

**SPECIAL REPORT**

# **Self Liquidating Offers**

**How I Spent Over \$7,000,000 To Perfect a System That Consistently Trades Dimes for Dollars and Builds a Huge Lists of Buyers Using Google AdWords...Without Resorting To “Black Hat” Tricks That Always Screw You In The End**

# I Know You Don't Know Who I Am...

And all the secrecy and "Mr. X" stuff probably isn't doing much to put your mind at ease. So I thought I should open this report by showing you why I'm equipped to write it in the first place.

Here's the deal: I've spent more of my own money than all the internet marketing gurus COMBINED testing Google AdWords and selling stuff online.

Here's proof:

		2,532	1,279,548	0.19%	\$2.72	\$5.39	\$6,890.66	
		0	0	-	-	-	\$0.00	
		0	0	-	-	-	\$0.00	
		2,416	74,889	3.22%	\$1.29	\$41.60	\$3,115.71	
		211	5,594	3.77%	\$0.93	\$35.05	\$196.08	
		604	113,518	0.53%	\$0.38	\$2.02	\$228.75	
		1,714	214,569	0.79%	\$1.03	\$8.20	\$1,759.95	
Total - all 105 campaigns		18,043,345	1,243,655,641	1.45%	\$0.41	\$5.97	\$7,374,212.86	

Other Campaign Types [hide](#)

Pay-Per-Action (beta) Campaigns - Now you can pay for actions you define [Learn more](#) [+ Create](#)

[Learn how account settings affect ad performance](#)

Reporting is not real-time. Clicks and impressions received in the last 3 hours may not be included here.  
There is a 24 hour delay in conversion tracking reporting.

That's just one of my AdWords accounts, and as you can see I've spent a little more than \$7.3 Million selling products and building lists. (And as you're about to see those two actions are actually one in the same with my system.)

And not to toot my own horn or anything, but I've gotten pretty good at it as the following screenshot will show...

1ShoppingCart.com: 1ShoppingCart.com Home - Mozilla Firefox

File Edit View History Bookmarks Yahoo! Tools Help

https://www.mcssl.com/netcart/login/frm

Getting Started Latest Headlines SocialMarker.com

Google Search

1ShoppingCart

Orders Products Clients Email & Marketing Analytics Setup My Account Resources

Home » Welcome back, Customer Service!

### Reduce the Risk of Fraud

Protect your business from charge-back fees and fraudulent orders with 3-D Secure payment technology

Chargeback protection for only pennies per transaction [Learn More](#)

#### Account Summary

**Customer Service**  
Merchant ID: [REDACTED]

Client Count:	852403
Client Limit:	1000000
Product Count:	502
Package:	Pro
Status:	Active
Expires:	4/19/2008 10:14:00 AM
Autoresponders:	221
Affiliates:	3666

#### Quick Start

- [My Orders](#)
- [My Products](#)
- [My Clients](#)
- [My Autoresponders](#)
- [My Affiliates](#)
- [My Ad Trackers](#)

#### Announcements

##### Weekly Release Notes

3/10/2008

Stay up to date with all the new features and upgrades to the system. We release updates once a week and the release notes will let you know what has changed.... [Read Release Notes](#)

##### Mail Delivery Statistics

3/10/2008

Find out the latest statistics about our mail delivery.... [Check Mail Statistics](#)

##### Important news on our current upgrade

11/2/2007

**Our latest eCommerce platform** includes custom analytics and reporting, enhanced coupon features, comprehensive up-sell and cross-sell functionality, an advanced merchandising module and more; all on a modern, usability-proven shopping cart design with industry leading security features.... [Learn more](#)

As you can see (as of the date this screenshot was taken) I have a total of 852,403 clients. Now, the important thing you need to realize is that every single person on this list paid me money to be on it – most of them \$20 - \$100...

...do the math.

That's right, there's not a single "free subscriber" in the bunch, because as you're about to see I don't use "squeeze pages" and I don't bother with "free leads". I'll cover why I do what I do a little later in this report, but for now let's look at why it's so much more difficult to build a good opt-in list today...

## The Money Is In the List, Right?

**Yes, that is 100% true.** I'm not here to tell you "The List is Dead" or anything crazy like that. But building a big list in today's market is a pipe dream for most new marketers.

Here's why...

The big marketing gurus are all good guys (well...most of them anyway) but let's be honest. Almost all of them built their lists years ago before everybody was freaked out about giving you their email address, spam, etc...

In a very real way, they're on the top of the heap today because they got started YEARS ago...back when the game was a lot simpler. And the same is true for a lot of other successful non-internet marketing businesses.

In fact, the same could be said for my business...the very same business I just showed you with over 850,000 customers. For the sake of full disclosure, I'll admit that this list and all these customers were generated over a period of about 3 years (Starting in late 2005).

