened to me in the last few years occurred when I went to an Internet-marketing seminar in Boulder, Colorado. Though I was billed as one of the expert speakers, in one area, I was not an expert in the area of copywriting.

I heard a man talk about how to write copy for the web. Maybe I finally got ready to listen, or maybe he taught it in a way I wanted to hear, but it seemed like every single word this guy said about writing sales copy spoke directly to my brain!

I soaked up everything he said like a hot, dry sponge plunged into a cold water bucket.

**DAVID:** I would like to offer a guess as to why you were so receptive. You had been beaten up so badly with your 30- to 40-page website, not making nearly the money you should have that you were open to solutions.

Here was a guy who had gone through the same thing you probably had and was a couple of steps in the learning curve ahead of you. He had a solution, but he also knew where you were coming from.

**JIM:** I would agree with that one 110 percent! ☺

So, I did exactly what this guy told me to do.

I didn't question it... I didn't challenge it... I just did it!

I took the sales copy writing information he taught me and I wrote the sales letter that night...

**DAVID:** The letter on your website?

**JIM:** The letter on my "[For Sale By Owner](#)" website.

It went from a 30/40 page website down to a one page website and overnight sales went up 400 percent!

I literally woke up the next morning and instead of finding one order in my box, I got four orders!

Then the next day... and the next day! The sales just kept coming and my wife started freaking out (but in a good way)!

Learning how to write sales copy came as such a life-changing event, that when I tell the story people get mesmerized, almost hypnotized by it.

The story builds so much curiosity that I just wrote it up in a lot more detail as a “special report” and sent it out as a special offer to my list, encouraging them to buy the course that contains the information that quadrupled my Web sales overnight!

**Click Here → [To read the whole story!](#)**

So I sent the people on my list an email with a special offer that said: “Here are the results I got when I learned how to write sales copy. If you would like to know how I learned how to write website copy and what it did to my website sales and my life literally overnight, then click here to read the story.”

It works like this: in their minds they are clicking over to read a story; they don’t click over to buy this guy’s package. So right away I get a higher conversion rate of people clicking off the email over to the website because I’m not “selling” them anything. They just want to read the “special” offer of free information.

So they click over to my website, they read the story about what happened to me when I learned how to write website copy. Then, towards the bottom, I post one simple link that says, “Oh, by the way, if you would like to know about the guy who taught me how to do it, here’s a link to his site” and the technique that worked massively to build sales.

People love reading the story! They love reading about what happened and then those who want to change their lives through learning how to quickly write effective website copy, click over to his site through my affiliate link and, if interested, they buy the guy’s package.

**DAVID:** I can only say I am sorry that I wasn’t that guy who taught you how to write sales copy.☺ But I know him – he’s Marlon Sanders – and I know he is thrilled that he helped you. Marlon’s a friend of mine, and I would urge everyone to read Jim’s report.

**Click Here → [To read the whole story!](#)**

I think we can learn an important lesson from this: **if you show a lot of passion, excitement and detail that comes straight from your heart and you really want to “spill your guts” and tell everything with a lot of enthusiasm included in your copy, it makes a tremendous difference!**

**JIM:** Sure...

**DAVID:** **As in an \$800.00 a day difference!**

**JIM:** Right!

In the example with Marlon, we sent out a special offer to read a very personal story from me.

For me, the best type of special offer or announcement to make includes something you can relate back to yourself so people can sense the genuineness. If you got a certain result, tell people about it. Tell them what happened, what you learned, what you thought, what got you scared, happy or excited and what made you take action.

Finally, tell them why you feel like they should do something too if they want to get this type of result for themselves.

As a test for writing this book we sent out a special offer, on a three-day major holiday weekend, we sent out an endorsement of a book called **[“Software Secrets Exposed...”](#)**

We sent the special offer out to a small list just to test this principle under “adverse” circumstances. We got a 3 percent conversion rate of purchases.

In short, we made more from sending that one email than some people make from busting their humps for 5 straight days at some “job.”

Remember you simply must communicate real, tangible, “special” benefits, especially benefits that **you** enjoyed. Whether you do it to your list, on your website, in a forum, in a newsgroup, on E-Bay; however, and wherever, you do it, if you show genuine enthusiasm about the real benefits people will experience if they do what you tell them, you will make sales — it simply will happen!

**DAVID:** That's right! You must put those benefits in meaningful terms they can identify with. You want them to say, "Hey, yeah, I would like the same things to happen to me."

Look at another example of a special offer making immediate BIG money immediately...

**Actually, we saved the best for last.**

One of my clients, Stuart Lichtman, devised a truly unique goal-setting process that both Jim and I used. The results boggled my mind – my income literally increased by more than a factor of four in only a month when I used his method.

Jim used the same method, and he got one third of the way to a \$150,000 sales goal in less than 30 days.

Naturally, we wanted to endorse this ebook to our list!

So we sent out a special offer on 10/13/02 and made \$1,568 the 3 days.

**By the end of two and a half weeks, we had taken in over \$3,229.20!**

All from one email teaser!

**To see a copy of the actual teaser**

**Click Here → <http://www.immediatemoney.com/stuart.shtml>**

---

Now you know perhaps the most powerful immediate money-making technique of all – making a "special" offer to your list, or someone else's.

This technique seems incredibly simple and, in fact, it works in a remarkably straightforward fashion!

But as you can see, it works – and that counts most when you want to find a way to make immediate money immediately!



The number one way to make immediate money immediately: Go find a targeted list and send them a “special offer!”

## ***Summarizing The Eleven Fastest Ways to Get “Immediate Money Immediately” on the Internet***

Congratulations... you just completed your “basic training” in making money fast on the Internet!

Now you can use this working knowledge of the eleven basic ways to make money immediately. As you can see, we didn’t give theoretical, pie-in-the-sky or vague concepts. Each technique uses something we personally experienced – and we pointed to actual examples on the web from ourselves and other people.

If you felt upset lately about not making enough money on the Internet, you just ran out of excuses! Why? Because we just showed you exactly what to do and that it doesn’t take a lot of money.

Yes, it will take a certain amount of effort and some “elbow grease,” but remember, in just one small example we made more money with one mailing than a lot of people in the United States make working a full 5 days... and probably some people in other countries make working for several weeks.

To recap, we did it by sending out one email, on a holiday weekend, where we got a lot of auto replies back from people saying, “Hey, I am sorry I am going to be away from my email for the next four or five days.” So they didn’t even see our message. And this first example leads to even more specific cases.

You also saw how Jim made \$500.00 in a day.

In fact, how he made money on vacation playing video poker with David in Las Vegas while sipping a cocktail with an umbrella in it.

You even heard how he made \$9,000 in sales in 5 days – while writing this ebook at the same time!

In fact, the opportunities exist right now and you know exactly what to do! Your choice! Do you want to make immediate money immediately? If you do, you just got “the keys to the kingdom.”

A lot of times you read information that sounds good, but you don’t really know if the person who wrote it ever really accomplished anything with it.

You can rest assured that every single one of these techniques forms a part of our everyday business reality of making money from the Internet.

So now, let's get into the really exciting stuff...

## **Part II – As You Think... So Shall You Earn!**

### ***How to turn short-term gains from the Eleven Fastest Ways to Get “Immediate Money Immediately” into long-term business growth and security!***



Where do you find the real money in Internet marketing?

Short-term windfalls can be nice – extremely nice, in fact. One of David and Jim’s friends made well over \$2,500.00 in a single day on his first full-fledged endorsed mailing to his list!

His comment to David: **“Let me know about any more products like this, I’d like to make some more money!”**

But the big money in Internet marketing comes when you interweave the 11 Immediate Money Immediately short-term techniques with the long-term strategies you’ll learn in this section.

That well-balanced combination – cash spikes from windfalls, along with steadily increasing weekly and monthly recurring revenues – creates quantum improvements in your cash position and your lifestyle!

Let’s join David and Jim now as they talk about the long-term additions to your strategy:

---

**DAVID:** *Immediate Money Immediately* gets **really** exciting here because, while it’s always nice to make \$80.00, \$100.00, \$200.00, \$800.00 or even \$1,000.00 in a day... or \$10,000.00 in a week, that’s only the beginning!

