

RESPONSE DYNAMITE

**Ultra Advanced Email Marketing &
Website Conversion Tactics for 2011!**

Third Edition, July 2011

Download updates at www.respondedynamite.com/vault

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**The 4 Best Methods I've Found to Create Ultra
High-Converting Front-End Sales Processes
(6-24% sales conversions consistently)**

1. Real-Time Dime Sales

Dime sales are based on the concepts of urgency and fear of loss.

The basic idea is the price of your front-end product is increasing every 20 minutes, every 30 minutes, every hour, every day or whatever time period you specify.

You would also specify the amount the price would increase by each time as well as a final maximum price.

For instance, the setting I've used most often is, "the price is increasing by \$0.05 every 20 minutes."

And I usually set the max price at \$37. Your target market and your objectives will determine your pricing strategy.

Generally speaking I like to generate as many front-end buyers as humanly possible, and then get the BEST customers to qualify themselves during the upsell process.

This increases average value per visitor (VPV) significantly.

More on the upsell process later.

Here's why dime sales work so well.

They work so well because they set up a situation where

**You have to buy right now (as in right this second)
unless you want to pay more.**

No one wants to pay more than they have to.

Price increases have always been effective and will continue to be long after we're dead and gone. Dimes sales just so happen to take advantage of this in an effective way.

The fact is if you leave the web site and come back just 20 minutes later – you’re going to have to pay more.

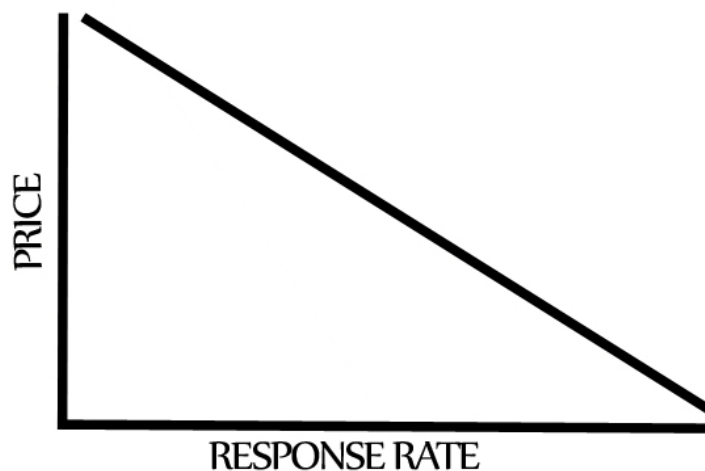
Using dime sales I’ve achieved conversion rates as high as 26% and never less than 8%.

So you can throw the idea that a “1% conversion rate is good” right out the window.

There is downside of dime sales.

The negative side of using dime sales is that by it’s very nature, dime sales are “sales” -- meaning they begin and end and do not last month to month.

With dime sales, as price rises, conversion decreases (overall).



This frustrated me.

I used to think – gee, I sure wish I could take advantage of the concept of price increases and dime sales and use it long term on the same product.

I wanted to be able to buy advertising and drive traffic consistently and still benefit from much higher than normal response rates by using these price increase methods.

It took me several months but I finally figured it out.

Now I almost always use evergreen pricing tactics.

Introducing Simulated Dime Sales.

2. Simulated Dime Sales (cookie based)

Simulated dime sales are dime sales that start the first time a new visitor comes to your website and end when the price reaches it's maximum price.

The way it works is a cookie is set on the first visit and the price increase begins.

From that point - if the same visitor returns the next day, the price will have gone up by the length of time that has passed just as it would normally occur during a "real" dime sale.

I've seen this work time and time again.

Some people aren't sure if it is a real dime sale so they will wait an hour or so just to see if the price actually increases and once it does - they buy.

And that's a good thing.

It reasonable to assume many of those people never would have bought had it not been for this killer method (and script).

In over a year, I haven't had a single customer point this out, get upset or even notice.

I can drive paid traffic to these simulated dime sales and get high response rates consistently.

Here's an example for you to take a look at:

<http://www.instantinternetinfluence.com/live>

As you'll notice - it says the price is set ridiculously low and is increasing by \$0.05 every 20 minutes.

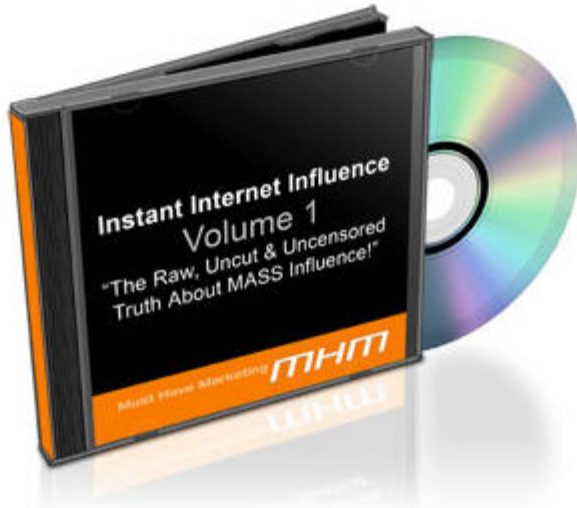
And the current price should say \$9.65.

The take away is this:

Don't set your price right at \$7.00 or any normal looking price. Choose an odd, irregular number to make it appear as the price has already been increasing for several hours before they got to the page.

Example:

Grab "Instant Internet Influence Volume 1" NOW For Just \$37 (Now only \$9.65 until the next price increase)



Just click the "[Grab Your Copy Now - Only \\$9.65!](#)" link you see below.
You Will Be Able to Instantly Download Your Copy After Your Order!

[Click to continue to PayPal...](#)

Notice I'm trying to make it appear as the starting price was \$5.00 and it's been increasing for a day or so and is currently at \$9.65 when they stumble upon the site.

They also think the price is going to increase in 20 minutes which is just what we want them to think.

Because it's very true.

The way Simulated Dime Sales work is \$9.65 is the actual starting price and the time begins on their first visit.

Unless they delete their cookies - the price will continue to rise for that individual every 20 minutes until it maxes out.

The script remembers each person and the dime sale is unique for them. Think about that.

What if this single technique added just 30% more front-end customers for all your products over the course of the next 365 days? **How powerful would that be to you?**

It's effective.

It's powerful.

Use it because no one else is (yet).

All the PHP code and video instructions you need are inside a the players-only website.

<http://www.responsedynamite.com/players>

Username: players

Password: only

3. 30-Day Hold (Trial Offers)

You've seen them.

Thousands of companies use various versions of this idea online each and every day.

And why not?

It can work phenomenally well if you do it right.

The first thing you should do is type this url into your web browser and go to the late, great, Gary Halbert's website and read about the 30-Day hold straight from the source.

<http://www.thegaryhalbertletter.com/Newsletters/2005/10-27-05.htm>

Done reading?

Gary already did a great job of explaining the advantages of why you'd want to consider using the 30-Day hold.

It TRIPLES Your Orders & Doubles Your Refunds!

When you understand the full implications, this is a truly stunning reality for most marketers.

In that article, Gary specifically relates this strategy to using direct mail to target buyer lists you rent.

There is a very large UPFRONT cost in addition to a delayed turnaround time – compared to how we good we have it on the good ol' Internet.

On top of that, he speaks of getting buyers to mail you a check and then wait to cash it.

With the Internet, we use plastic so the whole process is 100% automated.

So in case you don't have a pulse - using a trial strategy can TRIPLE your sales! It could even QUADRUPLE sales!

If you have a physical product that delivers the goods this is the absolute smartest thing you could ever do.

You can try to do it with digital products and still make it work - but your product better be awesome!

On the following pages are a few examples of killer trial offer making a lot of money.

One of the most famous trial offers was made famous by none other than Carleton Sheets - the late night Real Estate No Money Down guru.

If I'm not mistaken, he was the first to use the term "in home trial." His "30 Day In-Home Trial" for only \$9.95 shipping & handling offer has run for years now!

Before that they we're going straight for 3 payments of \$59.99 or something like that.

But once they tried the 30-Day Hold strategy - they have never looked back and the only logical conclusion one can draw is that it's because they are making a lot more money doing it than BEFORE when they were NOT doing it.

I hope you get what I'm saying and try it out.

Don't Decide Now... Read "Double Your Dating" FREE For 7 Days

This is possibly the most important investment you'll ever make in your dating life.