And much of it was built back when things were easier: before spam was commonplace and before the dreaded "Google Slap" that made AdWords so much more difficult.

*So where does that leave **you**?*

*What about someone who's trying to start an online business today?*

Well, if all I had to show you were the accomplishments I'd made back in 2005 and 2006, this report wouldn't exist because I would have no business writing it. But fortunately for me (and you) I've created a system for building massive lists of BUYERS (not just opt-ins) that *does* work today.

Once again, here's proof that I know what I'm talking about...

The screenshot below is from a different 1ShoppingCart account than the one I showed you previously with the 850,000+ clients:

The screenshot shows the 1ShoppingCart.com merchant interface. The top navigation bar includes: Orders, Products, Clients, Email & Marketing (expanded), Analytics, Setup, My Account, and Resources. The 'Email & Marketing' dropdown menu lists: Autoresponders, Broadcasting, Affiliate Program, Ad Trackers, Custom Forms, Pop-Ups, Job Status, Bounce Manager, and Opt-In Preferences. The 'Account Summary' section displays the following data:

Customer Service	
Merchant ID:	[REDACTED]
Client Count:	40583
Client Limit:	50000
Product Count:	196
Package:	Pro
Status:	Active
Expires:	5/4/2008
Autoresponders:	102
Affiliates:	4

Other visible sections include 'Announcements' with 'Weekly Release Notes' (3/10/2008) and 'Mail Delivery Statistics' (3/10/2008). The browser's address bar shows the URL: https://www.mcssl.com/Netcart/toolset/autoresponders.asp?sid=4fff317a40de8f4617514a277799de3e.

As you can see, this account has a total client count of 40,583, which is much less than the first account I showed you earlier in this report.

But what you may not realize is that **this account is less than one year old!**

In fact, I didn't open it until July of 2007...just 9 months ago!

And here's a quick snap-shot of what I've done in that very short time-period...

1ShoppingCart.com: Your Store >> Sales Reports - Mozilla Firefox

File Edit View History Bookmarks Yahoo! Tools Help

https://www.mcssl.com/netcart/login/frmDefault\_SC.asp?...

Getting Started Latest Headlines SocialMarker.com

1ShoppingCart

Welcome back, Customer Service! Merch ID: [REDACTED]

Home Tutorials Support Log-Out

Orders Products Clients Email & Marketing Analytics Setup My Account Resources

Home > Orders > Sales Reports > Sales By Date: Monthly

**Sales By Date: Monthly**

Date From  Date To

Month	Orders Count	Gross Sales	Shipping	Taxes	Net Sales
July 2007	1759	\$17503.00	\$0.00	\$0.00	\$17503.00
August 2007	2023	\$33627.80	\$0.00	\$0.00	\$33627.80
September 2007	2212	\$36018.25	\$0.00	\$0.00	\$36018.25
October 2007	5043	\$89286.79	\$236.79	\$0.00	\$89050.00
November 2007	6369	\$119276.09	\$552.51	\$0.00	\$118723.58
December 2007	7553	\$141686.25	\$622.67	\$0.00	\$141063.58
January 2008	10752	\$204509.57	\$1078.71	\$0.00	\$203430.86
February 2008	16190	\$277750.16	\$508.66	\$0.00	\$277241.50
March 2008	17434	\$293977.95	\$0.00	\$0.00	\$293977.95
<b>Grand Total</b>	<b>69335</b>	<b>\$1213635.86</b>	<b>\$2999.34</b>	<b>\$0.00</b>	<b>\$1210636.52</b>

Record Count: 9

Done www.mcssl.com

Mozilla Firefox Start ... 1ShoppingCart.com... slonich - OpenOffice... 8:53 AM

I know it's small and kind of hard to read, so here's a close-up of the sales for each month:

**Sales By Date: Monthly**

Date From  Date To

Month	Orders Count	Gross Sales
July 2007	1759	\$17503.00
August 2007	2023	\$33627.80
September 2007	2212	\$36018.25
October 2007	5043	\$89286.79
November 2007	6369	\$119276.09
December 2007	7553	\$141686.25
January 2008	10752	\$204509.57
February 2008	16190	\$277750.16
March 2008	17434	\$293977.95
<b>Grand Total</b>	<b>69335</b>	<b>\$1213635.86</b>

As you can see we did \$17,503 our first month, and in only 9 months we had that up to almost \$300,000 a month for a grand total of **\$1.2 Million** (so far) for the year.

At this point you're probably wondering:

*What was I selling?*

*How was I selling it?*

*How was a generating traffic?*

Well believe it or not, I'm going to answer all three questions in this report. I'll address the **traffic** question first since I've already touched on it once before. As you may have already guessed, all these sales were generated using Google AdWords.