We want to talk about here how to compound the muscle of these techniques by using more than one of them at the same time. In fact, we really should call this the **“Compound Interest” Section**, not because it deals with putting money in the bank and getting “interest on your interest,” but because it creates the same effect on your wealth.

In other words, when you combine two or more of these techniques at the same time and use them repeatedly, you'll see the pace and volume of your Internet business pick up so rapidly that you won't know what happened! You'll wonder why and how your life went from low to high in the financial department.

But to get there, you need to understand **two major concepts**.

1. The **first major concept**: To develop long-term gains, instead of just quick cash, **you need to take a long-term view**. Instead of only using any one of the 11 fast ways to get immediate cash immediately one time, you pick one or two and keep growing them by doing them repeatedly on a long term basis.

These **examples** do just that:

- **For Technique #2 – Sell others' products as an affiliate**: Instead of merely sending an affiliate mailing every now and then, **set up a system** where people on your list expect and receive information about recommended products from you on a scheduled basis.

Jim and I do that with our free newsletter, Info Marketing Update (<http://www.infomarketingupdate.com>).

We do it this way:

Each issue begins with a meaty, "how-to" article designed to make money for our subscribers who choose to act on the information in the article.

Then, as part two of the newsletter, we feature a Recommended Resource. In some issues, you get the resource free. Sometimes, you must buy the resource, but with no affiliate link.

But most of the time, you can find at least one affiliate link in the Recommended Resource section. Jim and I developed a separate,

distinct income stream just from that – and it makes from several hundred to over one thousand dollars a month, every month for us.

- Another example. **For Technique #5, increase the strength of your claim: Jim sells two products that we worked on together that illustrate working on this technique over the long-term.**

One product, eBook Secrets Exposed, we co-authored. The other, Affiliate Link Cloaker, remains 100% Jim's product, but I wrote the sales letter Web site.

We knew when we released the products that they would make money for people. We got some indirect proof, but no blatant, irrefutable direct proof. Still, the copy looked substantial enough to produce five figures of sales in short order.

But as good as the conversion ratio stayed, we knew it could increase. So we kept our eyes out for customer reports. And when we heard from customers about specific, powerful results, we got permission for testimonials that validated our claims.

These testimonials stay prominently at the top of each Web site – Stuart Lichtman's for [eBook Secrets Exposed](#), and Thomas Olin's for [Affiliate Link Cloaker](#).

See for yourself if you'd like to know how much stronger it makes the claims with the addition of the specific proof these testimonials provide:

- [eBook Secrets Exposed](#)
- [Affiliate Link Cloaker](#)

Just as we expected, our conversion ratio on each site increased by as much as 20% when we added the top testimonial to the copy. We got a 20% "raise" in pay just by strengthening our claims!

Will we continue to stay on the lookout for ways to increase the strength of our claims even further on both websites? You bet we will!

- **An example with Technique #7 - Distribute free information:** Not only do we write articles on a regular basis and send them out to affiliates, but we also use a full-fledged article service called “Jim and David’s Article Archive” (<http://www.infomarketingupdate.com/archive>) for subscribers who say they want to receive free articles to post on the websites and run in their email newsletters.

**So, once again, we’ve systematized one short-term technique into a long-term strategy.** And, of course, you can easily do the same in any number of ways. You just saw how we did it in a way that worked well for us in our own particular situation.

**JIM:** The **second major concept** you must understand: While you can find many techniques (and combinations of techniques) to make extra money, **only three major, overall paths can quickly increase your profits in any business.** Let’s look at these now so you can see them clearly and put them to work for you in your own online business.

**DAVID:** Three ways to increase your profits fast:



**1) First, to get more customers to buy from you.**

Example: If you get 100 customers buying a \$10.00 product in a month, you make \$1,000.00. If you can increase the number of customers by 20%, and get 120 customers to buy from you, you make \$1,200.00. **You just got yourself a 20 percent raise in pay.**

You can quickly increase the percentage of customers who buy from you by improving your sales letter. If you get 10,000 visitors to your site, instead of getting 100 closes, you get 120 closes just by increasing the conversion rate by a tiny bit.

The formula works simply:

**same number of visitors + better copy = better conversion rate**

**JIM:** And by the way, this technique doesn't cost you a dime!

**DAVID:** Right, because you just improve your copy, your offer, your guarantee, or some other copy element that will **increase** your conversion rate.

Get more traffic to your site and you'll see an increase in the number of customers who buy from you and increase your profits. If you're using affiliate techniques, free articles, or joint venture partners, it doesn't cost you a dime to get more traffic this way, either.

Bottom line: if you already operate a site, **increasing your conversion rate provides the fastest way anybody can make immediate money immediately!**



**2) The second way to increase your profits fast: Get the same customers to buy from you more often.**

Let's say your customers buy from you every six months. So you have 100 customers and every six months, they buy a \$10.00 item from you. That amounts to \$1,000.00 from 100 customers.

If you could get those same people to buy from you every three months, instead of every six months, your income just doubled.

**You went from \$1,000.00 in six months to \$2,000.00 in six months.** Of course we used very simple numerical examples that you can follow. You can see as you increase the numbers by doubling \$10,000.00 to \$20,000.00 or doubling \$30,000.00 to \$60,000.00, the results get very exciting!

**JIM:** And you still only ask people to buy from you a couple more times a year than they already do. As existing customers, you can contact them for free using email, encouraging them to buy either one of your new products, an existing product, or even somebody else's product you sell as an affiliate.



**DAVID:** That's a really good point! You should realize people who buy from you will buy from you more often as long as what you offer them builds on what they already buy on a regular basis.

So if you keep trying to sell them the same old stuff over and over again, they'll get annoyed. But if you offer them "another piece of the puzzle" or a new, improved way to do something that will put additional money in their pocket (or offer them another important benefit), they will likely buy from you more often.

In fact, if somebody buys from you once, they're at least twice as likely to buy again as someone who never bought before. Some studies suggest they may be as much as five times more likely. So, view this as a viable strategy that works great in the real world.



**3) The third way to increase your profits fast comes from increasing your average unit of sale.**

So if you sell to 100 customers and they buy a \$10.00 unit of sale, if you increase the price by 20% to an average \$12.00 unit of sale, you will make \$1,200.00, as opposed to \$1,000.00. You just gave yourself a 20 percent raise in pay that way also.

Now, here it starts to get exciting.

To give yourself a quick cash shot in the arm, just do one of these things. Just get a slightly higher % of customers to buy... or get the same customers to buy more often... or increase your average unit of sale.

**JIM:** The easiest one to do — and the one that we recommend every business look at first — Increase the conversion rate of the customers or prospects whom you already get your sales message in front of.

**DAVID:** That's right!... and we use some very simple and powerful ways to increase your conversion rate. The basic methods include: 1) Improving the headline will increase your conversion rate. 2) Improving the strength of your claim.

3) Increasing the proof with offers and testimonials will increase your conversion rate. 4) Improve your guarantee.

Jim, tell us about when you changed the guarantee on a product and sales went up dramatically!

**JIM:** Yes! We changed the guarantee on a product from 60 days to 12 months and sales went up by close to 40 percent! In other words, instead of only giving people 2 months to try out the product, we took all the pressure off them and told them to take an entire year to try it out!

Sales increased substantially... and I only just changed one line of sales copy!

**DAVID:** So Jim just gave himself and his company a 40 percent raise, simply by testing a longer guarantee. It didn't cost him anything because he didn't get any more returns compared to the old guarantee.

So that is what happens when you just do one of these, but if you did two of these at the same time, you'll get an even bigger cash infusion.

For example if you can get 20 percent more people to buy from you and you can get them to pay a 20 percent higher price for a product, then your business grows by 44 percent. That increases it by almost half simply by doing two of these things.

Now, if you want to get the "avalanche effect"... if you want to get a huge cash infusion... **do all three at the same time!**

Increase the number of customers who buy, increase the frequency with which they buy and increase how much they pay for the average unit of sale! We wrote this ebook to tell various ways to do one or more of these three things in such a way that you'll get huge, fast results.

