

EWEN CHIA'S

INTERNET MILLIONAIRE SYSTEM™



Module #3: Getting Set Up

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Introduction

In the previous module, I told you where to find great reprint rights material to sell, and I told you how to change it to make it fit your style and brand. Now it's time to do the nitty-gritty work of getting set up to sell.

That means finalizing how you'll offer your product and preparing your (very simple) website. That's what this lesson is all about.

First, I'll tell you how to come up with your own unique selling proposition (USP), which is what will make your product unique in the minds of prospects.

Then I'll show you seven different strategies for offering your products, all of which are pretty easy to do, even if you're a complete beginner. You won't have to wonder where to start anymore.

Then I'll show you how to set up your website and autoresponder to create your sales process. This is where the "tech stuff" STOPS being intimidating, because you only need a very simple site.

Next, I'll walk you through how to set up your payment processor on your site. I'll review what I mentioned in Lesson 1, and show you the easy technical details for getting this done.

After that, I'll tell you how to write your own sales copy for your product. This one section will more than pay for your course, because it'll save you hundreds or even thousands of dollars.

Finally, I'll briefly introduce you to some back-end marketing concepts I'll cover in more detail in Lesson 5.

When you're done with this lesson, you'll be ready to start selling your reprint rights product on the Internet!

Ewen Chia

1.0 What To Do With Reprint Rights

Before I dive into getting yourself set up to sell, I want to give you a quick overview of what you can do with reprint rights products. Don't assume there's only one "right" way to sell them—you actually have several options. Let me spin through them quickly so you can get an idea of which one might be right for you.

1.1 Sell The Products Outright

This is the easiest, most direct approach. You can just sell the products!

If you're looking at a PLR product, you can modify it as I described in the previous lesson and sell it.

If you're looking at a RR or MRR product, you'll be selling it as-is...but there's one more thing you need to do, which I'll describe in the next chapter.

1.2 Use Them As Bonuses

Check your terms of use, but you can almost always use reprint rights products as bonuses for other products you offer for sale. Sometimes there's a restriction that you can't give the products away, but if you're offering them as bonuses for other products people pay for, you're fine.

1.3 Create Packages

This is a great way to use multiple reprint rights products.

You can bundle multiple products (or parts of products) into packages with multiple components. That boosts the perceived value of what you offer, and probably will get you more sales.

1.4 Create A Membership Site

Membership sites, which usually charge a monthly fee, are becoming an extremely popular way to make money online. It's easy to understand why—recurring income.

Let's say you create a membership site focused on a single theme (tools for Internet marketers, list building, affiliate marketing, whatever). You can offer new reprint rights material every month and charge a monthly fee. Even if you charge very little, something like \$7 a month, every 100 members will bring in \$700 a month! That's some nice cash flow.

The challenge to using reprint rights material this way is that you need a consistent source in order to do it. Otherwise, you'll run out of material and upset your monthly members.

1.5 Give Them Away

This is an easy way to build a list. If you offer high-quality material for free, you'll probably get hordes of people to join your list.

You'll need to make sure your terms of use will let you give away the material, but if you can, you've got a great list building tool.

1.6 Reformat To Bump The Value

Ebooks are fine things to sell, but audio and video usually have higher perceived value. And physical products usually have the highest perceived value of anything sold online.

Back when I described how to start making money with your product fast, I talked about putting the material on a CD and selling it on eBay. That's the kind of reformatting I'm talking about. You have two big options:

- Put the product on a physical medium (like a CD) and sell it as a physical product
- Reformat the product as an audio or video and offer it digitally, meaning people can still download it

Saving an ebook to a CD is as simple as having a computer that will let you burn a CD. Reformatting a product as an audio or video takes more effort, but surprisingly little.

You can easily convert an ebook to an audio by using a product like <http://www.naturalreaders.com> (I recommend the Professional version) to generate an audio ebook in Windows WAV format:



This text-to-speech software “reads” an ebook in Word format, PDF format or even plain text, and creates an audio file from it. You’ll end up with a WAV file that you can convert to MP3 format for people to use with any MP3 player, the iTunes player, etc.

That software will only cost you about \$50, but <http://www.zabaware.com/reader> is a free alternative.

But what about video? Even if you’re a complete technical newbie, it’s really not hard to create a video from an existing product. You have a few options.

First, you can use a free tool like the one at <http://www.Camtasia.org> to generate a *screen capture* video. A screen capture video is what it sounds like—it's a video of what you're doing on your screen. This is a great way to create a video product out of an ebook.

For example, let's say you want to sell a reprint rights ebook about selling products on eBay. And let's say the book walks through how to sign up as a seller, create an ad, and so on.

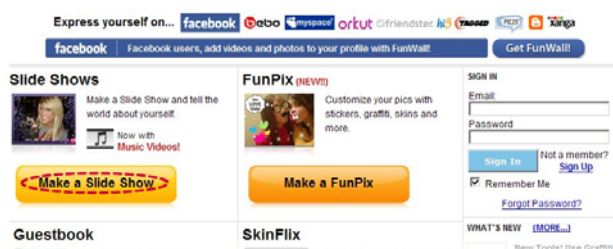


You could record your web browser while you're walking through the process yourself, and record a narrative as you go...and there you have your video product! This tool is very easy to use, but if you're not familiar with screen capture technology, it can seem a little intimidating. Here's a video to walk you through the basics of recording just about anything you do on your computer screen:

[video]



Or you could use a product like <http://www.Slide.com> to record a slide show. That's not live video, but it's still similarly animated.