I assure you that you'll be able to use the things that you'll learn in my eBook to meet more women.

This book may have the one exact piece of advice you need, but I want you to be absolutely sure about it, that's why I'M NOT GOING TO ASK YOU TO PAY FOR IT until you've had a chance to read it and see for yourself with your own eyes what it can do for you.

When you click on the button below, you'll be taken to a secure order page where you can download the book for **FREE** right now (just use a valid credit card for your order... you won't be charged for a full 7 days).

Read the book from cover to cover and you'll find strategies you can use **RIGHT AWAY** to start meeting women. I promise.

Take 7 days to read the book and start applying the techniques you learn.

If, after you've read the book you decide that it's not for you... or you didn't find any useful information in it for your situation, simply reply to the email confirmation you'll receive when you download your copy of the book, write "cancel" in your message, and we won't charge your credit card at all.

If you'd like to keep the book, you don't need to do anything further. Your credit card will automatically be billed — but not before you've had a **FULL 7 DAYS** to use the materials.

I truly want to help you meet and date more great women. I get emails every day from guys who are using these materials to **DRAMATICALLY** increase their success in the dating world, and I want to help you too.

Click this button to download Double Your Dating for your 7-day free trial:

[**Download Your Free Trial**](#)

Credit and Debit Orders Only

Don't Decide Now... Try My Advanced Dating Techniques- 2nd Edition Program FREE For 30 Days

I'm so sure that you will love this program that I'm willing to do something that might seem a little bit CRAZY...

I'd like to send you a copy of this program to try for FREE.
That's right, FREE.

Here's how it works:

I'd like to send you a copy of either my CD or DVD Advanced Dating Techniques - 2nd Edition program at MY RISK.

If you like it, keep it. You'll be billed automatically. If you don't like it, just send it back within 30 days, and you won't be charged (Don't worry, if the mail takes too long, and I get it back 31 days later and you've been charged, **I'll give you a full no-questions asked and no-hassles refund**).

Can it get any better?

Of course it can...

I also realize that having to pay for this program all at once might stretch your current budget a little bit. So I'd like to extend the offer I made earlier to "sweeten this deal" and truly make it "**an offer you'd be crazy to refuse**".

If you order right now, as I mentioned above, I'll **spread your payments out over FIVE MONTHS**. You won't make your first payment until 30 days after you order, and you'll be automatically charged in five equal monthly installments... *AND I'll pay for the shipping to send it to you!*

I could not POSSIBLY make it any more easy or low risk for you.

When you click on a button below (choose either DVD or CD version), you'll be taken to a secure order page where you can order your program - just use a valid credit or debit card for your order, and you can pay by mail or PayPal. (But I can't offer you the free trial and payment program unless you use a credit or debit card.)

Go through this program from beginning to end. You will see INSTANT RESULTS, and you WILL meet more women.

Use the materials all you want for up to 30 days at MY RISK.

If you decide that it's not for you - for ANY REASON - just send it back and you pay NOTHING.

If you'd like to keep it (and I'm betting that you will), you don't have to do anything. You'll be billed automatically in five easy payments.

I truly want to help you meet and date more great women. I get emails every day from guys who are using these materials to improve their success in the dating world, and I want to help you too.

Choose the format you'd like to order here:

For CD Series:

One Time Easy Payment with 30 Day Free Trial

Credit and Debit Orders Only

5 Easy Installments with 30 Day Free Trial

For DVD Series:

One Time Easy Payment with 30 Day Free Trial

Credit and Debit Orders Only

5 Easy Installments with 30 Day Free Trial

NOTE: If you would like to order using PayPal or by mail, [Click Here](#) for CD or [Click Here](#) for DVD. (The free 30-day trial and payment program is only available with debit or credit cards.)

4. Coupon Codes

This section will be short.

Coupon codes work because people love to get a better deal.

People love to get in on something special.

People love a deal.

That's the essence.

And the best part is if you RAISE your prices and use the coupon code method to generate sales you'll get more of them - and your products will be viewed as valuable.

There's a lot of ways to do coupon codes, but in essence all you do is give a special code that is limited by quantity or time and gives them a discount.

It works like crazy - just don't overuse it.

1Shoppingcart has a ROBUST coupon code module built in.

If you take paypal you can use the RAP script to do coupon codes. <http://www.musthavemarketing.com/rap>

It's what I'm using on some of my products.

For instance, I recently got a hold of resell rights to a cool templates product.

I ended up earning THOUSANDS of dollars in 72 hours from an initial investment of only \$19.

I used a coupon code to drop the price from \$17 to \$10 and there was also an OTO offer.

I never would have made that much without the coupon code.

You can still check it out:

<http://www.musthavemarketing.com/amazing>

Enter coupon code: RD1 and get the same deal.

I've got some videos on coupon codes in the works. Plus I'm going to give you guys a super simple script that will work with any payment processor.

Only one place to get the goods - the PLAYERS ONLY website:

<http://www.respondedynamite.com/players>

Username: players

Password: only

The Lucrative Art of One Time Offers

One Time Offers are certainly no secret.

Mike Filsaime saw to that.

What I want to do is show you some specific information I've learned about how to create a onetime offer that converts like crazy and significantly increases your VPV.

You can create one time offers in a hundred different ways.

I'm going to show you the ways that have consistently worked for me.

I believe one time offers should aim to achieve the following objectives:

1. Inform the visitor that their order has been successfully placed.
2. Congratulate the visitor for making a great/smart/awesome decision.
3. Present a compelling offer that compliments and adds-on to the thing they just bought.
4. Bond with the visitor through video. If done correctly the visitor will become more likely to buy again in the future even if they pass on your one time offer today.
5. Create enormous buying pressure in a cool way that is not manipulative.
6. Utilize as many psychological buy triggers as humanly possible (in a cool way).
7. Use credible "reason why" ad copy. Be creative and don't use the same stuff everyone else uses. Get clever.

8. Force the visitor to make a decision while keeping the “buying loop” open.

Pretty much every step is critical.

That is, unless you want to make less than you know is possible with a little forethought.

Watch the STEALTH CASH SEMINAR DVDs to get more killer info on one time offers.

Also, make sure you login to the member’s area because I’ve posted a bunch of links to live one time offers that are converting.

I also give the stats in most cases.

A big point I want to emphasize is this:

You MUST continue the visitor’s momentum to maximize the conversion.

What I mean is they just bought something.

Congrats – that’s an awesome thing.

The big mistake most marketers make when creating their one time offers is not following the Rule of Momentum.

The customer bought product A for a reason.

That is the direction they want to go.

So if a customer is going in a direction towards learning about Google Adwords, don’t slow their momentum by offering them something that doesn’t continue them on the same path they want to go on.

I'm not saying every one time offer needs to follow this rule, but I am saying following this rule will generate you more cash per offer.

However, I could also argue that it is wiser to FOCUS your energies on optimizing a single ONE TIME OFFER that is a logical upsell for a range of different front-end products.

Here's what I'm doing right now.

I have built myself a custom system where I can plug in any front-end product I want very quickly and funnel it to a pre-existing one time offer with ease.

Let me be clear.

What I'm doing is funneling dozens of different front-end products (buyers) into the same one time offer.

And I'm optimizing that One Time Offer like crazy with simple split testing.

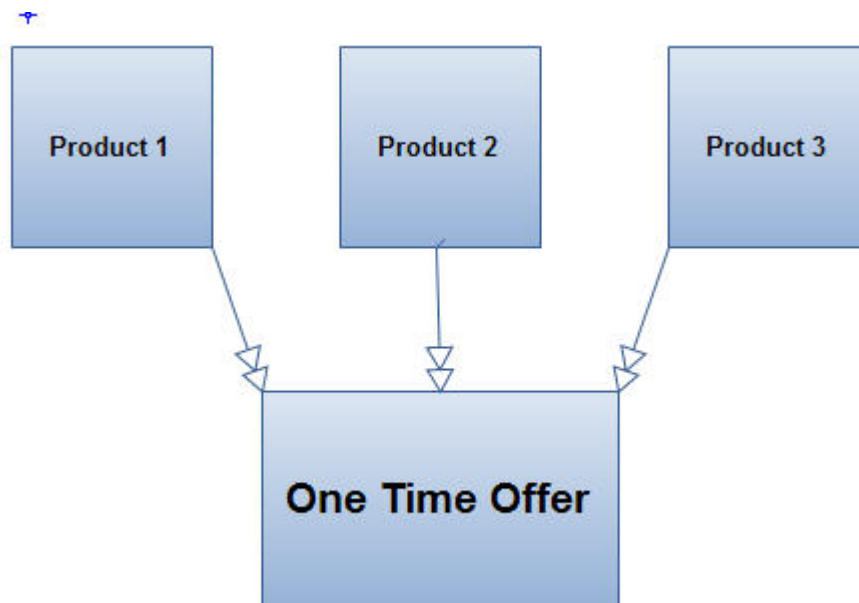
So instead of just mailing my list an offer and having to create a new 100% targeted OTO each time (that takes a lot of work)...