Just by improving a little bit in each of these three areas, you can effect a massive change on your bottom line profits literally overnight.

Why?

Because most of these simple changes don't cost you any money to use and each contains huge amounts of leverage.

By using each one, the leverage builds upon the previous leverage, so a small change in just a few areas adds up to really huge profits.

Let's look at some "real world" examples. We can start with "Shirley," whom our readers met briefly at the beginning of the book.

**JIM:** Ok. This case study uses an actual ebook author... and again, let's call her "Shirley."

Shirley sells an ebook about how to make money on eBay and charges \$29 for it.

Right now her sales letter gets about 330 visitors a day and makes 100 sales a month. Her website hovers around a 1% conversion rate.

Let's look at Shirley's basic costs each month to run her business.

### **Expenses to Operate an online business**

Hosting & Advertising Cost      \$225 /month

Credit Cards (ClickBank)      \$1 + 7.5% of sale

Based on these expenses (above), Shirley's monthly numbers look like this:

# Sales Units	100
Price	\$29
Total Revenue	\$2,900
Expenses	\$543
<b>Profit</b>	<b>\$2,358</b>

Shirley nets a little over \$28,000 a year off her little business.

However, let's look and see what happens when Shirley makes just a couple of little changes in her business.

Let's see what happens when Shirley increases the conversion rate of her sales letter by a measly, skimpy little 2/10 of one percent (0.2%) and raises her book price by \$6. NOTE: Testing headlines can virtually always increase your conversion rate by this teeny-weeny amount of just 0.2%!

	Original	Increase	New Total	% increase	
# Sales Units	100	20	120	20.00%	# Sales Units
Price	\$29	\$6	\$35	20.00%	Price
Total Revenue	\$2,900	\$1,276	\$4,176	44.00%	Total Revenue
Expenses	\$543		\$658		Expenses
Net Profit	\$2,358	\$1,160	\$3,518	↑ 49.22%	Net Profit

Just by increasing her conversion rate by .2%, Shirley sells an extra 20 units a month. Combine that with raising her price by \$6 and all of a sudden Shirley has gone from \$28,000 a year to over \$42,000 a year... with two simple changes! **Those two simple changes amount to just under a 50% increase in profit!**

Now, let's look at what happens when Shirley makes those simple changes above and then starts to work her client base with a very targeted back-end offer.

We'll add one thing to the scenario. Shirley gets 30% of her customers to buy one of a series of \$30 products on which she earns a \$15 affiliate commission.

Shirley takes on no additional work or expense. She just makes a series of very compelling offers to them and it averages out that 36 people a month buy something else that makes Shirley \$15.

	Original	Increase	Total	Increase	
# Sales	100	20	120	20.00%	# Sales
Price	\$29	\$6	\$35	20.00%	Price
30% Backend Sales		36			
Product Commission		\$15	\$540	\$540	EXTRA backend revenue
Revenue	\$2,900	\$1,934	\$4,834	66.70%	Increase in revenue
Expenses	\$543		\$658		
Profit	\$2,358	\$1,819	<b>\$4,176</b>	<b>↑ 77.14%</b>	<b>Increase in profit!</b>

Just by making a couple of tweaks and adding a backend revenue stream, Shirley went from \$28,000 a year **to over \$50,000 a year in profit!**

Let me also point a couple of things out in this example.

- Shirley did NOT increase her traffic by one single visitor! This happened with existing traffic!
- Shirley did NOT spend one single extra dime to increase her revenue, she just used her existing resources better!
- **Shirley did NOT do anything you couldn't do!**
- Shirley DID take action and combine these techniques in a way that MAXIMIZES her return on the investment of time she makes!

Now that you see the power of making huge leaps in your business just by making small simple changes, let's look at various **PROVEN** ways to combine the "11 Principles for Making Immediate Money Immediately" to make them even more **POWERFUL**...

## **Part III - “Compound Interest” Techniques... High-Powered Ways to *Multiply* and *Sustain* Your Profits**

You should remember very well by now, **two very important concepts** taught in the last section about how to position your business for long-term growth rather than just short-term gains...

- 1) systematizing individual tactics, and
- 2) the three ways to quickly increase profits in any business

Now we want to look at some specific examples with real-life circumstances.

Jim and David will explain to you how they **combined these techniques two at a time**, to create amazing results in their own businesses – not only in the short term, but in the long term as well.

---

**JIM:** If you want to see explosive and sustainable growth in your business, this section will keep you up late at night unable to sleep, because of all the possibilities that start rolling over and over in your brain! ☺

**DAVID:** Real people use these techniques in the real world! And they do it without armies of assistants and massive amounts of money to fuel them.

Something you should know about us as you envision using these techniques for yourself: We operate as basically very frugal marketers and don't use any techniques requiring huge amounts of outside capital or help... other than joint-venture collaboration where our partners make as much money as we do.

We believe in “value creation” rather than leveraging the investment of money. When we get money, it more often goes into the bank... or “creative refreshment” trips to Las Vegas... or buying new software... or Web design... rather than spending lots of money on lavish marketing.

We like to find ways of taking simple stuff, adding tremendous value and turning it into cash. That makes this information different from a lot of things you've seen.

One more thing!

Please, take the simplicity of the techniques we teach you in this next section as a gift and a cause for a sigh of relief on your part.

If you want something complicated, we can point you to hundreds of different sources for complicated ideas to make money, which require you to risk huge amounts of your time and money. We see only one problem with those complicated, expensive, high-risk methods — they don't work most of the time.

**But look at the good news: the combinations of techniques we teach you really do work!**

You can do these things immediately and also repeatedly, over the long term.

**Now we present the high-octane, high-leverage section!**

Let us give you a metaphor for how this next stuff works...

**JIM:** Maybe you have heard this story before, but it bears repeating.

Once upon a time...

A rich man got in the habit of walking through the countryside almost every day. He would walk and think about ways to help other people improve their lives.

One day, not too long ago, he met a poor man coming down the road traveling the opposite direction.

They stopped to talk and, after a short conversation the rich man knew that the poor man was searching desperately for success.

Knowing that, the rich man asked him, “Would you rather receive \$1,000.00 a day for a month... or, a penny today and I’ll double what I give you every day for the next month?”

The poor man said, “Why, I’ll take the \$1,000.00 a day, of course. You can’t make money starting out with only a penny and doubling the amount every day.”

“Too bad,” said the rich man shaking his head sadly.

“You don’t understand the power of compounding. **If you took the penny and let me double it every day, I would pay you many millions of dollars by the end of this very month.**”

**DAVID:** Let me interject that it’s actually over \$5 million because I did the math – (1¢ + 2¢) – with an Excel spreadsheet. ☺

1	\$0.01
2	\$0.02
3	\$0.04
10	\$5.12
15	\$163.84
20	\$5,242.88
25	\$167,772.16
30	\$5,368,709.12

**JIM:** Picky, picky, picky! ☺ OK, you’re right.

But in fact the great thing about the strategies we’ll now cover with you (and the ones we covered so far) **they don’t deal in pennies... only dollars!**



**You can start making hundreds, if not thousands, of dollars immediately, and the majority of these techniques don't cost you any money at all.**

You don't need to invest hundreds and thousands of dollars in order to get the kinds of returns we talk about... the returns that we and people we've worked with experience firsthand.

We also want to stress one more thing before we get into these specific examples. We use these techniques in our own businesses and, in fact, used them even this past week. ☺

We didn't just yank these "somethings" out of thin air.

These are real techniques we use to make money to pay our car payments, our house payments, buy groceries, buy vacations... even to go down to the video store and rent movies!

**DAVID:** One comment I want to make — it occurs to me that as you read and hear this, you might think we're frugal... and you're right! You probably wonder, "What do you do... put all your money in a sock?"

Well, the one investment we're always willing to make and spend thousands of dollars on every year is **education**.

That's the kind of investment you made with this book, but I'm also talking about going to seminars, hotel bills, conference calls, buying CD's, buying books, special classes, etc.

The reason we'll always make those investments?