The tool is extremely easy to use. Just click the **Make a Slide Show** button to get to the slideshow creator page, and you can follow the steps in the wizard.

And here's a simple video to walk you through the simple procedure:

[video]

1.7 Create "Prize Inside" Format

This approach is a little more involved, but it can be an excellent way to add value to a product.

One way to do this is to sell an audio book pre-loaded on an MP3 player. You can fold your cost for the MP3 player into the price of the product, and still make a nice profit.

For example, Googling “mp3 player wholesale” will show you lots of potential sources for wholesale prices on MP3 players. Here’s one I found at the top of the search results:



You can buy a wholesale MP3 player for about \$12 or less. Create your ebook using text-to-speech tools I showed you earlier, convert it to an MP3 (Google “convert wav to mp3” to find free tools for this) and put it on the player.

You’ll have to pay for shipping to get it to customers, but you can add that cost to the price of your product. If you charge something like \$37 for the ebook, and the cost of the MP3 player and shipping is \$15, you still make \$22 profit!

2.0 Setting Up To Sell

Okay, now it's time for the rubber to meet the road—it's time to turn on your reprint rights income stream. Here's where you need to get your product ready to present to the world. It's where all of the decisions you've made so far come together, but you still have some other decisions to make. I'll walk you through exactly what you need to do.

2.1 Step 1: Decide Your USP

The first of this is to answer a simple question:

What makes your offer unique?

The answer to that question will mean the difference between making a ton of sales and struggling to make a few.

The thing that makes you unique is your *unique selling proposition* (USP). It's what sets you apart from everybody else who's selling the same thing.

For example, suppose you're selling a reprint rights package about how to set up a real estate business. You bought the material from a reprint rights membership site, which restricted the number of buyers to 500. Even if only ten percent of the buyers end up selling the product, that's still 50 people you might have to compete with.

Why would somebody buy your product instead of theirs?

If you're selling a PLR product, you can simply change it to add value and position it as a unique product, as I've described before. But if you're selling a RR or MRR product, you need to give buyers a reason to buy from you and not from others who are selling the same product. You have a couple options:

- **Add components to create a “system” or a “package”.** Products with multiple components typically have higher perceived value, which helps you. That's the package approach. But creating a system bumps the perceived value up and positions your product as something more than “just an ebook”. You often can create a system by combining products from your existing library. The key is relating them well in a complementary set. For example, you could bundle an ebook about

setting up an autoresponder with some videos about writing promo emails and a set of email templates—that's a nice package at least, and probably could be a nice system if you relate the products well.

- **Come up with a unique selling angle.** Sometimes you either can't come up with a system or a package. What do you do then? It's time to come up with a unique selling angle. This could be anything that will set your offer apart. The easiest thing to do is to craft a main sales page headline that emphasizes a unique benefit. For example, if you're selling a RR product about improving university entrance exam scores, you can emphasize the fact that improving your score by just five percent will improve your chances of getting accepted by over 25 percent (or whatever the actual results are).

Your USP is the key to your profits, so it pays to spend enough time on it to come up with something solid. The effort you put in here will pay you back many times over.

2.2 Step 2: Pick Your Price

What should you charge for your product?

Most reprint rights products will come with a suggested retail price, but you may or may not want to use it. You have a few different pricing options.

2.2.1 Price Based On Market Research

Look around at what else is selling in your market. Check the marketing forums or niche forums you found when you were trying to find a good target market. These places can give you a good idea of who's paying what price for which products. You can price yours to similarly.

You also can check the ClickBank Marketplace and see what marketers are charging for similar products. If those products are selling well on ClickBank (remember to check those green stats in the Marketplace search results), you can be reasonably sure that the price point is one that gets good conversion results.

2.2.2 Sell It For Cheap To Build Your Rep

The only way your business will grow is if you develop a reputation as a quality content provider in your niche. When you first start, you probably won't have that reputation, so you'll need to develop it. One way to do that is to buy a little reputation. You can do that by selling products at low prices.

What you're doing here is removing a barrier to conversion. If people don't know who you are, and you're charging \$97 for a product, they may not buy simply because they're unwilling to give that much money from somebody they know nothing about.

If you sell your product at a low price—say \$37 or even \$17 instead of \$97—you'll get several advantages:

- You'll get more buyers, because you're offering a great deal on a solid product
- You'll build your buyer list faster (it's more important to get people on the list initially than it is to sell them something expensive)
- You'll get testimonials from buyers, which you can use later to sell products at higher prices

2.2.3 Give It Away

The third pricing option is to set your price at a nice round number...zero!

Giving a product away can build your list very quickly, and get you a ton of delighted testimonials fast. That's the rather large upside.

The downside is that giving a product away is that you'll pick up some "freebie seekers" on your list. These are people who probably won't ever buy from you. But still, getting some of those people is fine, as long as some of the people on your list eventually buy something, which they will.

2.3 Step 3: Set Up Your Site

You're going to set up what's called a *mini-site*. That's a fancy term for a simple website with just a few pages, which are focused on selling a single product and offering things related to that product.