What I prefer to do is send everyone to the SAME OTO (it's slightly modified DYNAMICALLY - I'll explain later) so I can get more traffic to the same offer.

This allows me the traffic numbers needed to optimize an offer for maximum VPV.

I'm going to cover all this stuff in great detail in Testing Freak Formula.

But for now, here's the concept:



So I'm leveraging all my traffic from multiple products to constantly optimize a single offer. The focus of the single offer is what gets me the most leverage.

If I was trying to optimize a different OTO behind every single front end product it would be a nightmare and getting actual results from limited visitors would not be as easy.

It comes down to this.

If you're marketing a lot of different offers to your own list - I'd optimize a single OTO behind multiple products.

If I was doing a big launch where a lot of different affiliates or joint venture partners will be sending you traffic - I would create a custom tailored OTO for that traffic.

How you handle your one time offers really depends on your overall business model.

Either way, I'd be split testing the entire time because to not do so, would be dumb.

Split testing your sales letters and your One Time Offers is a crucial skill you should aim to learn as soon as possible.

I have posted a web based One Time Offer generator in the PLAYERS ONLY website.

<http://www.responsedynamite.com/players>

Username: players

Password: only

Automatically Engineered Launch Processes

Type 1: Real Time Launch Automation

Type 2: Autoresponder-Based Launch Sequences

AUTOMATED LAUNCHES

In this section, I want to cover how you can 99% automate a product launch.

This works with 1 day or even 1 week launches.

If you can plan what you want to happen and when you want it to happen, you can setup a system that will work (even if you choose to be on vacation clowning around or spending time with your family, or traveling the world).

Over the past couple years several tools have come out the claim to do what I'm talking about but most of them completely suck and I'm being kind.

The funny thing is there is an open source (free) script I discovered that works flawlessly and is SUPER SIMPLE to use and setup even without the videos I made.

So while people buy overly complicated systems that have major bugs - I'm going to show you exactly how to automate an entire product launch and have it go off without a hitch.

For this example I'm going to describe the process of automating a launch to your own personal list.

I would not recommend completely automating in this manner for a HUGE launch with dozens of affiliate partners.

But - with a few added steps it's still doable.

Here's the process for the most basic setup.

You'll need to create 4 pages if you have not yet done so.

1. Coming Soon Page (with countdown timer)

2. Sales Letter Page (this will go live automatically when the countdown reaches zero)

3. Sold Out Page

4. Thank You Page / Download Page

Next you need to get the script for automating this.

<http://andrewu.co.uk/clj/countdown/pro/>

It's a javascript script that count downs and redirects the page when the countdown hits zero.

You can simply use two installations of the same script on the coming soon page and the sales letter page.

On the coming soon page you'll specify when the sales letter should GO LIVE.

On the sales letter you'll have the code installed AGAIN (you don't have to display the countdown code on the sales letter unless you want).

The script will countdown to the date and time you specify and redirect to the SOLD OUT page.

Once that is setup you need to program your Autoresponder broadcasts to go out at the right time.

I'm not going to cover actual launch sequences here. The best thing to do is look over Mass Control. Take a look at Frank's Serializer, Stompernet, Pipeline Profits and Annihilation method launch sequences.

Alternatively, you should just search your email box from any launch you've seen that looked solid.

Just go in and MODEL your launch sequence after what they have already created.

This is easy to do – just change everything they do so it makes sense for your product.

Don't deliberately copy, it's wrong.

However, plenty of people out there that have no ethical dilemma with completely swiping your hard work, word for word in order to capitalize.

Most of these people who do these aggressive tactics are doing so under a fake name.

In their mind the pen names gives them carte Blanche to do whatever the hell they want.

It allows them to be ruthless.

Creating your launch sequence is up to you.

The easiest method would probably be to use Frank's boomerang method.

The method consists of 4 simple emails.

Email 1-3 are short with a link to content-rich videos.

Each video page has links back to the previous videos in case someone missed the first or 2nd message.

Email 4 is when you "launch" your new product or service and ask them to take you up on your RISK FREE trial.

I've already covered trials previously.

This is a way of combining product launch sequences with the power of trial offers to get phenomenal results.

Pre-programming Your Autoresponder Broadcasts.

Day 1 – 10:00 AM Eastern - Send Link to video #1

Day 2 – 2:00 PM Eastern - Send Link to video #2

Day 3 – 10:00 AM Eastern - Send Link to video #3

Day 4 – 2:00 PM Eastern - Send Link to LIVE Trial Offer

The times above are only for illustration purposes. I would probably send TWO emails each day.

The first email would go out at 10:00 AM each morning linking them to the video.

The second email would go out at 2:00 PM that afternoon reminding them to check out the video you sent earlier and using some scarcity and anticipation stuff.

Before you program these emails you need to plan out exactly what you want to happen.

Do you want the trial offer to only be available for 24 hours only? 48 Hours? 72 hours? Indefinitely?

If you plan to close it after 24 hours – no matter how many sales you get – you’ll want to send at least one additional LAST CHANCE reminder.

Here’s some decent subject lines to try. Notice the how I use UPPER CASE, parentheses’ and ellipses to draw attention.

  Joe Lavery	» TIME SENSITIVE: (only 4 hours left...) - If you
  Joe Lavery	» FINAL CHANCE - If you've been thinking about
  Joe Lavery	» LAST CHANCE - If you've been thinking about c

And here’s an example of a simple email I just thought up real fast for an example:

TIME SENSITIVE: (only 4 hours left...) Inbox | X

 **Joe Lavery** to me [show details](#)

If you've been thinking about getting a copy of ResponseDynamite, this may be your last chance.

This is a 24 Hour Only special offer and as I write this the website is going to be pulled from the server in less than 4 hours.

Don't hang around wondering if you should get this or not.

Get it. >>> <http://www.respondedynamite.com>

You need it and you won't be disappointed.

Kick butt, be Bold!

Joe Lavery
Must Have Marketing

Let's switch back to drawing attention with subject lines.

Anytime you can use weird characters - it will draw more attention and increase clicks.

This applies to pay per click ads, text ads, and banner ads just as much as subject lines.

Try to use these types of characters more often.

“ ” - * & ™ “ ” © ® () | ? @ + = \$

Here's some examples I've used in the past:

Joe Lavery	» \$1 = Steal of a Deal
Joe Lavery	» ResponseDynamite™ - 8 copies left
Joe Lavery	» MASS CONTROL BONUS: Mother of All Offers (New Bonus Just Added)
Joe Lavery	» MASSIVE MONTHLY INCOME (\$167/day secret...)

You can automate this process for a one time launch to your entire list.

You can ALSO 100% automate this process in a sequence (using an Autoresponder and ninja tricks) so all leads that you get on your list will experience the same launch process.

You create it once - and leverage it over and over.

What you're doing is exploiting the power of event-based marketing and product launches in a way that gives you massive leverage.

I'll show you that in the next section.

And in the Response Dynamite section I'll show you my most powerful ideas on how to design these automated launch sequences ... including how to build a huge list of people who WANT to buy your stuff.

Imagine having a RECURRING MEMBERSHIP program that is limited to 500 people at \$97/month.

That would be \$48,500/month in cash flow.

What would happen if you could design a system that almost GUARANTEED your program was at the MAX CAPACITY of 500 paying members...365 days a year (without you having to think much)?

It's possible using RD and automated launch sequences.

More to come.

**The ULTIMATE Leverage Point:
(How to Take Advantage of Multiple Personas)**

The Ultimate Leverage Point is one of the most powerful methods for increasing the profits of ANY website that is building a list.

(If you're not building a list, you're really missing out an amazing opportunity to create yourself and your family a real asset.)

In this case, you're building an asset that can generate income over and over and over again and that can be sold for a fast windfall of cash.)