Because what I learned from others, and from my own carefully reviewed experience, finally got me to the point of being able to think this way... to do these things... and to make money this way.

I would venture to say the same holds true of Jim.

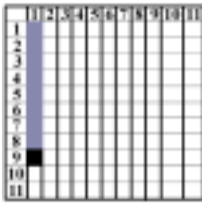
**JIM:** Yes!

The preceding overview has prepared you for the 10 “compound interest” techniques starting on the next page.

You’ll notice each one with a little image of a graph, to show you which two techniques we combined. We provided this for your convenience and to make it easier to look up each of the component basic techniques in Section I.

All set? Good! Let’s get started turbo-charging your business...

## **1. Use Killer Headlines That Zero-In on Exactly What Your Customers Want**



Powerful headlines by themselves make the difference between lackluster sales and landmark sales.

But if you want to kick your sales up another notch, you need to craft your headline on more than your general knowledge and intuition about your customers.

You need to take it one step further – and use hard, factual research.

Jim and David tell you how to do this:

---

**DAVID:** This first “compound interest” example combines two techniques:

IMI Technique # 9, survey customers to find areas of interest and IMI Technique # 1, use that information to come up with killer headlines.

We actually based the content of our ClickBank #1 best-seller “eBook Secrets Exposed” on the results of a survey Jim did – and the survey results all but dictated our headline choices.

**JIM:** It happened this way: I use a survey that goes to people who buy one of my other ebooks. The survey asks them 5 or 6 questions about ebooks, specifically about: writing them, delivering them, and the software needed to make them.

The results of the survey indicated two things that we used to decide not only what information to include in the ebook, but also what types of headlines we wanted to use in our sales letter.

First, the survey indicated that people wanted to know how to write a book on a subject that they felt confident would sell really well. In other words, they wanted to know how to create a “best-seller” with the highest probability of success.

The survey also revealed a second bigger concern: A lot of people couldn't find the time or energy to create and write an ebook on their own. They wanted to sell an ebook, but couldn't write it.

So, the question, "How do I know if it will sell or not?" caused us to use the headline, "You, A Best-selling Author, Yes!"

And the question "How can I get an ebook even if I can't find time to write one?" caused us to append on to the main headline... "Whether You Wrote it or Not." **By using those headlines (derived from a survey) as the introduction for a sales letter, we ended up making over \$10,000.00 in one week with "eBook Secrets Exposed!"**



Look at another example where I used a survey as the basis for deciding which headline *type* of headline to use.

Very recently I decided to create an ebook on how to use free articles on various topics to get free publicity for your website – and get thousands of extra visitors without spending a dime on pay-per-click search engines or other forms of traffic. ([“Turn Words Into Traffic”](#))

In one of the survey questions I gave people five choices as to what they considered most important with regard to publishing articles. The five choices were:

1. Making more sales
2. Finding more customers
3. Getting more traffic
4. Generating publicity for your site
5. Saving money on advertising

I asked people what was most important to them. “Make more sales,” “Find more customers,” “Getting more traffic” all ran **VERY** close together.

From this survey I knew that any headlines I came up with for this site, as well as all the sub-headlines, must revolve around these three themes, even though the book is mainly about generating traffic... which in turn directly leads to getting more customers and making more sales!

I decided that I needed to create and test headlines that emphasized traffic, but then explain to people in the sales copy the results people would achieve by using the information contained in the ebook – namely making more sales and finding more customers.

Here’s what we came up with, though we are still testing headlines...



[Order Now](#)

["Gets Thousands of NEW Visitors To Your Website... Fast!"](#)

# Simple "Traffic Machine" Creates Instant Avalanche of FREE Website Traffic

(...and **NO**, it doesn't involve pay-per-click, Spam, FFA links, banners, "safe lists", complicated search engine tactics, classified ads, **or any other crazy traffic scheme!**)

- 
- This Simple "Traffic Machine" works for **ANYONE** - no matter what product, service, or information you sell.
  - The targeted traffic it brings you is as good or better than anything you could pay for... except you don't have to pay for it.
  - It brings **Thousands of NEW** visitors to your website for weeks, months, even years... without spending a dime on advertising.

I originally thought people would focus mainly on free publicity, but I was wrong! Imagine if we skipped that survey and had just gone on our gut instinct with "publicity" as the centerpiece. We would have failed miserably!

But, since people communicated to me in their own words what they wanted, then I'm going to communicate with them in *their* words in order to get the highest probability of finding a headline that grabs their attention and drives them to action.

By the way, I also get emails from people all the time asking this question (though they phrase it slightly differently), "I don't have much money to spend, how can I get quality traffic to my site / newsletter without doing any of these weird things like "safe lists" or ffa pages?"

It doesn't take a genius (thank goodness) to figure out what people want and how they want it if you just ask and then **listen** to the answers they give you!

I used this technique in the past to make a lot of money ("[eBook Secrets Exposed](#)") and will continue to use it in the future. It cuts down on the learning curve and makes sure I give myself the highest probability of making the most money from the very start by giving people exactly what they want... and communicating my sales message in *their* words—*not mine*!

By the way, because we surveyed our customers (IMI Technique #9) and used the words our customers used to create "killer" headlines (IMI Technique #1) ... we sold over \$27,612 worth of "[Turn Words Into Traffic](#)" ebooks in 97 days!

---

By now, maybe you can start to see a pattern!?!

Remember the entrepreneur drinking a beer at the beginning of IMI Technique #9?

Remember which one put the keys for his Mercedes out on the bar?

Remember his little motto in life was "**I just ask people what they want, and I give it to them!**"

Didn't we just describe the exact same technique?

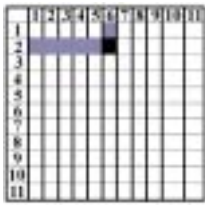
Of course!

It's the specific application – taking what people say or show they want, and funneling that message into a headline – that gives this technique such power and leverage.

Now, let's move on to the second compound interest technique...



## **2. “Make Up to 43% More Money When You Offer An Affiliate Product”**



You already know about the power of becoming an affiliate and sending an offer of an affiliate product to your list (or someone else's list).

But it might surprise you how many experienced marketers send out affiliate offers with “naked” links, which plainly show their subscribers that the offer they send comes as part of an affiliate program.

Don't make that mistake yourself – it can cost you big bucks.

Instead, use this “compound interest” technique – combining IMI Technique # 2, add an affiliate product to sell, with IMI Technique # 6, secure your affiliate links.

---

**JIM:** We did a test a few weeks ago where we sent out an email teaser promoting an affiliate product with a price of \$49.50 to two lists. The total size of the lists ran a little over 5,736 people.

The results were awesome! We sold 93 copies. With a commission of 50%, for one mailing to two lists, we made  $93 \times 49.50 \times 50\% = \$2301.75$ .

However... and this is very important... based on studies we've did in the past, **we knew we would lose as much as 30% of those sales if we didn't cloak the affiliate link.**

In short, we only would sell 65, instead of 93 if we didn't protect ourselves.

That means we sold 43% more with the cloaked link than without it (93 is 143% of 65).

**DAVID:** Right. Here the money just starts to pile up on top of itself. Think of most marketing as a bucket full of water filled with holes leaking water on all sides. It gets just that sloppy.

We use this technique to effectively plug one of those leaks.

And, as you do more and more of these techniques repeatedly, you plug more of the leaks and the water starts to overflow out of the bucket because it doesn't spill out holes in the sides any more. That overflowing money falls under "windfall" profit! Sad but true in today's world.

**JIM:** Yep. And this promotion took us all of about three hours to do. So instead of making the equivalent of \$540.00 an hour with this promotion, we ended up making \$750.00 an hour... all because we made sure we got paid for our work, instead of letting people hose us for the commission.

---

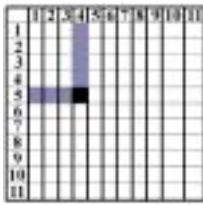
You can easily avoid getting ripped off by unscrupulous customers who hijack or bypass your affiliate links.

You can even get a free redirect script right here – <http://www.ebookfire.com/jrs.shtml> – and that will protect you partially when you send out emails or post links on your website.