These sites are very simple, and even beginners can set them up. I'll walk you through each piece of it right here.

As you create the pages I'll talk about, remember that you need to be creating them as HTML files. If you have no experience with HTML, it's nothing to be afraid of, although it is something else you'll need to learn.

Here's a video to show you the basics of creating files in an HTML editor, and to tell you how to find more information about specific HTML topics:

[video]

As you create your pages, remember that you really don't need anything "fancy." All you need is attractive pages that communicate clearly and don't distract with unnecessary stuff that gets in the way of your sales message.

2.3.1 Your Squeeze Page

A squeeze page is a page that offers something free in exchange for an email address. The purpose of the page is to help you build a subscriber (or prospect) list that you can sell to later.

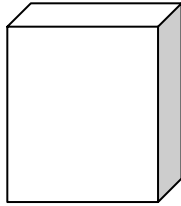
This is an easy page to set up. The only tools you need are your hosting account, your HTML editor, your PDF creation tool and your autoresponder service. But you also need to know what you'll offer.

You have two big options:

- **You can offer a free report.** This report should be related to your main product, and perhaps talk about why your product is so good at solving the problem it solves. It's usually a good idea to offer some real value as well, perhaps one "tip" or technique out of five (or however many) that your main product talks about, or perhaps a sample chapter.
- **You can offer a newsletter subscription.** Frankly, this doesn't work as well as it used to, because people are inundated with spam email all the time—they worry about getting more email.

Once you know what you'll offer, you'll need to make offer on your squeeze page, and give readers a sign-up form to enter their email address. The page might look something like this:

Main Headline



Introduction

- Benefit bullets

Fill out this simple sign-up form and I'll send you your own personal copy of the report:

[your sign-up form]

Your main headline should grab attention and naturally lead into your sales page headline (more on this later). Here's an example for a report related to a work at home product:

Tell Your Boss To Take A Hike 30 Days From Now...And Start Living!

Then introduce your report very briefly, by emphasizing the key benefit, like this:

If you've ever thought getting rich online was impossible, I'm here to tell you it's not. In fact, you won't get rich overnight, but making money online is easy. I can show you how to do it. And I'll give you a free sneak preview in my exclusive *Kitchen Table Mogul* report. Here's a taste of what's inside:

Then present your benefit bullets. I said benefits, not features. Features are characteristics of the product (it's shiny, it's big, it has bells and whistles, etc.). Benefits are what difference those features make in solving the problem. So your benefit bullets might say things like this:

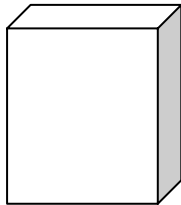
- **There's one approach that works better than all others.**
Don't waste time on 100 different things...just do this. And I'll reveal what it is inside.
- **If you overcome ONE fear, you'll win.** I'm not kidding-- ONE. And you'll find out what it is inside.
- [more bullets]

Include 3-5 bullets and you'll be all set.

Now, when somebody submits your form, have to deliver what you promised. How you do that depends on what you offered for free.

If you offer a free report, you'll need a page where you let people download it. This is a very simple page that might look something like this:

Here's Your FREE Report!



[Click here](#) to download your copy.

Thanks again, and I'll be touch soon. If you have any downloading issues at all, email me at [your email address] and we'll get you all sorted out.

Sincerely,

[your name]

Give people a link to download your report and an email address (that you actually check) in case they have any problems.

If you offer an email newsletter, you'll just start delivering the emails...but you have to write them first. This isn't as hard as you might think.

The purpose of your emails is to

- Build a relationship with your subscribers so they'll trust your product recommendations

- Try to sell your main product

Don't forget that last one! It's really the main goal. But what should your emails say? It's easy. You might create five follow-up emails that flow like this:

- **Message 1:** Gives the free report download link again, and talks about one major point in the free report.
- **Message 2:** Gives the free report download link a final time, and talks about a different major point in the free report.
- **Message 3:** Gives a case study or example (could be made up) of how somebody has used or could use the techniques in your main product. Include a link to your sales page.
- **Message 4:** Presents a straightforward sales pitch for your main product, perhaps summarizing the main points of your sales page. Include a link to your sales page.
- **Message 5:** Your final sales page for your main product, emphasizing your sales page urgency factor, which I'll talk about later.

Think of each email like a short article. Your subject line is the title, and it's only job is to get people to open and read your email. So your subject line for that first email could be something like this:

[firstname], here's that report you wanted...

That uses what's called a *personalization field* to include a subscriber's first name in the message (remember, you asked for their first name in your squeeze page sign-up form).

The content of your messages is up to you, but you can use an approach similar to the one I outlined above. When you write a message, be sure you test it to make sure the links work.

You don't need 100 messages. Just a few will do. After that, you can just send out emails when you want to promote something, or when you want to offer some free information.

See the video that shows you how to load your messages into a [GetResponse](#) autoresponder account:

One last thing before I move on...when I told you what you need to create your squeeze page, I left one thing out.

As you create your mini-site, you'll need graphics. This means header and footer graphics for your pages, ecovers for your products, and other images you might need.