Your Internet business already has a number of important leverage points:

- Email List
- Customer List
- Relationship with customers
- Proprietary Testing & Tracking Data
- Proprietary Advertising Data (places you advertise that are untapped goldmines and that almost know ones about)
- Every customer touch point (every contact point with a customer is a leverage point you should optimize)
- Employees and freelancers
- Joint Venture Partners + Affiliates (one could argue JVs and affiliates could be more powerful than what I will share, but I disagree because you can get even MORE affiliates using this idea than you ever could by NOT using – and that is only a side advantage to the primary advantages)

I've come to the conclusion that is one leverage point that is more important than all the others.

I'm guessing you've heard this before:

"You should be able to generate \$1.00 per month, per email subscriber on your list."

10,000 subscribers = \$10,000 per month (\$120,000 per year)

20,000 subscribers = \$20,000 per month (\$240,000 per year)

30,000 subscribers = \$30,000 per month (\$360,000 per year)

40,000 subscribers = \$40,000 per month (\$480,000 per year)

You get the idea.

I certainly agree with the concept and have used many of the ideas I'm sharing in this guide to increase this number well ABOVE the \$1.00/month figure.

But let's assume you accept this fact and you agree that the more email addresses you get -- the more money you'll make.

What if you could build more than one list in the same amount of time and with the same amount of effort as you are currently devoting to building your single list?

And...

What if you could do this (and quickly DOUBLE, TRIPLE or even QUADRUPLE your profits) by adding one extra page to your website... a page you can create in minutes?

The answer is -- it's certainly worth trying out.

So what am I talking about?

Before, I explain I want to warn you that not everyone reading this will be comfortable with the more aggressive ideas I'm about to present.

That's ok with me.

Even if you're not cool with the really aggressive stuff you can still use the concept in an ethical manner that boosts your profits immediately.

If you believe that \$1.00 per month per email is realistic (or even if you if it's only \$0.50 per month per email... and if you believe the bigger your email list grows, the more money you will make... pay attention.

If you're building a list right now, I believe what I'm about to share is the simplest and most powerful way of quickly doubling, tripling, or even QUADRUPING your profits.

The tactic I'm talking about is:

Creating MULTIPLE IDENTITIES and getting people on Multiple Lists

Think about the implications of doing this.

Imagine a scenario where:

- Each person on your list gets THREE emails per day instead of a single email per day.
- More exposures = More Profit
- Your alter-egos (your various identities) send emails promoting you (the real you) each time you launch a product. Essentially, you can create your own buzz.

- You can also use these various names to create dozens of posts/pages on social networking sites and blogs all pointing back to your product.
- When people google your name or the name of your product the top 10 results are all GLOWING reviews from what appear as UNBIASED recommendations.
- Are you starting to see the BIG picture?

What would happen if you could, on average, statistically, get each email lead on to THREE lists instead of just one?

There different personalities simultaneously emailing, bonding and selling stuff.

And it doesn't matter which one of the 3 personalities they buy from. You get all the money across the board.

I like that.

If you use merchant accounts, you'd have to get multiple merchant accounts under different companies in order to maintain the appearance of multiple identities.

The easiest way to do it is to use your preferred merchant processor for all the stuff under your real name and use Clickbank for all stuff you're selling under different personas. Clickbank costs \$50 per account and your company name doesn't appear on their credit card statements.

So you signup for a clickbank account for each persona and use non-existent names because all your checks or direct

deposits will be mailed to your company name which is NOT disclosed to your customers.

All they see is a support email address.

You will want to use Domain Protection (whois guard) to protect your identity from the publicly accessible whois database.

You must register your domain FRESH and activate whois guard IMMEDIATELY upon purchase. If you forget and activate whois guard a month after your purchased the domain, there will be a history of your real information.

People can use the IP History tool at DomainTools.com to find out who owned the domain - going back for YEARS.

Make sure to activate whois guard immediately so the very first record in the whois database will not contain your personal information.

You will be protected from prying eyes.

-There are different ways to apply this concept.

1. You can simply off set your lead generating costs by selling coreg advertising. Basically, you keep the full list you build, and pass the leads on to a group of companies who are willing to pay you to generate their leads for them.

A coreg path is usually a page that appears immediately after signing up for an email list. It will have several checkboxes that you can optionally select. For each box selected, their email will be added to the advertiser's list

in addition to your list and the advertiser will pay you a flat rate of \$0.25 or \$0.50 or whatever you negotiate.

They will then be getting email from TWO lists.

2. You can use the PUBLISHING model where you have MULTIPLE lists within your company in addition to the primary email list your leads subscribe to.

This is what Agora-Inc.com does and they make over 100 million per year.

3. You can get a little black hat. You can use the same sort of coreg path you would for #1 or #2 above. The only difference is these email list are not other advertisers paying you. They are all YOU under various pen names.

Persona, Pen Name, Identity, Alias - all mean the same thing to me.

So you can promote all the hottest clickbank products and launches under different names.

For questionable products you don't feel great about putting your name behind - but is a product people WANT anyway - you can simply promote under your pen names.

The best launches you'd promote under ALL your pen names and your real name.

You'd be surprised how many people are doing this like crazy right now and making millions.

There are sites on Clickbank that look very similar and the marketing looks the same - and each one has some perfect sounding name. Most of these SITES are done by the same 3 or 4 people using MULTIPLE IDENTITIES.

Here's a situation you might be in:

You have resell rights and PLR rights to a TON of products and articles etc.

You never use that stuff for various reason, including the quality and fact you're hesitant to put your good and honorable name on it.

I have had the same problem myself.

However, if you begin using MULTIPLE identities, you can just pay someone to take all the PLR stuff you have and set it all up under one of your pen names.

Don't try to sell the PLR direct (unless it came with a quality sales letter).

Instead, use the content for content-rich reports, articles, and blog posts.

You want to generate reciprocity automatically using a follow-up sequence. Go to EmailFreaks.com to read a special report on using autoresponders sequences - in a specific way proven to be extremely effective.

It's a unique report you can't get anywhere else. It explains a few of my biggest email conversion secrets.

Back to the point... you will get a lot further with PLR if you use it in the manner I'm suggesting.

THE POSSILITIES ARE ENDLESS

If you sell to the internet marketing crowd, here's an idea that could prove to be ultra lucrative.

One of the HOTTEST and most RABID sub-cultures of the internet marketing crowd is RESALE RIGHTS BUYERS!

RESELL RIGHTS, MASTER RESELL RIGHTS, and PLR BUYERS!

So what would happen if you added a simple check box or used a coreg path with a simple question like:

"Interested in learning about the hottest PLR & Resell Rights products on the Internet? Subscribe to my PLR/RESELL RIGHTS update list and I'll send you alerts about killer products, offers and deals I find."

Beside that would be a checkbox and if they select it - they get added to a 2nd list.

The 2nd list will be only a fraction of the main database, but it's a targeted list of people who are proactively looking to purchase resell rights or PLR to quality products.

It's easy to find Resell Rights and PLR products to sell as an affiliate. They are everywhere.

Just hang out on the Warrior Forum and buy each WSO that looks like it will sell and send an offer to your sublist and you'll make an influx of cash each and every time and they won't feel like you're bombarding them.

This is ADDED income you never would have made otherwise.

They asked you to alert them.

Remember, this sublist should not affect what you are CURRENTLY doing with your list right now.

That means anything you make from these hyper-responsive buyers is EXTRA FREE MONEY!!!

You might want to change the FROM line in your emails going out to the sublist to distinguish between lists.

For instance:

If you use your real name for your primary list, you could use "PLR Alerts" for the sublist.

Main List From Line: Joe Lavery

PLR Updates Sublist: PLR Alerts

That way they will know for sure if the email is specifically about PLR – this will make sure they never accidentally overlook one of your emails.

You could take this same idea and tweak it just a bit, and say your buddy has a kick butt PLR Alerts list you should signup for.

Then you mail using your buddy's name – your pen name.

I hope you're beginning to connect the dots.

Then like magic, your "buddy" will confide in his list about the mentor that helped him change his life forever and how he owes all his success to one person... YOU!

So he then passes those same customers BACK to you as an AFFILIATE!

Once again – you keep everything.

The merchant AND affiliate check from Clickbank is going to you. They don't know that, so let's keep it our secret.

You know how on some products you won't buy it on the first recommendation? You might look at the sales letter and for some reason or another you decide to hold off.