Here's proof:

+ Create a new campaign: <a href="#">▶</a>					
<a href="#">Clicks</a>	<a href="#">Impr.</a>	<a href="#">CTR</a>	<a href="#">Avg. CPC</a>	<a href="#">Cost</a>	
3,685	183,231	2.01%	\$0.50	\$1,850.78	
5,615	270,480	2.07%	\$2.00	\$11,235.45	
1,112,737	299,919,481	0.37%	\$0.21	\$228,311.49	
896,515	39,184,834	2.28%	\$0.26	\$231,222.64	
98,803	20,166,118	0.48%	\$0.49	\$48,700.49	
8,254	1,525,544	0.54%	\$0.26	\$2,180.97	
2,125,609	361,249,688	0.58%	\$0.25	\$523,501.82	
2,128,495	361,621,695	0.58%	\$0.25	\$524,838.71	

As you can see, in the past 9 months I've spent \$524,000 and generated over 2 MILLION clicks through Google AdWords to drive all sales in this new business.

## **But Don't Let The Big Numbers Scare You!**

It's easy to look at numbers like these and write them off by saying, "Well of course you

*could generate a list of over 40,000 buyers and sales in excess of \$1.2 Million...you had half a million dollars to spend!"*

You could say that, but you'd be wrong.

For starters, I didn't have \$500,000 to spend when I started this business. In fact, I only needed a little money to get started because the business actually funded itself.

Second, look at the **Average Cost Per Click** column. As you can see, I wasn't spending a fortune for each and every click. On average I only spent around \$0.25, and that's including campaigns that weren't optimized at the time this screenshot was taken which, over time, will go down in cost.

So, while these numbers may seem large at first glance, there's no reason you can't repeat the very same process...

- **I used Google AdWords to generate traffic** (the same service that everyone has access to...)
- **I purchased traffic at a low cost-per-click** (\$0.20 - \$0.40) and used the profits to scale up the business over time...
- **I sold \$17 ebooks**...mostly private-label resell rights (PLR) ebooks spruced up a bit...
- **I paid overseas copywriters PENNIES to write the salesletters** for these products, or I just used the salesletters that came with the PLR ebooks...

In other words...

**I didn't** utilize any top-secret, black-hat SEO strategies that work one day but stop working the next...

**I didn't** spend months creating the perfect products (in fact, for \$20 - \$30 you could invest in a PLR membership site or purchase a package of products just like I did)...

**I didn't** teach myself to be a world-class copywriter. Trust me, in most markets it

just isn't necessary...

I just focused on traffic, priced the products right and built a big, fat list of buyers in a very short period of time. Oh yeah, and along the way I also made myself a nice chunk of change from the front-end sales.

You see, I'm not one of the gurus, nor do I plan to become one. Far from it. I stay out of the lime-light and simply make money.

I've always gotten paid to build my lists. As far as I know NOBODY builds list the way I do and this is the first time I have ever revealed it to anybody other than a few VERY close friends exactly how I do it. It's all in this short report.

## **The Most Radically Different List Building System Ever**

**100% of my list members are buyers!** Any good marketer will tell you a list of 10 buyers is worth more than 100 tire kickers. I personally wouldn't trade my lists with most marketers even on a 10 to 1 basis.

**I don't use squeeze pages** and I stopped using opt in forms over a year ago because the quality of "Free Leads" usually sucks (especially in non-internet marketing/make money online markets) and once a person opts-in they have a feeling of action and won't usually take another action to buy until you sell them again. That's just plain stupid.

**I don't let deadbeats on my list.** I only target buyers! Proven red hot buyers who have already bought something from me.

How does it work?

## **The Ultimate BUYER Lead Generating System**

I call it "**Self Liquidating Offers**" and the results it generates are amazing. My friend Ryan Deiss has asked me to share this system in this report.

Normally I would tell anyone to piss off, but I owe Ryan a huge favor so I agreed. After reading this FREE report I think you will owe Ryan a big favor for sharing it with you.

## "Self Liquidating Offers" Is a Simple, Powerful and It's Free!

*Here's how it works...*

Simply explained, you will sell a product that will at least break even in advertising costs in order to capture a hot BUYER lead. It's that simple.

I actually discovered the un-refined version of the system on **Ebay**.

I needed some nylon guitar strings and found a dealer on Ebay selling imported strings right at dealer cost. Of course I bought...it was an impossible deal to pass up.

*"This guy must be stupid. He can't be making money..."* I thought.

He had strings for almost every guitar, tons of auctions and I knew for a fact he wasn't making money on any of them. It was driving me CRAZY!