If you want to create graphics yourself (assuming you have the skills to do it, you can use a graphics program to do it. Here are some ones you can try for free, or even use for free forever:

- **Gimp** (<http://www.Gimp.org>). This is a very easy to use photo manipulation tool that also lets you do some basic graphics work.
- **Fireworks** (<http://www.Adobe.com>). You can get a free trial of this program from Adobe, but it's a little pricey to buy (it's \$299). It gives you more graphics capabilities than Gimp, but isn't nearly as hard to learn as something like Photoshop.

You also might consider picking up some website templates, which can make it much easier to make your site look nice without having to do much work. Here are a few places where you can get some very nice free templates:

- <http://www.FreeWebsiteTemplates.com>
- <http://www.OSWD.org>

You have several relatively inexpensive options here, all of which I've used myself:

1. <http://www.MiniSiteGraphics.com>
2. <http://www.pixelofgenius.com>
3. <http://www.webgraphicscreator.com>

The first site offers a complete package of graphics that all complement each other, for a very reasonable price. I've used the service and it's great.

But you should take a look at <http://www.pixelofgenius.com>, which has three packages to choose from. The Basic or Standard packages might have everything you need.

But when you look at the details, you'll see that what you don't get in those packages is an ecover...and that's a pretty important piece of the puzzle. It's the image you'll use the most.

To get that, you'll probably need to go with the slightly higher-end Deluxe package for \$297. If that sounds expensive, consider this:

- You absolutely **MUST** have professional graphics. If you try to do it yourself, you'll end up with ugly images that cost you sales.
- If you want to buy an ecover separately, you'll pay \$50-100 for it...which will probably end up costing at least as much as the package you'd buy it with anyway.

**BASIC
MINISITE
PACKAGE**

\$97

- 1 Custom E-Cover Design (2 formats, 3 sizes)
- 1 Matching Header Graphic
- 1 Matching Footer Graphic
- 1 Matching Wallpaper Graphic
- Minisite Layout in HTML format
- Turnaround time 5 to 7 days
- 1 Free Revision (if necessary)
- Final artwork emailed in either JPG, GIF or PNG



**STANDARD
MINISITE
PACKAGE**

\$147

- 1 Custom E-Cover Design (2 formats, 3 sizes)
- 1 Matching Header + Footer Graphic
- 1 Matching Wallpaper Graphic
- 1 Matching Order Button + Bulletpoint Button
- 1 Matching Static Banner (in 1 size)
- Minisite Layout in HTML format
- Turnaround time 5 to 7 days
- 1 Free Revision (if necessary)
- Final artwork emailed in either JPG, GIF or PNG



Watch the video that shows how to insert these graphics on your website.

2.3.2 Your Sales Page

I'll talk more about writing your sales copy in a minute, but for now, you'll want to create a placeholder page for your sales copy.

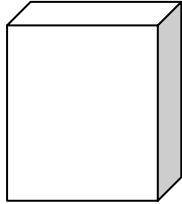
It should be an empty file, using the website template you chose (if you're using one), and should be called *index.htm*. Watch the video that shows you how to create the file and where to put it.

2.3.3 Your Download Page

The download page for your main product can be just about as simple as the one for your free report, if you offered one of those on your squeeze page.

All you need is a headline, an image for your product, links to your product and an email address where people can get help if they need it. It might look something like this:

Thanks For Your Purchase!



[Click here](#) to download your copy of [your product name].

Thanks again, and I'll be touch soon. If you have any downloading issues at all, email me at [your email address] and we'll get you all sorted out.

Sincerely,

[your name]

You'll send people to this page after they pay for your product via your payment processor, so let's talk about that next.

2.4 Step 4: Choose A Payment Processor

I mentioned back in Lesson 1 that you need to have a way to take credit card payments online so you don't lose sales. Which processor should you choose?

I'm going to save you some time and effort by narrowing your choice to two, and strongly recommending one.

You should pick a payment process that has an integrated affiliate program. That will save you a ton of time, effort and accounting aggravation. So with that in mind, here are the options I recommend:

- **ClickBank.** This gets my strongest recommendation. It's easy to sign up, and only costs \$50 to become what ClickBank calls a Publisher (meaning you sell a product through ClickBank). Best of all, ClickBank lets people promote your product for no charge, will track all affiliate sales for you and automatically pays your affiliates every two weeks. Nothing could be easier. Their fees aren't crazy high, and they work they do on your behalf makes their fees worth it, in my opinion.

- **PayDotCom.** This has almost all of the features of ClickBank. Their fees are a bit lower, they're not quite as restrictive on products and prices, you can sell physical products through them, and there's no up-front registration fee to sell a product through them. So why don't they get my strongest recommendation? Because you'll be responsible for paying your affiliates with PayDotCom, while ClickBank does that for you automatically. If the slight bother of paying affiliates through PayPal, PayDotCom is worth a serious look.

Once you've made your choice, it's time to set up your account.

You've already signed up for a ClickBank nickname (back in Module 1), so all that's left is to set yourself up as a Publisher. Watch the video that walks you through it.

The procedure for PayDotCom is similar, but simpler and faster. Watch the video about PayDotCom.

2.5 Step 5: Write Your Sales Letter

Writing sales copy is an art. It takes years of practice to become an expert, and probably some time and money spent on education. But there's no reason you can't write a sales letter yourself that will sell your reprint rights product, even if you've never writing copy before.