Then later that day, or the next day you get a 2nd email from a different person. This person is also recommending that same product so you check it out a 2nd time.

And let's say you hold off on buying again.

But then it happens... you get a 3rd email from a 3rd person telling you how great that same product is.

So you check it out again and by this time you start to see why this purchase makes so much sense and you decide to finally give it a shot. YOU BUY!

The conversation in your head could have been like this:

"If so many different people are all saying this thing is the shit, it must be true. I guess I better buy."

Whatever the conversation *really* looks like matters not. The fact that REPEATED positive exposure from MULTIPLE people will give you a MASSIVE boost in sales DOES MATTER.

THESE CONCEPTS ARE POWERFUL FOR MANY REASONS.

HERE'S THE BIGGEST ONE:

When it comes to SELLING STUFF, it's MANY times more effective to have a 3rd party say something good about you than if you say the same thing about yourself.

And we can further extrapolate that...

**Having MULTIPLE unbiased 3rd parties say
something good about you or your products
is that much MORE powerful.**

Think about the possibilities.

Publisher Model (real authors - multiple lists)

AGORA

A Marketplace for Ideas

HOME ABOUT AGORA WILLIAM BONNER SUBSIDIARIES & AFFILIATES CONTACT CAREER OPPORTUNITIES

Get FREE E-letters From AGORA Inc.

Thank you for visiting Agora-inc.com, please feel free to sign up for any or all of our informative and educational e-mail newsletters. To subscribe, enter your e-mail address, pick the daily e-mail newsletters you want, then click the signup button.

Your Email:

First Name:

Now please select the e-mail newsletters you would like to subscribe to:

☐ **The Daily Reckoning:** *"More sense in one e-mail than a month of CNBC."*

☐ **5 Minute Forecast:** *"The Most Profitable 5 Minutes of Your Day!"*

☐ **The Investment U E-Letter:** *"What No Books... No Schools... No Brokers... Can Teach You"*

☐ **Steve Sjoggerud's Daily Wealth:** *"Finding great investments no one else is talking about."*

☐ **Taipan Daily:** *"Build your personal fortune today."*

☐ **The Offshore A-Letter:** *"Your Link to Freedom, Prosperity & Privacy in the Offshore World"*

☐ **Early to Rise:** *"The Internet's Most Popular Health, Wealth & Success Newsletter."*

☐ **The HSI e-Alert:** *"Receive breaking health insights and discoveries...as they happen."*

☐ **International Living Postcards:** *"The best destinations to live, invest, retire, and travel overseas."*

Affiliates & Subsidiaries

 List of AGORA Inc.'s affiliates and subsidiaries... [Learn more](#)

FREE Resources from AGORA Inc.

 Get to know AGORA's respective companies through these free E-letters... [Learn more](#)

AGORA Inc.'s Historic Baltimore Campus

 Tour AGORA's collection of stately 19th century Baltimore mansions...

Take a tour of:

[14 West Mount Vernon Place](#)
[105 West Monument Street](#)
[819 North Charles Street](#)
[702 Cathedral Street](#)
[808 St. Paul Street](#)
[1217 St. Paul Street](#)
[100 West Monument Street](#)
[16 West Madison Street](#)



AGORA

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The Double Subscribe method:

Use at your own risk. This might possibly be against terms of service. If you use cautiously you should be ok.

Back up your list every week no matter what.

Here's the skinny:

- Person visits optin page.
- They enter their info.
- On the next page you have a short one or two sentence paragraph asking if they would like to also subscribe to your second list.

The wording is where the magic is hiding.

Ask them a question and let them choose with a simple YES or NO.

If they select NO they are taken to the next page which is probably your sales letter or whatever page you normally would send them to.

If they select YES they are automatically subscribed to the 2nd list per their request.

There is a simple script that will allow you to pass the data they enter on the optin page and merge it into hidden form fields on the second page.

When they select YES they are submitting a form button and subscribing them to second list without them having to re-renter their info a second time.

Because you are making it so easy for them to click yes and continue you can get a large percentage of your subscribers to join a second list.

Use your imagination.

The possibilities are unlimited.

And by the way... the exact script you need to implement the Double Subscribe method is available on a hidden page inside the players only members website.

It's not free and neither are the best things in the life of an Internet marketer.

This is the hidden page:

<http://www.responsedynamite.com/players/double.html>

Take a look at the next page for a practical example of how you might implement it.



Dear Joe,

Thanks for registering for *The Hidden Formula* event. Soon you will learn million dollar insider secrets not one in a thousand know.

Before you complete your registration and claim your complimentary bonus gifts, I would like to offer you a complimentary subscription to my email newsletter...

...I send almost DAILY emails on how to make money online... I share websites, tools, resources, tactics and more... all 100% "on the house."

Would you like to claim your free subscription?

I highly recommend you get on my main email list because you'll be guaranteed to be informed on everything going on here at Must Have Marketing and you can always remove yourself from the list at any point with one click.

Talk soon,
Joe Lavery

PS: I recently created a six minute video that breaks down *why* some people make MILLIONS while others (who are *seemingly* doing the exact same thing) can barely pay the rent... it's solid content you can implement immediately. Just click the "Yes, please subscribe me..." button above and it's yours FREE - instantly on the next page.

ResponseDynamite™

**(The Single Most Powerful Response-Boosting
Concept I Could Ever Share With You)**

ResponseDynamite™ is a handful of ideas I've determined to be the most effective when it comes gaining INFLUENCE over large groups of people.

In this scenario – that group of people will be those on your email list, mainly -- **your customers**.

If you want to get HOLLY JOLLY RICH, you need to develop a hard core following of people who buy everything you sell.

You need to get yourself a HERD of followers.

Lucky for you, you managed to get a copy of this guide because that's exactly what ResponseDynamite™ will help you to do... get yourself an ultra-responsive list of people who know, like, trust and most importantly... BUY YOUR SHIT!!!

To turn a regular, ordinary group of customer into what I define as a HERD, here's what you need to do...

You need to *methodically* train the people on your email list to RESPOND to your commands.

The primary command you want them to get in the habit of responding to is "the BUY command." That's obvious.

You'll also want to train them to:

- Click when you say click.
- Read when you say read.
- Download when you say download.
- Jump when you say jump.

There are multiple ways to this.

I'm going to skip all the ones you've have probably already heard once or a dozen times before. Instead, I'm going to give you something original.

At this point I need to tell you about Robert Cialdini, author of the mega bestseller, "Influence: The Science of Persuasion" and the newly updated, "Influence: Science & Practice" - arguably the most important book on sales persuasion of all time.

If you don't have Influence - you need it. And NOW!

Go to <http://www.musthavemarketing.com/influence> to read some advanced principles on Influence and the psychology of what makes people BUY (applied specifically to selling information product on the Internet). There's also a direct link for you to pick up both of Dr. Cialdini's MUST HAVE books.

The cult classic covers the SIX "Weapons of Influence."

Reciprocation - People tend to return a favor.

Social Proof - People will do things that they see other people are doing.

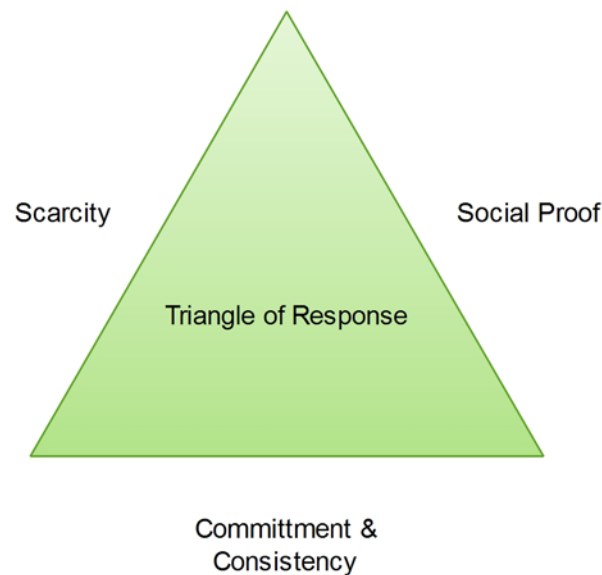
Scarcity - Perceived scarcity will generate demand.

Commitment and consistency - If people commit, orally or in writing, to an idea or goal, they are more likely to honor that commitment.