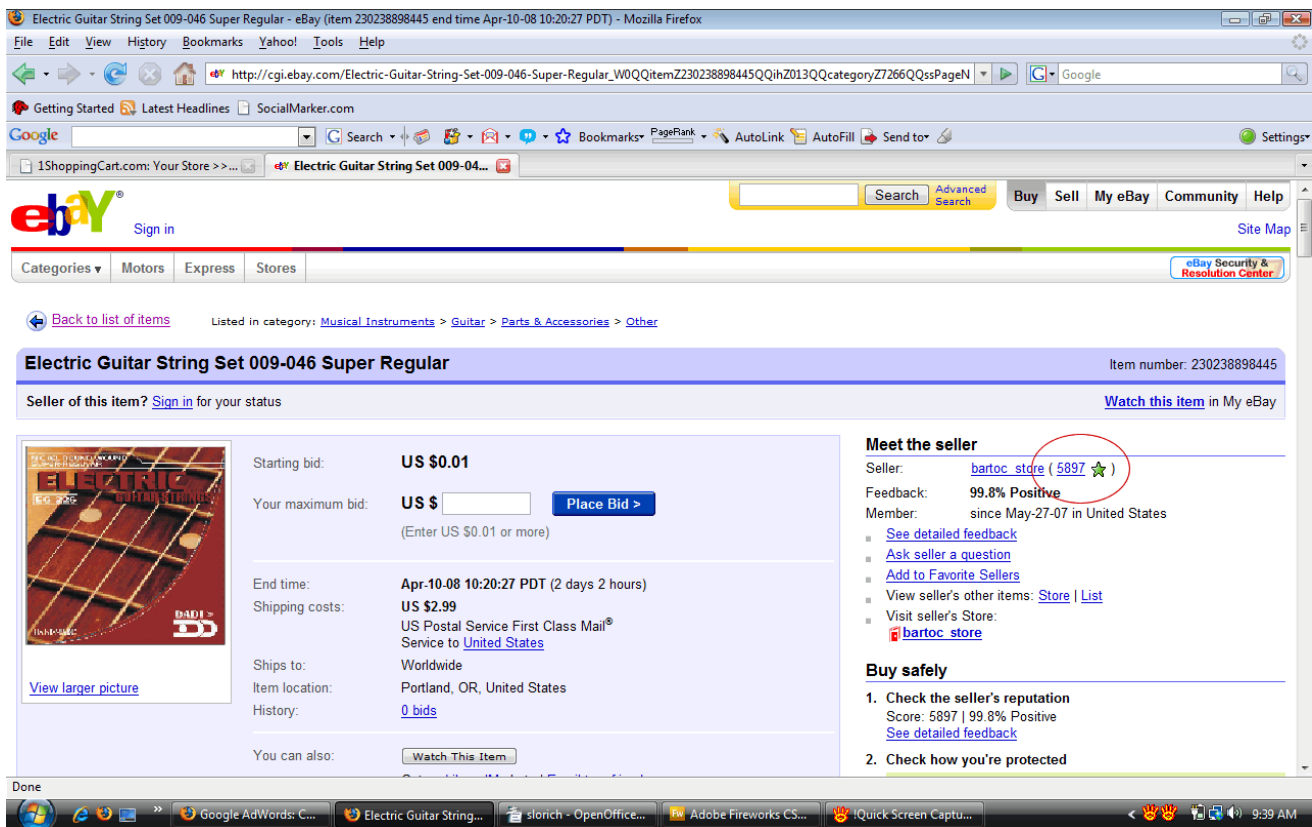
Then it hit me! I got an email from this guy 2 days later. As chance would have it, he just happened to have a great deal this week on classical guitars...you know, the kind of guitars that use nylon strings (the very same kind that I purchased from him).

What do you think I did?

If you think I purchased a guitar from him you'd be **wrong**. Actually...

**...I bought two** at \$780 a piece.

Here's a screenshot of this seller's nylon string auction on Ebay:



This savvy Ebayer had passed on making \$2 on a set of strings to make probably \$400 - \$500 NET selling me guitars. *Now who was stupid?*

After I did my homework, I found out he's one of the top 10 guitar dealers on Ebay. And it all starts with the strings.

Judging by the feedback he's received, I would guess that he's had over 100,000 customers over the years. **All guitar players**, all buyers and all have already spent money with him and have had a good experience. (It's hard to screw up strings.)

So I started thinking, how could I apply this model outside of Ebay to an online marketing business?

From that simple idea I developed this system, and it just keeps getting better...

## 4 Steps To Making S.L.O. Money (S.L.O. Self Liquidating Offers)

Here are the basics you will need to get started...

**ONE:** You'll need a downloadable product of some value. I have successfully used PLR Ebooks, Lists, Legal Forms, Formulas, Recipes... you name it. The secret is to buy this content. It takes far too long to create it. You can also have it ghostwritten, but that also takes a while and can be fairly expensive.

### **TIP: Splinter your content**

The more niched the better, and the more small reports the better. For example, instead of doing ONE report on buying scrap metal for profit you should do several reports on buying Gold, Silver, Copper, Car Batteries, Scrap Iron, etc... a different report for each type of scrap metal that someone could buy.