But, honestly, the best solution uses the Affiliate Link Cloaker. Why? Because this software, in most cases, makes it virtually impossible for the casual link "hijacker" or "bypasser" to take the money you earned away from you. Check it out: <http://www.affiliatelinkcloaker.com>

Now, let's move on to the next compound interest technique...

### **3. Reassure Your Joint Venture Partner's Customers into Spending More**



Name the biggest problem you'll encounter when you sell on the Internet?

We can give an easy one-word answer: **Trust.**

People stay very skeptical, even when they “know” the person from whom they buy. Because you get to “know” people differently online. Often, when you subscribe to an email newsletter, you never even see the person or hear their voice.

So whatever you can do to increase your customer's level of trust will increase your rate of closed sales.

The same holds true for your joint venture partners.

I mean whatever you can do to increase the trust and level of reassurance your partner's customers feel about your offer, the more sales you will close.

This “compound interest” tactic combines IMI Technique # 4, find a joint-venture partner, with IMI Technique #5, increase the strength of your claim or guarantee.

---

**JIM:** A very good example of this “compound interest” technique comes from a situation where I worked with a **huge** joint venture partner, with 120,000 people on their list.

We did a split test mailing, because they intended to endorse my product, but wanted to test first.

They mailed 10,000 people with a guarantee of 60 days on the product and they also mailed 10,000 with a full year guarantee on the product. In other words, people could return it even up to a year later.

So, with that as the only difference between the two mailings, what happened?

The 60-day guarantee got a 1.3 percent purchase conversion rate.

With the one-year guarantee we got a 2.7 percent conversion rate.

**We more than doubled the response with a one-year guarantee.**

We then rolled it out with the one-year guarantee to the other 100,000 people on that list. We also found out that after 45 days, no one asked for a refund, so the extended guarantee didn't hurt us one single bit.

Bottom Line: We doubled sales with that joint venture partner by just strengthening the guarantee. **We eliminated the risk for their customers, and 100's more of them bought as a result!**

By the way, that was a \$97 product so the 100's of extra sales added up to BIG bucks!

You can also use this great way to persuade a joint-venture partner to work with you. Tell them your usual guarantee is 30, 60, 90 days, but you will double it for their customers!

That way they can feel confident you'll stand behind your product for their customers AND it gives them a special incentive to share their list. They can tell their list, "Hey, not only is this a great deal, but I also got [[yourname]] to double the guarantee, so you have 60 days to try it out at absolutely no risk!"

Joint venture partners love to offer their people something extra ("special") over an above what they could get if they came to you directly. Doubling the guarantee uses a FREE way to increase the effectiveness and power of working with a joint venture partner.

---

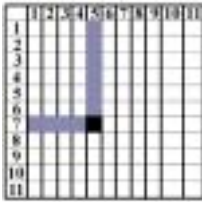
Remember, everyone who buys on the Web keeps this lingering question in the back of their mind: **"What if something goes wrong?"**

If you can eliminate that risk AND combine that with the built-in credibility of working with a joint venture partner, then you started the beginning of a small FORTUNE!

When you ease their fears, they will reward you – with more sales!

Now let's discover the next "compound interest" technique...

#### **4. How to Sell Them Before They Ever See Your Web Site**



One of the great frustrations of being in business for a while comes with the “paradox of the learning curve.”

That sounds complicated! What does that mean?

It goes like this: The longer you stay in business, the more you know about your product and your field in general.

In fact, after a while, you turn into an “expert.”

But you don't realize the rest of the world didn't stay up with you. They know next to nothing about most aspects of your business and your product. So your job's to educate them!

If this means going over material and information that's elementary to you by now. In fact, it risks borderline boring for you!

But “the paradox of the learning” curve also offers you a great opportunity.

How? Simple!

If you can take the claim you use to sell your product and bring that claim to life for your readers / customers through demonstrating your expertise, you killed two birds with one stone: not only can you get people's attention and interest, but you also make believers out of them by proving you “know your stuff!”

And that really helps you when it comes time for them to make a decision to buy.

The “compound interest” technique you read next combines IMI Technique # 5, increase the strength of your claim and your guarantee, with IMI Technique # 7, give information away for free.

Let's see how this works:

---

**DAVID:** I wrote an ebook product, “**Advertising Headlines that Make You Rich,**” that was distributed online by aesop.com.

To help publicize the book, I wrote a couple of articles that showed exactly the importance of headlines in advertising.

Recently I found through doing a Google search that the first article, “The Secret Behind Million Dollar Ads” has now been published on over 297 websites.

That means 297 people have made their websites 24/7 commissioned sales people for my course using that one article... all because the article brings the claim to life.

I first claim that these headlines will make you rich and then I show exactly how to put them together so they get you more customers.

Here’s the article....

### **The Secret Behind Million-Dollar Ads**

**By David Garfinkel**

Want a little secret to turn your advertising into an irresistible magnet for customers?

Dale Carnegie knew the secret, and that’s one reason his book “How to Win Friends and Influence People” has sold more than 15 million copies. In fact, British Airways recently named it “The Business Book of the 20th Century.”

It’s a great book. But if Dale had titled it “How to Remember People’s Names and Curb Your Incessant Urge to Argue,” do you think it would have sold as well? Probably not. There’s great power in good titles.

What you may not realize is the words “How to Win Friends and Influence People” are not only the *title* of the book. Those words were also the *headline* of a mail-order ad, which sold the book. The ad ran successfully for many years and sold hundreds of thousands of copies.

So what does this have to do with turning your advertising into an irresistible customer magnet?

Here's what. Behind the title and headline is a "secret code" that makes it powerful. Dale knew it. Great advertising copywriters know it. And now, you're going to know it, too.

The "secret code" is actually a generic formula that gets attention and creates desire in your prospect's mind. Every winning headline has a unique generic formula hidden inside. Here's the formula in Dale Carnegie's book title and headline:

**How to \_\_\_\_\_ and \_\_\_\_\_.**

Let's see the formula at work. Say you are an executive recruiter, and you help companies find new executives. In reality, your biggest problem is finding the executive candidates in the first place. So, to increase your group of candidates, you decide to run an ad in your local business journal. Here's how you could use this formula to write a headline for your ad:

**How to Get a Better Job and Make More Money**

... and right after reading that headline, anyone who's even a little interested would want to read your ad immediately. Then, if your copy (text) is even halfway decent, you'd get plenty of calls.

Or, let's say you run a martial arts school. Here's how you could apply the formula in an advertising headline to get you new students:

**How to Stay Fit and Protect Yourself**

Do you see how powerful that is? You've just zeroed-in on people who are likely to be interested in learning martial arts.

The brutal reality of advertising: An ad with a good headline and even mediocre copy will get you a response and generate sales. But with a poor headline, even the most brilliant copy will get you little or no response. Why? Because without a good headline to get their attention, most people won't read any further.

The good news is, once you have identified a good headline that works in one industry or market, you can adapt it (like we did with the Dale Carnegie headline, above) for your own business. Great headlines work as subject lines in emails, titles on Web pages, and of course as headlines in print ads and sales letters. Great headlines will literally transform your sales.

How does this work in today's economy?



Recently a client asked me to help him introduce a new service to Internet Service Providers. (Note: To understand what you are about to read, you should know that ISPs call their suppliers “backbone providers.”) I wrote a direct mail letter and my client sent it out to ISPs. Because my client was revealing new information his prospects hadn’t heard before, we used the following “teaser headline” on the front of the envelope:

**What Your Backbone Provider Isn’t Telling You**

Was this an entirely original headline? No. I had seen a similar “teaser headline” on a successful mailing to promote an investment newsletter:

**What Your Broker Isn’t Telling You About High-Tech Stocks**

So I merely identified the “secret code” in the original winning headline, and applied it to my client’s market, ISPs.

The response to the mailing was overwhelming! Nearly 10% of the entire ISP industry responded to our letter – and my client has added eight figures of new annual revenues as a result of the business that developed.