The key is to use to a proven formula for a sales letter. I'll give you a simple one to use for sales copy for any product. It has 14 parts, but don't let that number intimidate you. I'll walk through each part so you know exactly what to do. Here's a quick outline before I dive in:

- Main headline
- Present the problem
- Why should they listen to you?
- Introduce your product
- Benefit bullets
- Testimonials
- Why this is such a great deal
- How much?

- Guarantee
- Ask for the sale
- Yes box
- Close
- P.S.

Sales copy needs to be a little different for every market, but since I'm most active in the Internet marketing (IM) market, I'll use an example from that one. And two things before I dive in...

First, some people will say the copy I'm going to show you how to write is "hypey". Nonsense.

Truly hypey copy is copy that lies—I'm not going to tell you to do that, because it's wrong to do. What you do want to do is emotionally involve your reader. It's like the car ad that shows the sporty new model and has a somebody talking about how fast it goes and how it'll make your friends jealous. That's emotional involvement, and it's the key to good sales copy.

Second, this isn't the only kind of sales letter that will work. Everybody has different styles, and some styles work better in some markets than others. You'll have to experiment a little bit to find what fits you and your market.

But what I'm going to show you is a basic approach that's the core of any good written sales pitch. That means it's a good place to start for any product in any market.

Okay, now let's walk through each piece of the outline.

2.5.1 Main Headline

Your main headline has to attract attention and keep a reader reading. That's its only job. It doesn't really "sell" for you—it just keeps somebody reading so he'll stick around for your sales pitch later.

Lead with your main benefit. My lead for a product about how to make money from home might say something like this:

Quit Your Job In 30 Days And Make More Money In Your Pajamas Before Breakfast Than You Made Last Year!

The main benefit is replacing your income with this product. I hit that hard with the “30 days” deadline and the easy income potential. If you want, you can also include what’s called a *preheadline*, which sets up your main one, like this:

Do you want to fire your boss and retire young? You CAN, and I’ll show you how to...

That preheadline leads naturally into the main headline on the page, and helps a reader get his mind ready to “get” your main benefit.

2.5.2 Present The Problem

This is the copy you might call the introduction to the sales letter. It’s where you set the stage for what you’re going to say by presenting the problem your product solves (or the need that it meets). You might start by saying something like this:

From: [your name]
Date: [current date]

Dear Wage Slave,

I know you’re sick and tired of being chained to your cubicle. I know you’d like to tell your boss to leave you alone. But I also know you’re tired of people who promise you escape, take your money and then dash your hopes.

The reason that happens is that **we’re all natural born suckers**. We all want to live the “good life” and when somebody offers it, we turn off our brains and go with pure hope...and it doesn’t work. I bet you’ve experienced that.

What you really need is a plan that an average person with just a little gumption can use to **replace a typical income within a year.**

Even more important, you need to be able to **turn on that income stream within 30 days**, so you can start seeing real results fast.

But after all of your disappointments, you probably think that's a scam, or a pipe dream. Well, it's not, and I'm going to show you how to do it.

That copy gets a reader interested by doing two things:

- It makes a bold claim and then promises to back it up...which compels somebody to keep reading to see if you're lying or not
- It relates to the reader emotionally by talking about his likely disappointments (a common theme in my market)

That short bit of copy sets up the rest of your pitch. Notice how I used some bold text and yellow highlighting to emphasize the bits of copy I want to be sure people read. Eye tracking studies show that emphasized text gets read more, so you want to pull people through your copy with your emphasis elements. In other words, if they read just the highlighted stuff, they should get the core pitch you're making.

2.5.3 Why Should They Listen To You?

Most of the people reading your sales letter probably don't know you very well. An affiliate might have recommended you, but your reader is going on second-hand information.

So you need to tell him why he should listen to you. I favor the direct approach, like this:

Why You Should Listen To Me

Simply put, **I've been where you are.**

I was so frustrated I could scream (actually, I did scream some). I was tired of spending my rent money on all sorts of gizmos and courses that didn't help me achieve my goals. I was willing to put

effort into achieving financial freedom, but **nothing I read seemed to work, no matter how hard I tried.**

And everything I read talked about the s-l-o-w process of ramping up a business in 1-3 years.

After about 12 months of trial and error, I made a decision. I could either give up or I could figure out something that worked on my own, trying to put together all the good advice I got in the stuff I bought, and weed out the junk.

The good news for you is that I did it. The even better news is that **I'm going to show you how to do it, with zero junk that will distract you and leave you disappointed.**

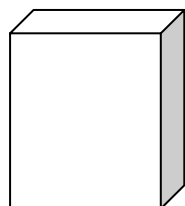
The reader still doesn't know you personally, but he knows more about you. And if he's in your target market, he knows you relate to his experience.

If you don't have a personal story to tell, you can talk about how you understand the struggles people go through (and talk about the actual struggles a bit). The point is, you want to connect with your reader's problems and transition to how you'll solve them.

2.5.4 Introduce Your Product

Here's where you get to introduce the thing that's going to help your reader solve his problem. It's like the grand unveiling of the prize behind Door #1 on a game show. It might look something like this:

Introducing "Work" In My PJs



This is the simple, step-by-step guide I wish I'd had when I was starting. If I'd had this, I could've saved myself a year of pulling my hair out.