Authority - People will tend to obey authority figures, even if they are asked to perform objectionable acts.

Liking - People are easily persuaded by other people that they like.

For our purposes, I will focus on the **Triangle of Response**.



When you combine these 3 weapons of influence and use them in the manner I'm about to share... a great synergy occurs resulting in unbelievably high response rates and big bank accounts. Don't say I didn't warn you.

Scarcity – We will be using scarcity in the way you're thinking. Limited quantity generates more DESIRE and demand across the board.

Social Proof – When our products sell out, it provides the most powerful form of social proof in existence (for marketers who want to make a lot of money). Social proof is about people doing what they see others doing. If they see a shit ton of people BUYING your stuff – they become many times more likely to jump on the bandwagon.

Commitment & Consistency – once a product is sold out, we can use a simple "waiting list" to build a targeted list of

people who are asking you... to let them know when (and if) your product is available... **so THEY CAN BUY IT!**

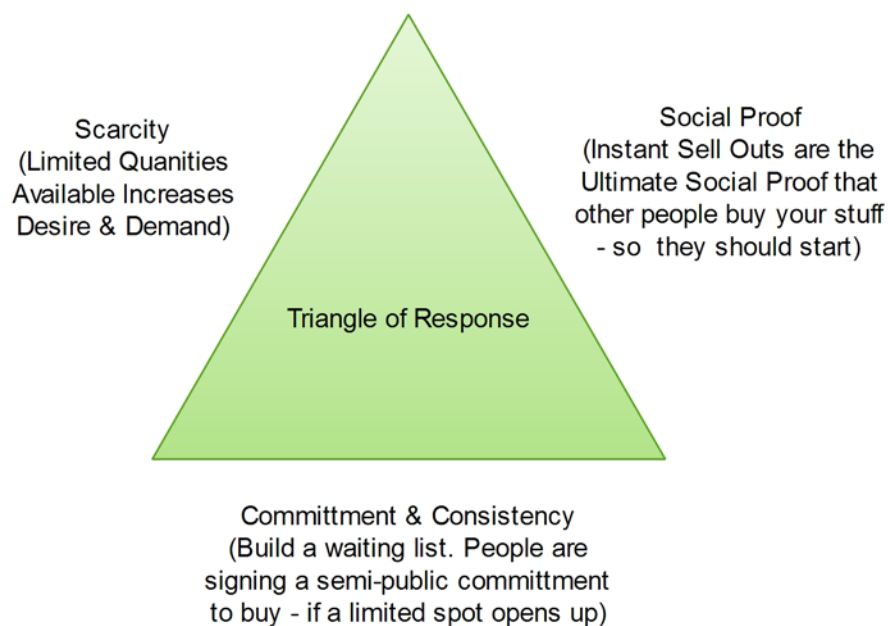
This is a public commitment and therefore they are more likely to honor it when you email them saying:

"4 spots have opened up and this email is going out to 1,267 people who are waiting to get access."

Or you could use a little hyperbole:

"4 spots have opened up and this email is going out to 44,267 people who are waiting to get access."

So I believe it is this TRIANGLE of RESPONSE that is the core of creating an ultra-RESPONSIVE buyers list.



The Nasty Little Bug inside the Human Brain That Can Make You Filthy Rich!

What happens when you take away something someone wants?

They want it more.

People, by nature, want what they CAN'T have.

It's like forbidden fruit.

We can take this knowledge and exploit it.

In fact, that's what RD is all about.

What is it about a product launch that would make your buyers MORE responsive in the future?

The answer is when you SELL OUT or TAKE AWAY the opportunity to purchase.

For example:

Let's say I launch a new course for \$997 and I let my list know about it the day before. I tell them to *"watch your email for a special announcement"* if you want a copy.

You can straight up tell them - *"look my stuff almost always sells out, so make sure you're fast tomorrow..."*

The next day I send an email informing them it's limited to 25 people only and give them the LIVE sales page link.

Ideally:

You'll sell out all 25 spots fast.

Some people will be busy and miss out. When they get to the page they'll see a SOLD OUT message.

The fact they missed out makes them more RESPONSIVE.

Statistically, they become more likely to buy in the future.

What's weird is it doesn't really matter if the thing they can't buy was something they wanted or would have purchased in the first place.

It STILL makes them more responsive.

Preventing people from giving you money on the short term is a smart thing to do because it increases DESIRE and DEMAND.

So the big point I'm trying to make is when people truly miss out on a really good deal - it makes them more likely to believe you when you say something is limited.

And it makes them more likely to buy the next time.

With normal product launches - not many people truly miss out. It's usually only the tail end of people who aren't near a computer when you launch.

Most people who had any inclination to buy what you're selling will show up when you first launch - just to check it out if nothing more.

These people do NOT become more responsive.

It's because they had the chance to buy and chose not to.

That is the OPPOSITE of the result I'm seeking.

So I wanted to find a way to make ALL MY SUBSCRIBERS AND CLIENTS MORE RESPONSIVE - across the board.

The next page is the key to unlocking unbelievable amounts of hidden cash from your list.

The “Instant Sell-Out” Technique

This is something many “in the know” are going to wish I didn’t share.

And it’s going to set off some light bulbs for others.

Here’s the idea:

1. Do all the product launch build up just like you would for any product (the more build up – the more effective it will be as far as building future response).
2. Have one of those countdown timers on the sales page or coming soon page.
3. Send the “it’s LIVE” email broadcast with “the link.”
4. Have the countdown script redirect STRAIGHT to a SOLD OUT page instead of to a sales letter.
5. EVERY SINGLE PERSON that clicks through will see the SOLD OUT page.
6. Your making it appears as your product sold out so fast they didn’t even get a chance to check it out.
7. This will make your ENTIRE list more responsive.

I told you this was fun stuff.

This is the sickest form of social proof you can get. The perception that your stuff sells out within minutes or even seconds is PRICELESS.

People will become trained to respond FAST and when you say or risk missing out – AGAIN!

This technique works like crazy.

I'm one of the only ones doing it on the Internet.

You can also automate this entire process so every lead on your prospect list gets trained right from the beginning.

You are someone MEANS IT when you say something is limited.

They will now BELIEVE YOU because you demonstrated it.

Watch the SCS DVD #1 for more ResponseDynamite™ goodness.

How to Implement Response Dynamite:

Step 1: Invoke Law of reciprocity

Step 2: Launch a product that sells out in the first hour.

Step 3: Put up a waiting list optin form on the Sold Out page.

Step 4: Launch a different product or the same product (keep it open as long as sales are strong – then pull it off the market again)

Step 5: Repeat.

NOTE: The most effective way is to do an “instant sell out” of a HIGH PRICED PROGRAM and then sell a cheaper product on your re-launch. Or use a “30 Day In-Home Trial” and the response rates will be NUTS.

You demonstrate SOCIAL PROOF that people pay \$1997 for your courses and it sells out in minutes.

Then you give them a chance to get a “lite” version for a small fraction of what’s in the BIG course that’s sold out.

So if you originally just wanted to sell your \$97 product, now you can raise the price to \$197 and still get WAY more sales @ \$197 than you would have @ \$97 without RD.

The following pages are examples of SOLD OUT pages.

BEER MONEY METHOD Is Completely Sold Out!

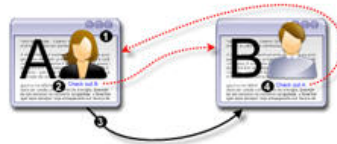
Sorry, but my "Beer Money Method" Program has reached its 100 member limit and is now closed... But...that doesn't mean it's totally over - yet!

I may offer this program again, so if you want to be informed about any future opportunities please sign-up for my "Waiting List" below...

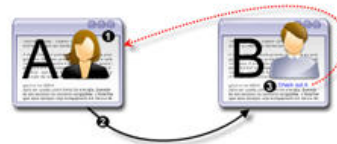
First Name:

Real Email:

**Sorry... After *only* 29 hrs and 17 minutes,
The Doors to Trackback Spider are Closed!**



Normal Trackback Lifecycle



Trackback Spider Lifecycle

**To be added to the Priority Notification List so you know the moment
we have a spot open. Just enter your name and email below.**

Your Name And Primary Email Address:

Name:

E-mail address:

When finished, press the 'Notify Me!' button below.

The Pipeline Profits Is SOLD OUT...

But...that doesn't mean it's totally over – yet!