I’m telling you this not to brag, but to point out the awesome power of good headlines. While many people spend hours and hours trying to come up with “the perfect headline” for their ads, there is an easier way. Find proven headlines that already work for another business in another industry, and adapt them to *your* business.

Then prepare for a flood of new customers!

-----

David Garfinkel is a successful results oriented copywriter and the author of *Advertising Headlines That Make You Rich*, which shows you exactly how to adapt proven money-making headlines to your business. For more information about the book, and to purchase a copy, visit “Ad Headlines” .

**DAVID:** I have another article called “Why Some Ads Fail Miserably While Others Succeed Wonderfully” that’s on 127 websites. So, those are two examples of how to use free information to bring your claim to life which then leads to sales.

In this case I used articles, but I could just as easily have used a “white paper”, conference call, or autoresponder.

By the way, just yesterday I got an email from somebody who wants to spend \$10,000 with me to do consulting work for them.

This is an experienced, successful person in Internet marketing who wants to hire me because she bought my book, which she found through one of these articles on one of these hundreds of websites. I can’t think of any better proof that this stuff really works.

And, oh, by the way, I’m going to get paid a commission for the way she got introduced to me in the first place! So this is a real win/win situation.

**JIM:** I also have found the best way to was free information to strengthen our claims is do an article that brings your claim to life. You need to *prove* to people your expertise (or access to expertise) to solve a problem or help them get the results they want. The bigger promise you make, the more you must back it up with great information in your article.

By making a huge promise with a corresponding article that shows very obviously that you can deliver on the promise, then your product sales will go up through the roof... and it won’t cost you a dime.

This link to an article also performs very well for us because it proves our expertise at ebook creation and that, in turn, brings our claim that anyone can be a best-selling author to life...

[“7 Mistakes eBook Authors Make!”](#) (CLICK the link & scroll down the page)

---

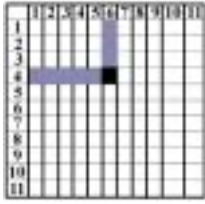
When writing free articles to promote a product (your own or as an affiliate), remember not to make the article a sales pitch – it will turn off ezine editors and never get published.

Use this strategy instead: Provide useful information that proves you can deliver on your claim — and your article will find an open arms welcome for publication.

Why does this work?

Because not only will your article contain valuable information (and please the email newsletter publishers), but it will also induce readers to click through to your sales website to get more information (and make money for the publisher and you).

## **5. Motivate Your Joint Venture Partners By Making Them Feel More Secure**



When you do a deal with a joint venture partner, you can't lose because you don't risk any money! You only pay on completed sales.

One thing to keep in mind, though – any time a sales message gets sent someone else takes a risk. In this case, the joint venture partner!

That person risks not getting paid for the hard work they did in building the list.

Even if they totally trust you, the risk exists that someone will see the promotion, see an affiliate link, and then decide to buy without using the joint-venture partner's affiliate link.

If you can remove (or drastically reduce) that element of uncertainty from the deal, you'll get a much better shot at making the deal happen.

This “compound interest” technique, which gives your joint venture partner a secure link and make them feel better and safer about getting paid, combines IMI Technique # 4 on joint venture partners, and IMI Technique #6 which involves securing links.

---

**DAVID:** We have a friend and colleague with a very prestigious, high-visibility Internet newsletter. He regularly sells ads for hundreds, even thousands of dollars.

In fact, he makes a ton of money selling ads even though other newsletters constantly go broke. He gets concerned about the way ads look whenever they carry a long affiliate link with numbers and letters and slashes in it. Though he offers us ads from time to time when he has extra available space, he felt uncomfortable about including ads with long, awkward affiliate links in them because those don't really fit with the tone and polish of his newsletter.

Of course, Jim used affiliate-link cloaking technology even before he released [Affiliate Link Cloaker](#). Once our friend saw what a cloaked link looks like — which makes an affiliate link look like a page on his website

without any of the numbers, letters, extra slashes and confusing code in it — he's been much more eager to run free ads for us ever since.

In fact, now he requests ads with cloaked links whenever he gets a space because not only can he run an ad where he makes money, it won't make him look bad to his subscribers.

**JIM:** The bottom line: He knows that he will preserve the image he likes to keep in his newsletter. Also he knows he will get paid on those “free” ads... and that way he'll run them for us. ☺

**DAVID:** That's right. We can't emphasize strongly enough that people will very often just chop off the affiliate links (bypass) when they can see the base URL. Somehow, subconsciously, they think they get a better deal by making sure that someone else doesn't get an affiliate commission... even though they pay the same price.

A weird quirk of human nature for certain, because our research shows that 30% or more of affiliate links get bypassed or hijacked. We know it for certain as the way people behave in real life on the Internet.

**JIM:** Right. We don't even debate it anymore. Our own data proves it to ourselves and that satisfies us.

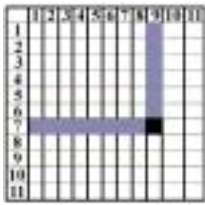
---

As a rule of thumb, always do whatever you can to make your joint venture partners comfortable. Feed the goose that lays the golden egg, as much as possible.

Everyone benefits when the “goose” stays fat and happy! So make sure you make them feel secure that you did everything possible to ensure they get paid every penny possible when they work with you! ☺

Providing “cloaked” or protected links rates as the easiest and fastest way to do just that!

## **6. Get Valuable, Money-Making Information From Your Customers Without Spending A Penny!**



Most people in business market in a “vacuum”... or worse yet, a fantasy world.

This holds especially true on the Internet, where it costs so little to set up a business, and you never see most of your customers.

Someone gets a good idea, and they run headlong into setting up a business with it; without doing any research or “reality” checking.

That describes in one sentence the information “vacuum” in which most people operate.

They run a business based on the fantasy that the market will respond to them based on how they imagine it... not the reality of what real people (live customers) actually want, expect, and will pay money for!

But we know a better way, and this tactic describes it exactly: Use free information as a “bribe” to get people to answer your surveys!

This tactic combines IMI Technique # 7, which gives information away, with IMI Technique #9, survey customers to find out exactly what they want!

---

**JIM:** **I cannot stress enough the importance of using surveys.**

If you learn nothing else from this ebook, learn this...

A survey can literally give you a roadmap for instant profits on the Internet because surveys can reveal exactly what people want, what they’ll buy, how much they’ll pay... even the words they use to communicate to themselves most strongly.

One of the problems people run into when they conduct surveys lies in convincing their target audience to respond to them in the first place. I know experienced marketers who send out surveys all the time and their response rates stink. They get maybe two or three percent of their target audience to

respond. With only two or three percent of people responding, except with a huge list, you can't get a good cross section of people's opinion and gather any meaningful data.

The reason for such a hard time in getting anyone to respond to their survey is simple —people are busy!

People can't find time just out of the goodness of their hearts; to stop, take your survey, and give what ***you*** want.

You must offer them something with a high perceived **value** for taking a couple of minutes or less to tell you what they think.

I try to keep all of my surveys under a minute to complete so I can get people's true emotional "knee-jerk" reactions to those three, four or five questions listed in the survey.

By the way, I don't suffer from 3-4% response rates.

**I regularly get as much as a 45% response rate to my surveys by simply offering a little reward or "bribe" to people, in exchange for their time.**

The fastest way to do that? Just offer them a quick article you wrote on a topic which interests them very much.

With one particular survey — where I give away two interviews I did with a couple of famous on-line marketers – I've received over 1,000 responses in the last six months. I simply promise them two article interviews I did with people that they really, really want to know more about, in exchange for taking the survey.

I get all the data I need from people and they feel good about giving me their opinion because they get something valuable in return.

So, it all works together. I get the survey results and marketing intelligence I need... and they get valuable free information that builds my credibility in their minds they couldn't get anywhere else.

Quite a fair trade in my opinion!

---

Remember the myth that the ostrich, the largest bird on earth, will bury its head in the sand to hide from predators?

Actually ostriches lie with their necks and heads close to the ground to avoid detection. Though not the brightest of animals, they don't do something as stupid as stick their heads underground when they sense danger.