Remember, the Ebay guy sold strings for all kinds of guitars, and the more front-end products funneling customers to you the better.

Another nice benefit to having ultra-specific reports is that your landing pages will more closely match the keywords you're buying in AdWords, which will naturally lead to lower cost-per-clicks and higher conversions. More on this topic later in the report...

Plus, there's another big benefit to having several reports or products all related to one subject that I'll explain a little later in this report.

**TWO:** You'll need a salesletter, again, ghostwritten is O.K. The whole idea is you'll be selling your product for such a low price the pitch doesn't have to be that great.

The offer will be 100% price driven. Compared to \$37 -\$67 ebooks, you will be selling the "Cliff Notes" version for \$7-17. The fact that it's short and all the fluff is cut out will make your offer even more appealing as most people really hate to read.

It's the "**Here's the Beef Approach**".

One basic salesletter can usually be adapted to all your reports around a single subject with just a few tweaks, so if you have 10 reports you'll only need to hire a

writer to create one letter and you can tweak it to fit the others.

FORGET PERFECTION! The idea here is to stack em' deep and sell em' cheap. We will make our profits on the backend as you will see in a few minutes.

**THREE:** You'll need a Google AdWords account and a real understanding of how to buy clicks at "wholesale prices" from Google to make this all work.

**NOTE:** "Wholesale Prices" and "Wholesale Traffic" are terms I use and created to describe buying traffic the smart way from Google. You don't actually need to have a wholesale account with Google or anything special like that...you just need to know how AdWords works in a **Post-Google Slap** world.

The magic number seems to be no more than **\$0.27** per click to make the system work properly. There is a balance between volume and price you'll see in the examples below.

Remember you are trading dimes for dollars, so the idea is to scrape together as many dimes as possible and increase your buys as fast as possible.

**FOUR:** You'll need some upsell offers. These are easy, I'll explain that later. This part is almost automatic if you follow the system below.

OK, You are ready to get started...

## **The Mechanics of How The System Works and Why**

**EXAMPLE:** Let's say that we want to build a list of scrap metal buyers. (I realize this sounds like a bizarre niche, but it's bigger than you think. In fact, you might even want to research it yourself...)

Here is what I would do.

1. I would buy the top three work from scrap metal buying ebooks on ClickBank and/or books from Amazon.com
2. I would have a report created that outlined a simple basic explanation of these systems in a 15 - 20 page (Expose) report. Then I would customize the base report a little for each one of the metals and create a dozen or so reports out of

the base report (probably outsourced for \$50-100 on elance.com or guru.com) , or simply use a PLR (private label rights) or resell rights product that comes with a salesletter and cover graphics.

3. I would create a salesletter with a simple “Who Else Wants To Make \$50-300 per Day Buying Scrap Gold or Iron or Silver etc...” headline (customized, again, to the metal) and a clear price-driven offer. Again this could be outsourced for \$50-\$100 or just use the salesletter that came with your PLR product with minor edits.
4. Put this in a simple salesletter web template and drop in the order link provided by your shopping cart solution. (I use 1ShoppingCart.com. They’re not perfect but they get the job done.)

NOTE: Don’t try to be too pretty...this is a \$7 or 17 report. With ugly templates and bad copy our average conversions are between 2.5% and 11% once we’ve tweaked out campaigns and dropped the keywords that aren’t converting.

5. Create a Google Adwords account and campaign for “Buying scrap metal” and create ads that are specifically for ONE of the reports at a time. Also, make sure you turn on Campaign Tracking (the free tracking tool that comes with AdWords) so you know which keywords and Ad Groups are actually converting.

That’s the basics, your ready to turn it on...

## **Wholesale PPC Traffic Is the Key. You Must Pay 40-70% LESS Than Your Competition, and Here’s How You Do It...**

*"All Advertising Works At Some Price" - Dan Kennedy*

Dan's 1000% right (as usual) and with my system the ability to buy super-targeted, high ROI traffic from Google is a cornerstone. It took me \$7,000,000 in testing to figure out what the heck Google wants from their advertisers, but once I cracked the code it now because possible to buy traffic from them at “wholesale prices.” **(Yes, they really do reward their advertisers who “get it” with lower traffic costs.)**

**NOTE: Ryan has been working like crazy to document every step of a 9 hour call that he and I did that explains every part of the “Wholesale Traffic System.” There’s a lot to it,**

**but I'll do my best to include the basics in this report so you can at least get started.**

This was a huge breakthrough...

Once I saw the guitar strings auction on Ebay and connected all the dots, I knew I had a system that would work. The only thing I was missing was a steady stream of traffic that I could count on day in and day out.

I suck at SEO and it's sporadic at best, and Ebay was far too slow. I knew the answer was paid advertising, but there was no way that I could sell \$7 - \$17 ebooks buying traffic for 50-60 cents a click.