Look, we were blown away by the traffic that came in – and completely humbled. Right now Pipeline Profits is CLOSED. And we're not taking any more members so that we can focus our efforts on their success and coaching.

However, we're in the process of working with a few of our Elite members who may be able to help us out – these guys really get! But, they are also extremely busy with their new internet empires.

If we come to an agreement with them (and we beg'em enough) we will be opening the doors to the Pipeline Profits System immediately. Keep in mind there are **41,832** people on the waiting list - so it will be first come, first serve.

To be placed on our notification list just fill in your name and email address in the form below, and you'll get *more information as soon as it's released!*

Name:

Email:

Click Here To Sign Up Now!

We hate spam as much as you do!
Your personal information will never be sold or shared with a 3rd party.



New
Videos

[Video 1](#) - [Video 2](#) - [Video 3](#) - [Video 4](#) - [Video 5](#) - [The Challenge](#) - [The Little Guy](#) - [600K](#)

Already a Member? Please [Click Here](#) to login.

Need help? Please [Contact Us](#) to submit a support ticket

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Mass Control 2.0 Is Temporarily Sold Out

The good news is that I **will** be releasing again just as soon as I have more copies available to ship. If you want one, enter your email below.

Enter Your Email: >

Send

Sorry, but my "30 Days to \$10K" Program
has reached its 100 member limit and is
now closed...

I may offer this program again, so if you want to be
informed about any future opportunities please
sign-up for my "Waiting List" below...

Name:

Email:

**"The Absolute Easiest Way I
Know To Make \$9,975...
\$14,985... Even \$29,995
(or more!) Every Month Online"**

PROJECT MANAGEMENT PROFITS

Membership Closed

Special Page For Friends of Brent & Andre

Thank you for your interest in the PROJECT MANAGEMENT PROFITS program. We will send notice to our subscribers when we re-open the program. Enter your information below to join our notification list.

Notice: If you're already subscribed to my regular list, you WILL NOT receive any special notices or offers for the Brent & Andre list.

To get on the Brent & Andre special list, you must use the form below on this page.

First Name:

E-Mail:

SPAM FREE PLEDGE: I hate spam and spammers. That's why I'll *never* sell, rent, exchange, trade or disclose your details to any company or individual. Period!

**Multiplier Method™ Manual
Volume 2**



I am amazed at how easy it is to get money online.

Notice how I used "get" instead of "earn".

People make it way too complicated.

The fastest way to pull in quick cash is to put an offer online that people can respond to... and then get as many people to see it as possible!

The more people see it, the more money you make.

Case in point: On Friday 11/23/08 I mailed out a coupon code to 2,500 people... and less than an hour later there was an extra \$10,000 in my paypal account.

It was a pretty simple offer... the first 50 people to enter the coupon code would get the software for \$199 instead of the normal \$299.

50 x \$199 = \$9,950 (fifty bucks shy of ten grand in less than an hour... from a single email).

And that was a straightforward 2% response to a straightforward "self interest" offer.

The trick is to focus on building platforms so you can do this sort of thing at will. You have to *own and control* that platform.

I will show you exactly how to do this. You will get results even if you're a total newbie. I guarantee it!

Here is what's in Multiplier Method II

- ✓ The Multiplier Method Strategy for 2009
- ✓ "High Ticket Affiliate Strategy"... here's what I would do if I had to start over.
- ✓ How to develop high ticket products
- ✓ How to sell high ticket products
- ✓ How I built an automated system that added 69,000 people to my list in 11 months
- ✓ Bonus: Unique Preview of Stealth Influence 2009... for the first 50 clients only!

[Submit Query](#)

\$250 \$77

(Note: 50 Copies Available)

Download MM2™ lite (2009) | Affiliate Program

Please check the following errors:

- ❌ We regret to inform you the product you have selected, The Multiplier Method Manual Volume 2 (Profit Rocket 2009), is currently out of stock.

[Cart Contents](#) ⇒ [Checkout](#) ⇒ [Confirmation](#)

Your Shopping Cart

 [Your order is safe and secure](#)

 Your shopping cart is empty.

[◀ Continue Shopping](#)

[Recalculate](#)

[Clear Cart](#)

[Check-Out ▶](#)

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Powered by [myonlineshoppingcart.com](#)

The Multiplier Method™ 2



The first batch is sold out.

It is *literally* sold out. Please don't email me for a copy... there are no more left.

I will make a 'lite' version available on Monday. Check back then!

Reminder List

Name:	
Email:	
<input type="submit" value="Submit"/>	

[Download MM2™ lite \(2009\) | Affiliate Program](#)

Testing Freak Terminology 101

Conversion Rate = The percentage of visitors who take your desired action (optin/sale)

100 visitors = 2 buyers = 2% sales conversion rate

100 visitors = 45 subscribers = 45% optin conversion rate

Combined:

100 visitors = 50 subscribers = 50% sales conversion rate

50 visitors = 2 buyers = 4% sales letter conversion rate (2% clicks to sales conversion rate)

VALUE PER VISITOR (VPV) – this is the primary # I look at to determine the profitability of any given website sales process.

100 visitors = 2 buyers @ 100 = \$200 revenue = 2% sales conversion rate = \$2 VPV

The # 1 method I've ever discovered for immediately boosting the VPV of any sales letter.

Using One Time Offers.

Make OTO congruent and a logical add-on to the original program they purchased. This is critical b/c failure to do so will usually result in very poor response (conversion rates).

Testing Freak Formula (How to Test & Track For Monster Profits)

Principle 1: If you don't track it you can't improve it.

Principle 2: Every process can be improved.

Principle 3: Optimize Every Customer Touch Point.

Principle 4: Test Radically Different Changes to Find Major
Response Breakthroughs

Testing Freak Formula

The overriding principle behind testing like a freak is that everything can be improved if and only if it is tracked and monitored.

Tracking Traffic Source (the traffic stream generating response – ppc, cpv, banners, affiliates)

Tracking Keyword (this is applicable to ppc and cpv – this is a crucial skill)

Tracking Ad Creative (ppc, text, banners)

Tracking Optins & Sales

Weapons of Choice (what Testing Freaks Use):

AD TRACKING:

MustHaveStats.com

HyperTracker.com

pro.tracking202.com

WEB STATS:

GetSticky.com

Google Analytics

PAGE OPTIMIZATION:

SplitTestAcclerator.com

Google Optimizer

Smart Stuff to Test

Headlines

Look/Feel

Graphics / No Graphics

Layouts

Offer

Body Copy

Order Form Placement

Price

Security/Credibility Bling

Single Page / Multi Page

OTO Sales Process

How to Find Winning Headlines To Test As Fast As Humanly Possible

This is a shortcut method worth exploring:

1. Go to AdBrite.com
2. Create 5-10 Medium rectangles (300x250) – make ads dead simple white with black text and big blue link etc – use words Click Here Now! – Blinking – Red Arrow Maybe. Only thing you change for each banner is the AD TEXT – this is the same as your HEADLINE.
3. Run Ads in targeted category and have 5-10 banners rotate. Take the top 3 banners with the highest click thru rates and turn them into a headline test on your landing pages (optin / SL).
4. This is offer optimization quick & dirty.

The #1 Website Conversion Rule

The more steps in a process the fewer people who will complete it.

Application:

The more clicks in your sales process the lower the response.

The fewer clicks in your sales process the higher the response.

This is a rule that can be broken.

Testing Freak Formula 201

This is a huge point.

Understand the concept I'm about to share and you can take your conversions higher - faster and easier. Seriously - most people mess this up so bad it's not funny.

I like to test radically different stuff.

Do NOT test stuff that is almost the same.

If you want to find something that has a significantly DIFFERENT response you should consider testing significantly DIFFERENT pages / concepts / hooks / offers / prices.

When you test stuff that is very different you will get different results. You will discover which page converts better - statistically speaking. You can think about WHY all day long, but at the end of that same day all that really matters is that it does.