If you've been frustrated and angry that you can't make this Internet marketing stuff work for you like all of the sales pages you've read scream about, **this is exactly what you need.** Here's what I mean...

You can say more than this, of course, but even that very brief copy does the basic job of introducing your product. Notice that I included an image of the product, which makes it look more professional.

2.5.5 Benefit Bullets

After you introduce the product, you need to describe it. I transitioned to this by saying, “Here’s what I mean...” Then it’s time to present why your product lives up to the claims you’ve made. The best way to do this is with bullet points that describe the key benefits of the product.

Remember, benefits and features are different. Benefits are what difference your features make in solving the problem. So your benefit bullets might look something like this:

...Here’s what I mean...

- **I’ll tell you what business model to avoid like the plague.**
This is the one most people start with, and it’s a recipe for frustration. This is what makes people quit, and you’ll skip right past it.
- **I’ll show you how to make cold, hard cash within a week.**
No joke. You won’t have to spend a dime to do it, so every penny you make will be profit. And this WORKS.
- [more bullets]

Each of those bullets relates a feature to what difference it makes. As the reader reads each one, he’s becoming more and more convinced this product will help him.

Now, if your product is a system with more than one component, you can introduce each component and provide some benefit bullets for each one. You might put some transition copy in between, like this:

As you can see, [component one] gives you everything you need to know to do [whatever]. But I’m not done yet! I’ll also give you...

Then you can give some brief introductory copy for the next component, followed by its benefit bullets.

2.5.6 Testimonials

After you've presented your product so a reader has some context to relate to, it's time to offer some social proof. This is evidence from the marketplace that your product delivers on its promises. Testimonials are best social proof around.

As *testimonial* is a buyer or reviewer of your product talking about how great it is. It's that simple. It's best to get a picture from the person if you can, and perhaps even a brief audio recording, because those things add believability to your testimonials.

You might present a testimonial like this:

"It's Amazing!"



"I really can't thank you enough, [your name]. I simply can't believe how easy it was to do what you said I should do...and I've been banging my head against the wall forever without success. And for anybody reading this, **when [your name] claims you'll see cash within a week, he's RIGHT!**

Thanks again."

Bob Smith
Anytown, USA

You might be wondering how you can get testimonials like that, especially if you haven't sold any copies of your product yet. It's simple...offer a few copies for free in exchange for feedback. When you get some positive feedback, ask permission to use that feedback as a testimonial in your sales letter.

You can offer a limited number of copies of your product for free in any niche forum you used for product research.

2.5.7 Why It's A Great Deal

Once you've presented some social proof, remind your reader why the product is such a great deal. This sets up your price pitch that will follow. You might say something like this:

How'd You Like To Kiss Your Job Goodbye?

Nobody can do that overnight, and you might not want to resign after you make your first online profits 30 days from now. But you probably could!

But suppose it takes you a few months. That's better than a year, isn't it? It's better than slaving away until you're 70, isn't it?

That's the kind of freedom I'm talking about. The freedom to do what you want to do when you want to do it, with the people you care about.

That's what *"Work" In My PJs* can give you. Like I said, it gave me my start, and I haven't looked back.

Isn't it time you took control of your financial future and stopped begging for the crumbs your boss gives you? You can, and it'll only take you 30 days.

You're selling pretty hard here. You want your reader to have a fresh picture in his mind of the key benefit you're providing. That makes your reader eager to buy. The only thing standing in his way is the nagging question in the back of his mind about what this thing costs...

2.5.8 How Much?

Your price can be like a bucket of cold water in the face. It's most effective if you prepare a reader for that possibility, then give him a nice warm towel instead, like this:

Okay, [your name], How Much?

That's always the big question, right?

I've told you "*Work*" *In My PJs* is your ticket to financial freedom, so here's where I tell you that I'll require you to hock everything you own to buy it...

Except I won't do that.

Just the first chapter of this thing would've been worth more than \$900 to me, because that's how much I spent on junk products before I learned the lesson in that chapter. But you won't pay that.

Having a simple plan that cut through the fog would've been something I'd give up meals to pay \$147 for not too long ago. But you won't pay that either.

In fact, I'd like to help you, because I didn't get any legit help when I was brand new. **So you'll pay only \$37 for this.** That's all. Pay me once, profit forever.

Simple, huh? And worth every penny.

What you've done is set up the reader to think he'll pay an arm and a leg. You make a believable case for a higher price, then you pitch a lower one. That relieves the reader, and makes him much more likely to buy. But now it's time to take away his last objection...

2.5.9 Guarantee

Your price isn't high, but any price is still a risk, because the buyer doesn't know that you won't steal his money and give him junk. So you offer a guarantee to reverse the risk—you take it on yourself instead of making the buyer take it.

If you use ClickBank, you're required to have a 60-day (or you can say eight weeks) guarantee, and that's a fine length of time to use. You might present it like this after a brief intro at the end of the previous section:

And I'm so confident you'll love this that I'll back it up with my rock-solid...

“Work In Your PJs Or Steal My Lunch Guarantee”



Try out my product. See if it's not the easiest, step-by-step guide you've ever seen. Put it to work **and prove that you'll make your first money within 30 days**...then try it out for 30 days more. That's right, I'll give you a full 60 days to try this, with zero risk. If you're not absolutely happy at the end of that time, simply ask for your money back and I'll return every penny you paid, no questions asked.