Mathematically it was impossible. Luckily, I had learned over the years after the "Google Slap" to think like Google, and because I was a multi-million dollar advertiser Google actually helped me build the first campaigns for the system.

**RESULTS:** My average cost per click was about \$0.21 and we continue to whittle that down. For the first time I finally found someone at Google (my new rep) to open up and help me out, and the results were astounding. Here's what my Google rep told me:

## **Quality Score = Discount Rate**

These days, AdWords is all about the "Quality Score," and so if your campaign doesn't pass muster you better believe they're gonna make you pay. My rep described it as a "Stupid Tax," and the fact that Google thinks about it that way is pretty instructive.

So, here are some tips to make sure you don't get hit with the "Google Stupid Tax":

- 1. Google wants you to use relevant keywords and not junk up their search.**  
Long tail keywords in search are DEAD! They will kill your budget, screw up your ROI and piss Google off resulting in crappy quality scores and high priced (sucker) traffic.
- 2. Google wants you to write relevant ads that don't trick their users.** Google has a list of advertising "stop words" that will totally SCREW your quality score based on your ad. The list is long but the general idea is that most marketing fluff words such as "amazing", "free", "sale", "bargain", etc... red flag Google's BS-o-

Meter and scream marketer.

They want you to be factual and let their searchers know that you have what they are looking for. Stick to this basic principle and you're on your way. Oh yeah, and Google hates the word "**Free**" in ads. Avoid it...especially if you're sending traffic to a squeeze page.

- 3. Google wants you to send their users to a landing page that is relevant** and consistent with the keyword that they searched and the ad that you served them. Here is where even "smart marketers" screw it up.

Landing pages make up at least 50% of your quality score. Simply put if I search Google for "tacos", Google wants you to use taco related words, have a taco related ad and send their users to a page about tacos.

Do that and they will give you 50-70% off your advertising rates and you will CRUSH your competitors.

I have competitors that I know are paying twice as much as me for ads that display 2 or three positions below me in the search.

This whole process can be automated and you can totally rework almost any campaign in just a couple of hours once you have the knowledge.

The big idea is relevance. As long as your campaign is relevant from your **keywords**, to your **ad** and onto your **landing pages**, Google will reward you. Fall off at any point and you'll be punished with higher CPCs.

Am I over simplifying it? Probably...but there's no way to give you all the nuts and bolts here. Get with Ryan and tell him to speed up his "Wholesale Traffic System" launch. It will be the 1-2-3 system that I learned over my \$7M spend just with Google.

I know I kind of brushed over the Google AdWords part of the system but it is crucial to the success of the system as you'll see below.

For example, let's say you setup your campaign like this:

Keyword: Scrap Gold

Ad: How To Buy Scrap Gold  
Scrap Gold Profits Guide  
Start Buying Scrap Gold Today  
[www.buyingscrapgold.com](http://www.buyingscrapgold.com)

Landing page headline "How To Buy Scrap Gold For Fun and Profit"

Average cost per click for this campaign \$0.17

This is the right way to setup a campaign. As you can see there's clear relevancy from the keyword, into the ad (including the display URL) and onto the headline. This is why the CPC for this campaign is only \$0.17.

Unfortunately, what most marketers do is they setup their campaign like this:

Keyword: Scrap Gold

Ad: How To Buy Scrap Metal  
Scrap Metal Profits Guide  
Start Buying Scrap Metal Today  
[www.buyingscrapmetal.com](http://www.buyingscrapmetal.com)

Landing page headline "How To Buy Scrap Metal For Fun and Profit"

Average cost per click for this campaign \$0.62

*Do you see the difference?*

Instead of targeting it to something specific (i.e. scrap gold), this ad and landing page are about the generic topic, scrap metal.

**That's why the advertising costs are 300% higher** for the SAME position.

This is the Google Stupid Tax being played out right before your eyes, and as you can see it's a trap that's fairly easy to fall into. Being on the stupid side of Google is VERY expensive but here is the cool news. 98% of your competitors don't get it, and even if

they did they wouldn't know how to fix it. Now that you are enlightened you get the basic idea and you know where to start.

**TIP:** Always start bidding at \$0.07. Following the Wholesale Traffic System, you should start receiving some traffic in hours, then you can inch up your bids using the rule of sevens and twos until you have capped out your volume (And remember, no more than \$0.27 per click for a \$17 product.)

## **Risk-Free Upsells: The Big Ah-Ha That Kicked The System Into Overdrive**

For a long time I used the system I just described to build a list of buyers and then email them with offers for other higher-ticket products. If I felt like it I would develop my own line of products, but most of the time I just promoted affiliate offers.

Then I had a huge breakthrough...