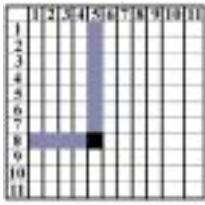
Only humans would do something that stupid!

Running a business without knowing what your customers want (based on what they tell you, not what you guess) matches the marketing equivalent of sticking your head in the sand. Don't operate that way! Use the above technique to the information you gather! Get as many customers as possible to tell you what they want... and then go out and make money with it!

Side Note: So few businesses actually do this that your customers/prospects will be positively impressed that you bothered to even ask them what they think and want!



## **7. Just Make What You Offer Your Customers More Convincing – and You’ll Make Even More Money**



Did you ever notice how one wedding photographer charges a certain amount – and gets it – while another photographer charges three times as much, and not only gets the larger amount, but also stays booked months in advance?

Or how one salon charges \$12 for a haircut. While another one charges \$50... and you fight to get an appointment there?

Why? Some of it takes skill, and some of it comes from the courage to charge more and the courage to do what it takes to **prove you’re worth it!**

But a lot of it deals with reputation – the credibility and believability of the business. Somehow people “know” that the more expensive photographer, hairstylist, dentist, mechanic and lawyer rank not good, or better, but **best!**

In Internet marketing, you can achieve the same effect on people’s perception of your product as more valuable (and thus, get more money from your customers) by paying close attention to your claim – the central promise that you make in your marketing copy – and strengthening it.

This tactic combines IMI Technique #5, increasing the strength of your claim, with IMI Technique # 8, adding an up-sell.

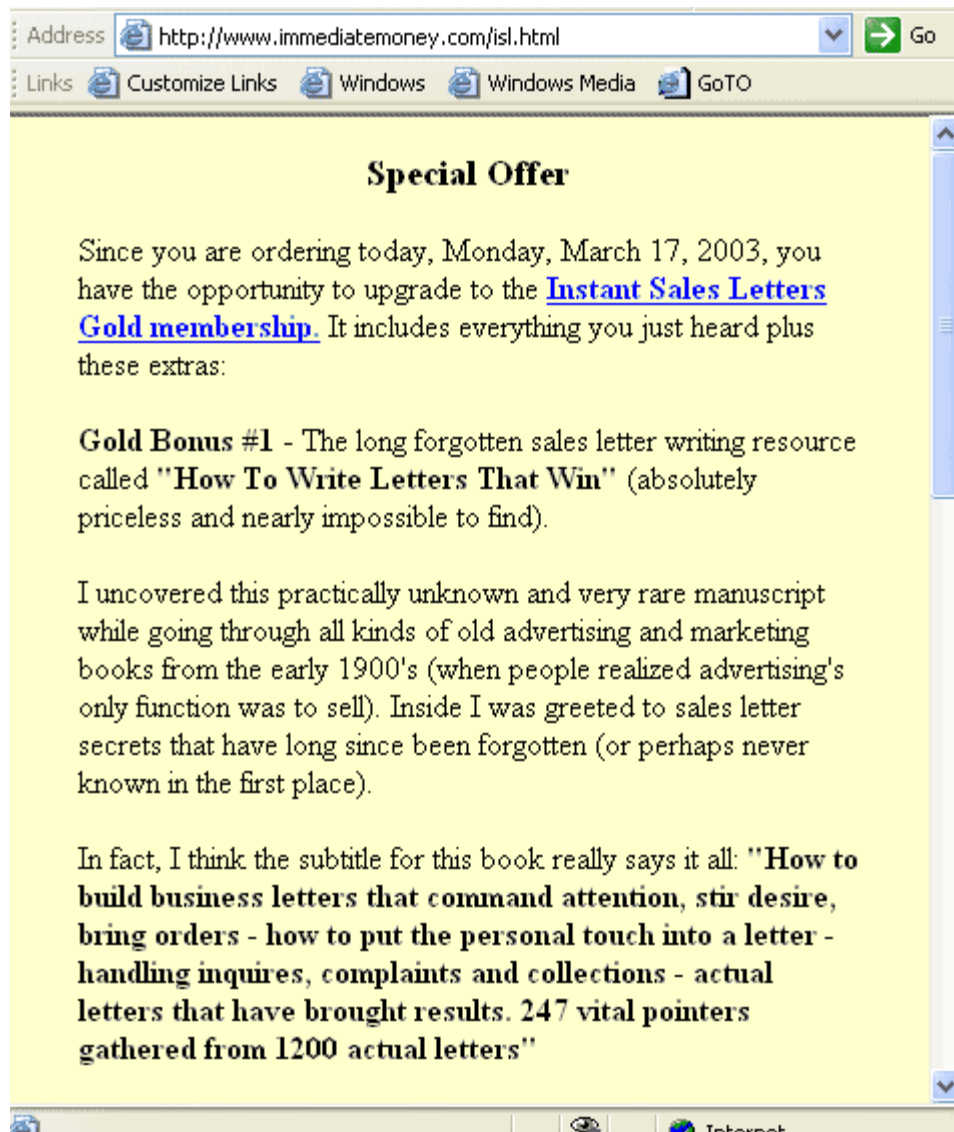
---

**DAVID:** Our friend and Jim’s business partner, Yanik Silver, operates a site called **[“InstantSalesLetters”](#)** - which works very successfully for him.

**JIM:** The site essentially sells sales letter templates so people can fill in the blanks and come up with a killer sales letter. Yanik’s **claim**, “Now you can have a killer sales letter in as little as two and a half minutes.” Just fill in some blanks and presto, you’ve got a great sales letter ready to send out.

As you order, you are offered an up-sell of a book about sales copywriting and some extra letter templates.

For only \$15 more you get the book, “How To Write Letters That Win,” and an extra set of letter templates.



**DAVID:** So the up-sell promises that you can get this rare volume, which will not only help you write great sales letters, but give you information that most of your competitors don't know about and can't get.

**JIM:** Right. In the process of making the up-sell, he expands and builds upon his claim, that he takes it from just, “Poof, you can create instant sales letters that sell like crazy” to “Not only will I give you instant sales letters that sell like crazy, but also the tools to come up with your own sales letters and turn you

into an effective copywriter with this additional, *exclusive* information we make available to you for a very reasonable price.”

He makes a killing with that up-sell because people not only want to create sales letters instantly, but they also want to learn how to write those letters themselves!

Plus, it doesn't hurt that it is an EXCELLENT product!

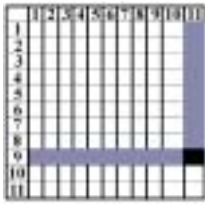
---

It takes a little research (or a little brainstorming) to come up with just the right product for an up-sell that strengthens your claim. Plus, it takes some creative thinking to develop the convincing copy that will get your customers to spring for that extra purchase.

But it's well worth the effort!

And remember, when you use your up-sell to strengthen your claim, not only do you help your own bottom line, you make your customers feel better about their purchase, even as they spend more money with you!

## **8. Offer Customers Something They Are Practically Guaranteed To Buy!**



As you go through your day, what do you watch out for?

As a marketer, it would serve you well to pay attention to trends and opportunities. The more you stay aware of what people sell and what people buy, the easier it will get for you to develop ideas that make you money.

Keeping in touch with what the market wants rates as a critical skill.

But we know an easier, quicker way to get in touch with individual markets of people besides keeping your trend-and-opportunities radar on 24/7. Use this proven tactic, which combines IMI Technique # 9, survey your customers, with IMI Technique # 11, make them a special offer.

Let's listen in as David and Jim talk about the promotion that made money for Jim while they both worked hard at lounging around in Las Vegas:

---

**DAVID:** Jim, do you want to talk about the “Five-Minute PDF Creators?”

**JIM:** Sure! I like this really simple example. One of the surveys that I sent out told me that an overwhelming number of people on my list really wanted to learn fast and easy techniques for physically creating their ebooks. They want to know the technical side of creating ebooks in a no nonsense fashion.

So, one day I got the survey back and the next day I sent out an announcement for a product where Yanik Silver bought the resale rights and I made over \$500.00 in a day and a half. It makes this even neater because when I made the money while in Las Vegas on vacation!