That really takes all of a potential buyer's risk away. He can try your product for two full months without having to worry about losing his money.

2.5.10 An Urgency Factor

If there's no reason to buy right away, the reader might want to “think about it” and buy later...which usually means he won't buy at all.

You want to do everything you can to keep a person on the page, and convince him to buy. That's why I like to use an urgency factor, which is giving a reader a reason to buy immediately. You could use

- A time deadline, such as saying the product will go off the market within X days
- A price bump, such as saying the price will go up at some point (whether you define that point or not is up to you)
- A restricted number of copies, such as saying that you won't sell more than X copies ever

The threat of a price bump is always one you can use. It might say something like this:

But You Need To Hurry...

I'm not going to keep the price this low forever. As soon as I get as many testimonials as I need, I'm going to raise the price to \$97 or more...and still sleep well at night.

Look, this is powerful information. **I would've made more than \$97 in my first week if I'd had this.** So the \$37 I'm asking is peanuts. Don't wait around and let the price run away from you.

That can light a fire under people who would otherwise consider not buying. It nudges them to act now, which can get you more sales. You might get some refund requests as well, but that's okay—it's just part of doing business.

2.5.11 Ask For The Sale

It's a truism in sales that you have to ask for the sale. If you don't ask for it, you probably won't get it. Online sales copy is the same way. You need to ask a reader to buy, but you can be subtle about it, like this:

You Know What To Do...

Sometimes in life, you just have to decide.

I did. I decided that my own health and the stability of my family was worth figuring out how to replace my desk income with online income. And I did it.

Now I'm making it super-easy for you to do. You don't have to waste money like I did. You don't have go through the frustration. You don't have to fret about whether you've chosen the right path. **"Work" In My PJs solves all of those problems.**

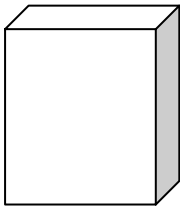
There's just one step you have to take...grab this for yourself!

That's a straightforward way to ask somebody to buy. Then you need to tell him how to buy.

2.5.12 “Yes” Box

Your yes box simply present the high points of your sales pitch again, and gives the reader the price and order button, like this:

YES! I Want To Work In My PJs!



When I order today, I'll get my own personal copy of *“Work” In My PJs*, which I can download in minutes and start using right away.

I'll pay only \$37 for it, as a one-time payment, before the price goes up to \$97 (or more). And that's backed by a rock-solid 60-day money back guarantee.

All I have to do is click the order button below to go through the short, simple, 100% secure order process at ClickBank.

[order button]

It's good to include your product graphic again here, because it reminds the reader of the product visually, which can help your conversions. Tell him what he gets again, how much he'll pay for it, and why that's a no-risk proposition. Then give him the order button to click.

2.5.13 Close

After your yes box, it's time to wrap things up. I like to include another reminder of my key product benefit, like this:

This is what you've been waiting for. *“Work” In My PJs* can help you see success within 30 days—I **personally guarantee it**. Isn't it time you stopped waiting?

To your online success,

[your signature]

And now there's just one more thing to add...

2.5.14 P.S.

A P.S. at the end of a sales letter is the second most read piece of copy, after the main headline. So you want to make the most of it. I typically include a couple P.S.s, one to hammer home the key product benefit, and a second one to remind the reader of my guarantee, like this:

P.S. When's the last time something promised you'd see cash profit within 30 days...and delivered? That's what I'm offering you. And it'll cost you less than a new dress shirt! Remember, the price will go up at any moment, so grab this while you can...

[order link]

P.P.S. Remember, I'm taking all the risk here. I want you to prove this works for you. Try it for a full 60 days. If it isn't everything you hoped, I'll give you your money back. Fair?

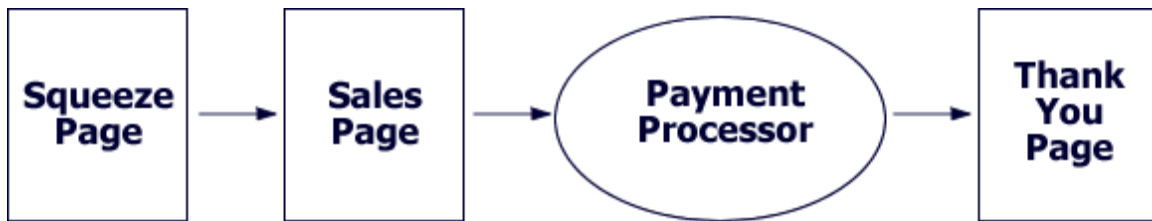
[order link]

Those P.S.s will get read, and they give the reader a strong incentive to buy.

2.6 Uploading And Linking Your Pages

Once you have your HTML files created, you need to upload them to your web server and put them in the right places. To keep things simple, you can put them all in one directory and just link them to each other correctly. That's not as hard as it may sound.

The typical page flow will look something like this:



In words,

- Your squeeze page sign-up form will redirect people to your sales page
- Your sales page order button (or link) will send people to your payment processor
- Your payment processor will redirect people to your thank you (also called your download) page

Your autoresponder service will let you generate code for your squeeze page sign-up form. In that code somewhere (see the instructions for your chosen service), you'll see some HTML that looks something like this:

```
<input type="hidden" name="redirect"
value="http://www.YourSite.com/somepage">
```

You just plug in the URL of your sales page to send new subscribers there.