I had never really been big on upsells because I hated risking my core sale. You see, the way most people do upsells is they send people to an "intermediate order page" where they give the customer a choice of upgrading their purchase or continuing on with the "basic" offer they originally intended to order.

It sounds harmless, but testing had shown me that a lot of people abandon their core purchase if you try to upsell them before the checkout page, and what I was really after was VOLUME. (Remember, my goal is to build a list of buyers that I can then sell to on an ongoing basis, not just make a lot of money on a one-time sale.)

I was stuck and frustrated.

For three years I tried to figure out how to upsell products to my 1ShoppingCart customers **without risking the initial sale**. Then one day it hit me...the solution is manual!

## **BINGO! It Worked!**

Here's the skinny... It's a little techie so I'll type real slow...HEHE!

Almost all shopping carts send customers to a thank you page after they make an initial purchase. They also transfer or “push” order data to that page to display as an order confirmation. (NOTE: This order data does not include credit card info as that would violate security policies. Fortunately, you don’t need it...)

Once this data is pushed to the confirmation page, it can then be used to process **“Risk-Free Upsells”**.

Here’s how the process plays out...

You simply make an offer on the thank you page with an "Add this to my order" button and a “No thanks” link for those who don’t want to take you up on your upsell. If they click the “No thanks” link, you can send them to a final confirmation page or to a different upsell. (I recommend sending them to a different upsell.)

If they hit the “Add this to my order” button, you could have a script written that grabs their order information that got pushed from the order form, and then send that to you in an email that says something like:

*“Customer12345 would like to add [Upsell Item] to their order.”*

Then you or an assistant can go in and add the item manually. (I know “manually” is a bad word in internet marketing circles, but would it be worth paying someone \$10 an hour to spend an hour every day inputting dozens of new orders.

You should have the customer’s billing information in your database because they have already bought from you, so it’s just a matter of filling out the order form for them.

And here’s the best part...

The customer’s original sale has already been captured before they hit the thank you page so you have nothing to lose. Every penny you make during the upsell process is found money.

Obviously you could accomplish the same thing without the script and manual order entry by sending the customer to another order form if they click the “Add to my order” button, but I know from experience that your conversion rate will be pathetic

compared to doing it as a one-click process.

Think about it. After you go through the trouble of filling out a form to order a product, do you really want to do it again? How about two, or even three more times?

I didn't think so.

The power of this system is that it allows customers to make additional purchases with just a single click. And whether they say "Yes" or "No" you can make them another offer – **so it's truly Risk Free!**

Unlimited upsell offers without ever risking the sales that are already in the bag. That's the big secret.

Now I'm sure the only thing floating through your mind is, *"How am I going to find a script that will automate the process you just described?"*

Don't worry, this isn't a cleverly disguised salesletter to sell you an overpriced script that you could probably get someone to create and install for you at Elance or Rentacoder.com for \$50 - \$100.

Instead, Ryan has convinced me to just **give you** the script that I use in my own business. No strings attached. No hoops to jump through.

Just [CLICK HERE](http://www.wholesaletrafficsystem.com/riskfreeupsell.zip) to download it now...  
(<http://www.wholesaletrafficsystem.com/riskfreeupsell.zip>)

I even had my programmer include some instructions on how to install and use it, and if you don't want to mess with any of that you can slip him some dough and I bet he'll even install it for you.

All I ask is that you keep a few things in mind:

1. This script was created for 1ShoppingCart.com, so if you use a different shopping cart solution it may not work or it may require some customizations.
2. Don't email Ryan (or me if you happen to figure out who I am and what my email address is) requesting support or asking any other questions about this

script. I don't know how it works or how it's installed. That's why I paid someone else to do it for me. If you're not a techie (and God knows I'm not), then do what I did and pay someone to figure it out for you.

Also, there's no guarantee that this script will work forever. 1SC has been known to change up their platform which could cause things to go hay-wire. Usually these issues are easily fixed by someone who understands all this PHP stuff, but I'm not warranting anything. This script is my gift to you. Use at your own risk.

3. My programmer is just one guy and there will probably be thousands of people asking to have this script installed. Please be patient with him. If you don't feel like being patient, find someone else (again, on Elance or Rentacoder.com) to install or customize this script for you.

Ok, so now that you have the script to pull off the Risk-Free Upsell, the next question you have to answer is, *"What will you sell them?"*

Fortunately, I have that part figured out as well...

## **14 Upsells Tested and the 2 That Always Worked!**

Over time I have tested 14 upsell offers and I guess you could say they all "worked". By that I mean, they all sold something and those sales didn't cost me a dime in additional marketing, but two offers have always worked exceptionally well.

### **#1 The Printed Copy Upsell**

Here is the entire pitch...

*"Most people who bought the [NAME OF PRODUCT] also ordered a printed copy. Please click the button below to have a copy sent to you via Priority Mail in the US and Canada for only \$14."*

Follow that with a green "Add to my order button" and a black "No Thanks" text link below the button. This upsell typically results in a 30-35% conversion rate. Pretty impressive huh?