So what happened? Yanik bought the resale rights to a product called “5 Minute PDF Creator,” which teaches people how to physically create ebooks. Yanik then offered to let me sell it through his affiliate program. I made money on it because I knew of my of people's interest in ebook creation. To make it even better, Yanik even provided me with the sales letter, so I just

send it out to my list. It took me only about 15 minutes of work to make that money in a day and a half.

**DAVID:** If this sounds like we say the same thing over and over, in a way we do... and in a way don't. But notice what we keep saying over and over and the differences between what we say in each example. The bottom line with everything we say is, **find out what people want and provide it for them.** We keep showing you many different ways of doing just that!

**JIM:** I agree. In fact, I think we say something even more important! **Find different groups of people whether you control the lists of those people or not, and find out what those people want.** Then either you give it to them, or you go find someone who can give it to them. Then put yourself in the position where you get paid for putting the whole thing together.

**DAVID:** Just one catch. You see so many examples of people not doing things this way. In fact, this is so different from our training in school and in business that you can easily stray from these basic principles.

**We received conditioning that tells us to conduct business in far less profitable ways** – so the vast majority of new companies go out of business (80% in the first five years).

And, something else you should know: Most of the people, who do what we tell you here, do their very best to disguise and hide what they do so you can't figure it out.

We lay everything bare for you here and — it might seem a little repetitive for two reasons. Number one, it only seems repetitive. We actually show you some extremely valuable variations on a theme, but each variation differs and you should study and ponder each one.

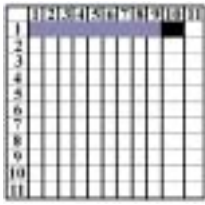
And number two, we want to teach you think in terms of these few critical distinctions, because that's when you start to make the really big money.

If you really needed to come up with a chunk of change over the Internet in only a few days, how would you have gone about it before you read this tactic?

**Bottom Line: Go do a survey, ask people what they want... and make them a “special” offer that immediately gives them exactly what they want!**

Now you know a way, virtually as risk-free as anything you’ll find anywhere. Use it wisely! ☺

## **9. The Sure-Fire Way to Increase Your Web Site Sales Dramatically... Overnight!**



Your satisfaction from getting started making money on the Internet doesn't last very long.

Once you get things going, then you find different challenges. The real truth? You'll find a lot of things to do constantly!

So you want to make sure that everything you do produces maximum results for you.

This “compound interest” tactic combines two techniques: IMI technique #1, write a headline with IMI technique #10, the magic of measuring in groups of 100.

Here we lay out the down and dirty:

---

**JIM:** It all comes down to testing and comparing results. The important distinction to make: even if you don't talk to the people, it's important to start thinking in terms of “one hundred people.” One hundred people who come to your website, one hundred people who view a post you make on a discussion board, one hundred people who click a particular link on one of your pop-up windows.

It doesn't matter, you just want that valuable info the one hundred judges can give to you.

For example, I used a pop-up window with a very simple tracking script, where I tested different headlines on groups of a hundred people.

**Side Note: My favorite tracking program for ease of use and flexibility... and the fact that you can use it on an unlimited number of websites... is “ProAnalyzer”**

You can check it out here ➔ <http://www.immediatemoney.com/pa.html>

I just watched groups of 100 people to see which headlines they clicked most. Once I figured out which headlines worked the best and pulled the rest, I

made that headline the exclusive focus of the pop-up and got rid of all the other headlines.

But I didn't stop there...

I also used that headline research to help me decide how to phrase my pay-per-click listings and how to phrase sub-headlines on the rest of my website. The results of their testing in groups of 100 ranged anywhere from a 5% to a 45 % improvement in ad copy performance.

In some cases the improvement went a lot higher.

This technique of constantly testing headlines in front of groups of 100 people continues to give me real insight into what my customers want so when I make them an offer, a higher number of them will buy as a result.

Look at this example of a pop-up test I used in the past:



**Need a Mortgage?**

**Check out these resources!**

How to get the best deal on your next mortgage - [Click Here](#)

Buying or Refinancing? Don't even talk to a Loan Officer until you read this! - [Click Here](#)

Why some people almost always get the lowest interest rate on their mortgage... and never pay too much in points or "junk fees" - [Click Here](#)

I had this as the “exit” pop-up on my real estate site so people only saw it when they left without buying anything. All I did was run it in front of traffic until I got 100 unique clicks.



The second two got by far the most clicks (with the third winning hands down)... so they're the ones I used – and still use – for the headlines on my mortgage program website.

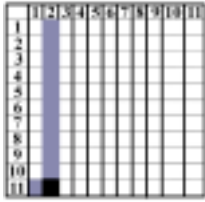
I let the people I wanted to sell to tell me which words to use in order to sell them!

---

Avoid this horrible reality! You can easily rationalize that you “got too busy” to test different headlines to see which one will perform best for your site.

Don't fall into that trap! Give yourself the advantage of getting the most profit out of your traffic that you possibly can!

## **10. The Lazy Person's Way to Get Huge Sums of Money Fast!**



Sometimes the most profitable actions use the simplest approach.

By now you know very well the theory and practice of making Immediate Money Immediately.

You know you need access to a list with a common interest or set of interests.

You know you need to survey potential customers to zero-in on their interests.

And you know you need to offer them something to buy that closely fits their main interests.

Now, look at one more example of how easily — when you follow all these steps — you can start to rake in the cash over the Internet.

Let's IMI Technique # 11, special offers, and IMI Technique # 2, add an affiliate product.

---

**JIM:** I would only add here that to take it to an even higher level of performance you should first do number 9, then do number 2, then do number 11. Survey your customers first, go find a product that meets their needs, and then make them a special offer.

That will make your results outstanding!

**DAVID:** And look at how little time and effort that takes, once you start to become fluent with these techniques. All of a sudden, you borrow from this person and using the access to this person. Then you really just need to find out what people want, set it up, and send it. **You could — and should — do this whole thing even without your own list and still make money.**

**JIM:** Exactly! The only problem here: you see it's so smooth, it just slides down so easily and it works so well that people reading this may tend to take it for

granted, to discount it, or to know that it would work so well that they don't do it... but we'll get to that in a minute.

Look at this specific example of this technique in action...

We did an endorsement of Jonathan Mizel's "Amazing Pop Ups" to our "33 Day" email list we gathered from the "33 Days to Online Profits eBook" that I co-wrote with Yanik. The people on this list fall into a very targeted group as far as wanting to make money with their own business online, and wanting specific tools to increase their ability to make that money faster and with less effort.

They look for specific solutions to specific problems, one of which involves increasing the subscription rates to their newsletters and auto responders. They also need to make more sales through affiliate programs, plus they have another critical need for getting more traffic to their websites.

**We merely show them the three ways Jonathan's product could help them solve all of those problems.**

➔ <http://www.immediatemoney.com/apu.html>

We sent a special endorsement about that product out to the lists and in one day we made over \$537 – the first day!

We made that money simply from knowing what people wanted and letting them know where they could get it. But let me tell you what... we could just as easily do that with somebody else's list. In fact, we do it with other people's lists, many times with our own and other people's products.

**DAVID:** True! You might think. "Well, why would somebody else cut you in on the profits when they could do it themselves?" Well, if they could do it themselves, they wouldn't let you do it.

But reality wins every time because of that 24-hour limit in each day, and that must include eating, sleeping and other personal time!☺

So again, when people get successful, they get very, very busy and you may provide them this kind of service, as a way for them to leverage their time and maximize their returns on their list.

If you come to someone with a turnkey program where you already thought through all the details and you can make a quick, clear and compelling case to them, and it meets their needs, this gives you a very strong position to make some quick money. **If you do this on a regular basis, they will listen to every offer you make.**

---

So... did all this stir you up to start making Immediate Money Immediately in your own business? Now you know some “cookbook” examples of what to do and how to do it!

For the best advantage you should keep this book as a reference tool and use it like a pilot’s checklist. Years of trial and error led to success for both authors. We conveniently arranged our resulting knowledge into step-by-step information for you.

As you prepare to use these techniques in your own business, get ready for the opportunities of a lifetime!