Sales Process That Makes \$8-\$31 Per Subscriber

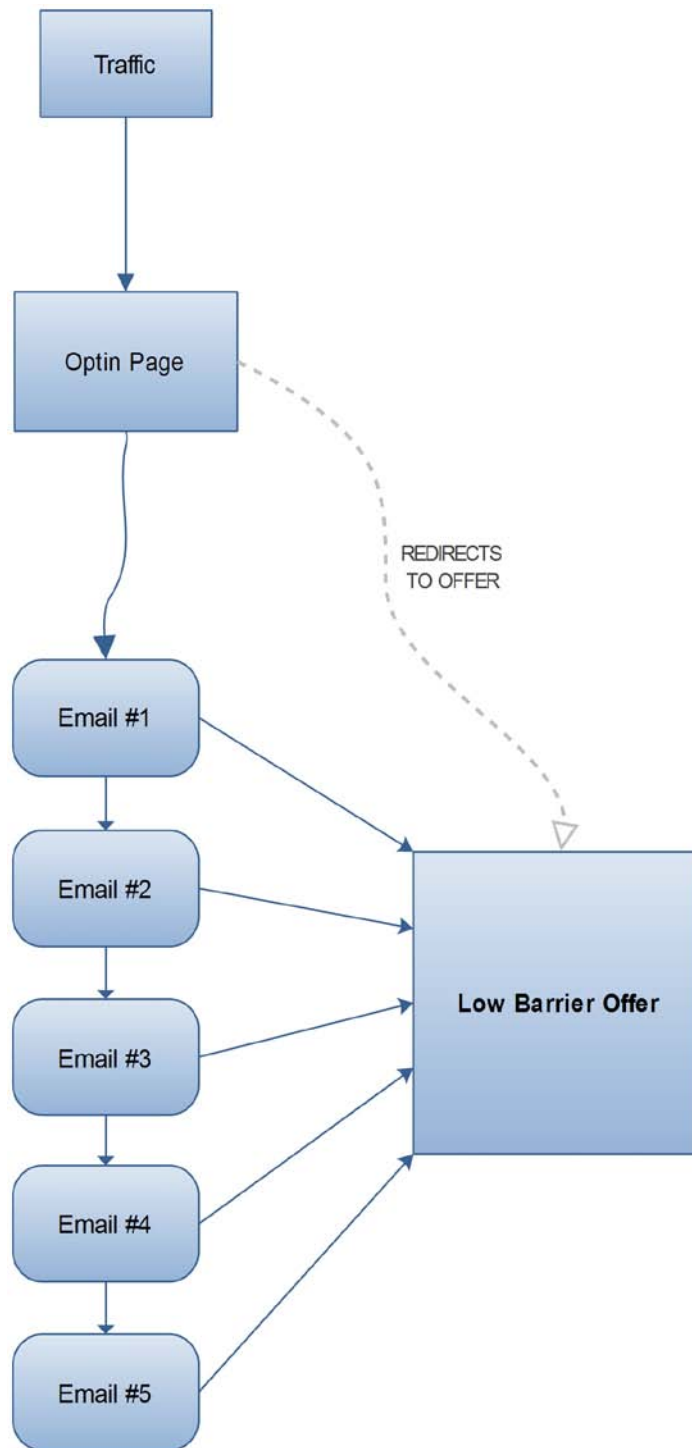
Yep – we make that type of money BEFORE the actual webinar where we make the LION'S SHARE. Notice how the OTO process continues the buying loop that is opened on the DVD sales page.

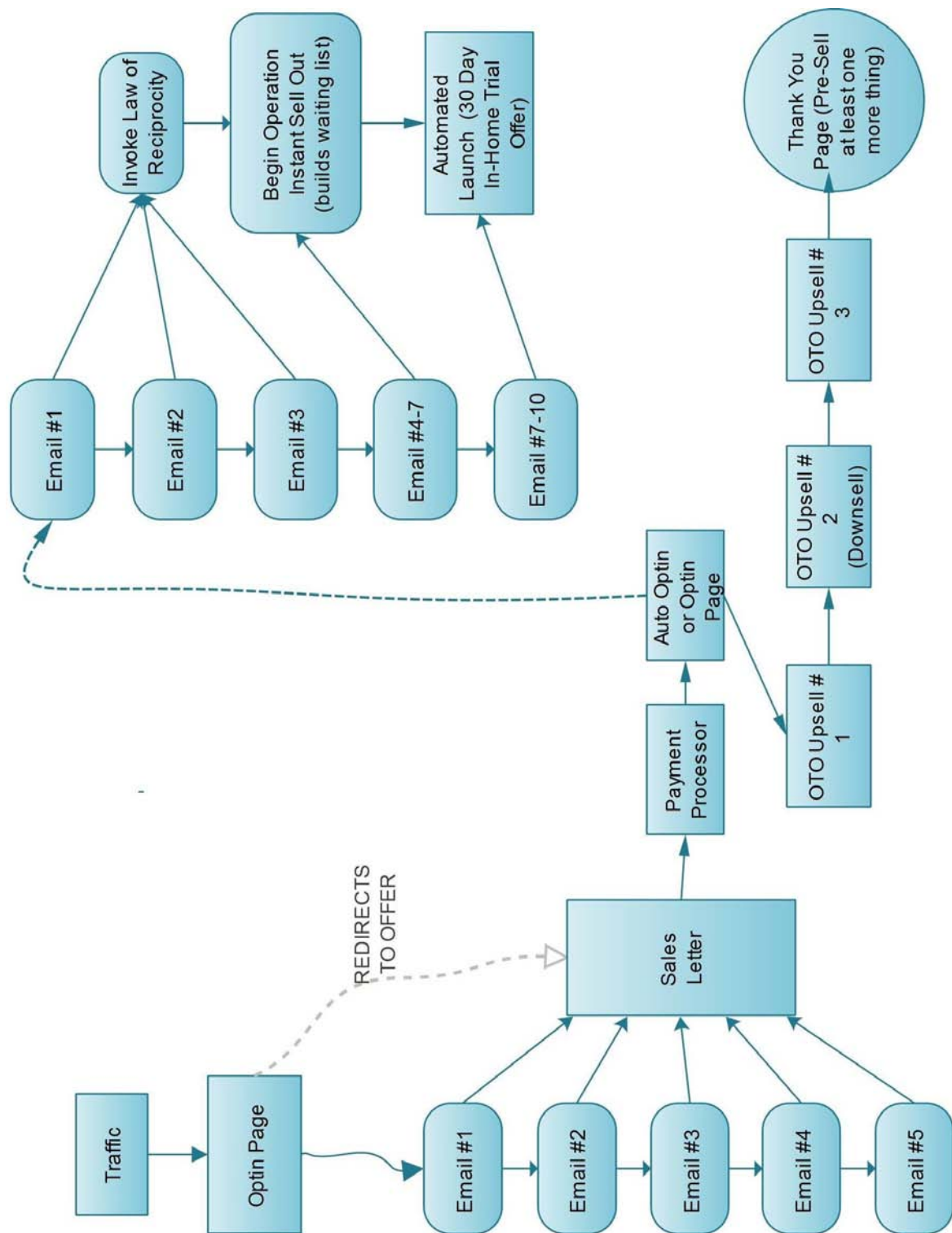
<http://www.musthavemarketing.com/mmi>

<https://www.musthavemarketing.com/secure/mmi/dvd.php>

https://www.musthavemarketing.com/secure/mmi/traffic_oto.php

https://www.musthavemarketing.com/secure/mmi/scs_oto.php





MUST HAVE MARKETING RESOURCES

EmailFreaks.com (The World's Most Reliable Email Service Provider! Highly Recommended!)

MustHaveAudio.com (This is the easiest, fastest and most efficient product creation system on planet earth. And it's cheap.)

BadAssAutomation.com (This will allow you to effortlessly follow up with your clients via offline direct mail postcards. You can generate leads by a simple web form and create an automatic Postcard Follow-Up Sequence that will run automatically just like an autoresponder.)

CartFreak.com (this is the best shopping cart on the market for "getting the money")

ResponseDynamite.com/vault (Make sure you check back often as this is my mothership. I will be delivering all my products and services via the Video Vault)

The Response Dynamite Video Vault

Please keep in mind, this password protected video vault is only for ResponseDynamite™ members.

This is a very small group of people.

<http://www.respondedynamite.com/vault>

(use the password reset tool if you forget your login info)

<http://www.respondedynamite.com/reset>

NOTE: Please do NOT share this manual. Make your friends buy RD1 just like you did. You can even earn 100% commissions direct to your Paypal Account.

<http://www.respondedynamite.com/affiliates>

Must Have Marketing, LLC
866.647.1646 (toll free)
770-573-9505 (outside USA)

<http://www.MustHaveMarketing.com>

<http://www.ResponseDynamite.com>

<http://www.CartFreak.com>