On your sales page, you'll have a graphical order button or a link that leads to your payment processor. This isn't hard either. When you sign up as a ClickBank Publisher, for example, they'll give you a payment link you can include on your sales page to link to the payment process for your product. The HTML code will look something like this:

```
<a
href="http://1.yourcbnickname.pay.clickbank.net">Click
Here To Order</a>
```

All you have to do is replace *yourcbnickname* with your ClickBank ID (remember that you chose that when you signed up for your free ClickBank account). When somebody clicks on your payment link, they'll go through several pages of the ClickBank order process to enter payment information, like their credit card number. Then ClickBank will redirect them back to your thank you page (see the earlier video about setting yourself up as a Publisher to see how to set up your thank page redirect).

If you're just using a link on your sales page, you can put that code on your page so people can click it. If you're using a graphical order button, watch the video that shows you how to use the code.

The process is similar for PayDotCom.

Once you have this linking set up, you'll need to upload your pages to your web server and test that the links work correctly. Watch the video showing you how to use an FTP program to upload your files.

2.7 Other Things To Consider

I'm going to go into more detail about this in Lesson 5, but so you can keep the big picture in view and plan to add these things to your website, let me quickly cover a few other items you'll want to consider.

2.7.1 Making More Money On Each Sale

Selling a product online is great, but what if you could make more money on each sale?

That would be like finding an extra pile of money on your kitchen table!

There are two techniques you can add to your site to make more money:

- **A one-time offer (OTO).** This is where you offer new buyers a special deal they'll only see once, so there's lots of urgency to buy right away. You'll typically see these offers after you click the order button and before you buy.
- **Upsells.** This is where you offer another related product on your order form or perhaps on your download page. It's a great way to get somebody to add to his purchase when he's in a buying mood.

In Module 5 I'll walk you through how to set these up.

2.7.2 Back-End Selling

As you sell products, you want to be building your buyer (or customer) list. This is the list of people who have actually given you money, as opposed to a subscriber or prospect list which is a list of people who haven't given you money yet.

In fact, you can create multiple customer lists, even one for every product you sell.

Having a buyer list is the foundation for the entire long-term system you'll want to build, so I'll definitely come back to this in Lesson 5. But here's a bit of a preview of things I'll talk about...

One way to build a customer list is to offer people a valuable bonus or download page if they'll join your customer list. This gives them an incentive to sign up, knowing that you'll be sending them emails.

Most people assume they'll receive mailings once they buy something. But if you'd like to make it more official, you can include a newsletter subscription or some other bonus on your sales page, so people know up front that they'll receive mailings from you.

Another way to build a customer list is to force buyers to register right after they pay, but before you'll give them the product they bought. I do NOT recommend this approach. It risks making people angry.

Most people will dislike having to jump through another hoop after they've given you money (they'll start feeling like they've been scammed).

Whatever approach you use, though, building a customer list is a vital part of your business strategy. I'll come back to these methods and to other related topics in Module 5.

3.0 Conclusion

Now you know how to find great reprint rights products to sell, and how to prepare them for sale.

First, I showed you how to develop your own USP to set your product apart from other people who might be selling the same reprint rights material.

Then I gave you seven strategies for offering your products, from selling them directly to changing their format to increase their perceived value.

Next, I told you how to set up your website. I walked you through setting up each of the main pages you'll need for your mini-site.

I gave you some quick videos to show you how to set up your autoresponder and payment processor, so you no longer have to be intimidated by the "tech stuff" when you create as many mini-sites as you want.

Then I walked you through a simple sales letter copywriting formula that'll save you hundreds or thousands of dollars on copywriting fees.

Finally, I talked about a few other things to consider that I'll return to in Lesson 5.

Now that you have your site up and running, it's time to promote it and drive traffic to it so you can sell your product. This is the place where lots of people get frustrated, because they think it's hard to get good traffic. It's not, and I'll show you how to do it.

I'll see you in the next module!

Ewen Chia

Recommended Resources

This book is full of great resources, so I wanted to collect them all in one place for easy reference.

<http://www.naturalreaders.com> – An inexpensive text-to-speech tool that lets you convert ebooks to audios and increase their perceived value.

<http://www.zabaware.com/reader> – A free text-to-speech tool.

<http://www.CamStudio.org> – An open source (free) tool to create your own screen capture videos for products.

<http://www.Slide.com> – A free tool to create your own slideshows, which are essentially a simple video you can offer as a product.

[GetResponse](#) – A highly recommended autoresponder service.

<http://www.Gimp.org> – A free photo editing program that lets you do some basic graphics work.

<http://www.Adobe.com> – Where you'll find Fireworks, a graphics tool that's much easier to use than Photoshop. It costs \$299 to buy, but you can get a free trial.

<http://www.MiniSiteGraphics.com> – An excellent source for mini-site graphics, including ecovers, headers/footers, etc.

<http://www.pixelofgenius.com> – Another excellent graphics source, with some nice packages that have just about everything you'll need.

<http://www.webgraphicscreator.com> – Another graphics source I've used myself.