## #2 The Bundle Offer

Remember how I started off this report by saying you should create multiple, tight-focused reports for one particular topic? Well this is how you can turn a good marketing idea into an additional profit source.

When someone purchases one of your reports (i.e. the report on buying scrap gold), why not also sell them all your other related reports in one massive bundle for one low price? Positioned properly, this offer is as close to irresistible as it gets.

Here's an example of how I would word the upsell:

*"Thanks for your order, you just ordered one of my downloadable reports for \$17 on how to buy scrap silver. I have an entire collection available with 33 reports on how to buy all kinds of scrap for profit.*

*At retail you would pay \$17 each or over \$500. Today you can have my entire collection for just \$27 – less than the price of just two of these valuable reports!"*

This upsell typically results in a 22-25% conversion rate. Now let's look at how the numbers break down...

Let's say we buy 1000 clicks for \$0.27 each or a total spend of \$270

If our product performs at the very bottom at 2.5% conversion, we should make 25 sales:

25 sales x \$17 = **\$425** or an initial profit of \$155

At 30% conversion of our printed copy upsell (and yes, it really does work that well), we're looking at an additional **\$98** in gross sales. Assuming it cost \$4 to print and mail, this upsell adds 7 x \$10 profit or a NET \$70 to the pot.

Then when we add our bundle offer at 20% conversion, that generates another 5 sales at \$27 each for another **\$135** in clear profit for a total of **\$658** in sales.

Here are the numbers that you end up with:

Gross sales as a result of advertising	\$658
Cost of wholesale advertising	-270
Cost to print and mail reports	-28
	-----
<b>Total net profit per 1000 clicks</b>	<b>\$360</b>

And there are tons of terms that get 10,000 - 30,000 clicks a day. The sky is the limit and with the Google Content Network and their Placement-Targeting campaigns, your costs per click will plummet and conversions are almost always higher.

But that's still not all...

## **Crazy Continuity Cash!**

Forced continuity. Almost nothing is more controversial in Internet marketing circles today, but most big league players use it. Here is how it works in my model.

If you have or can create a membership site or continuity program that you can give a free 30 day trial to for each customer that buys your front-end product, then this model really goes crazy.

Assuming you charge \$17 per month for your program (the continuity price should be the same as the core purchase to increase the stick rate), after the free one month trial if the member just remains a member for 3 short months (about 30% will cancel after 1<sup>st</sup> billing and about 30% will stay in forever making the average about 3 months) that's an addition \$54 per customer in revenues PER SALE!

That's an additional \$1350 in deferred income from that same 1000 clicks, bringing your total to **\$1710 profits per 1000 clicks!**

**WARNING:** Be sure that you have valuable content for your members. The fanciness of the site itself really doesn't matter. I have used a password protected blog before for a membership site. People just want content that they can use.

One more tidbit, the more you remind a customer that they are being billed the more they are reminded to cancel. Be VERY upfront about the terms of your continuity offer, but after that just email them when you have added major content to the membership area or you have an offer to make them.

## Watch Your List Bulge With Red Hot Buyers

Don't forget the list. Remember, our purpose here was first and foremost to build a list, and if you can build up to buying 1000 clicks a day you'll be build your list of buyers by 700-800 a month or around 10,000 per year. (I have met BRANDED marketing gurus who don't have an active list of 10,000 free opt-ins and I would say MOST don't have 10,000 certified buyers.

## Get Ready For The JV Deals To Start Coming Your Way

Here is where you will **maximize your success**. Once you begin to develop your list it will become EASY to gather JV partners. Just email any guru in any market and tell them that you want to promote their products to your list of 10,000 BUYERS and see how fast they get back to you.

You get their instant respect, and when it comes time to promote one of your products you better believe they'll line up to do it, because they'll want you to reciprocate to your list down the road.

Traffic and a big list are the ultimate power plays in this business. Leveraging your list with JV deals is what separates the Players from the Wannabees.

## QUESTION: Will Self-Liquidating Offers Work Without the Wholesale Traffic System?

It depends on the market, but probably...especially if you use forced continuity. The recurring income numbers just get ridiculously big when you're putting dozens of people every day into continuity...even if your attrition rate is high.

But while you can fix high traffic costs with better offers, why would you want to? Once you truly understand AdWords and how to buy your traffic at "wholesale prices", you can easily cut your ad costs in half without cotton conversions at all.

Why wouldn't you do that if you could?! Don't be a schmuck. Get good at traffic, and you'll never be poor again.

That's it for now.

I have promised a full interview with Ryan on self liquidation offers in the WTS training. There's obviously more to the system, but you have more than enough to get started.

Now, go make a fortune!

Sincerely,  
Mr. X