

In a hurry ?
Total newbie ?

➔ Go straight to [Chapter 5](#)



Version 5.4c
Oct 2009

The Ultimate SuperTip

by Harvey Segal
SuperTips.com

Table Of Contents

1. Introduction
2. How to Sell ANY Product
3. The Ingenious Twist
4. Tools To Help You
5. The Amazing Viral Bonus

Chapter 1: Introduction

Hi,

It's Harvey Segal of SuperTips.com here.

Thank you for downloading this book.

Unless you paid money to some rogue on Ebay it's a free book – and I believe the free information you will read now can revolutionize the way you run your online business or provide the spark to seize on a new Internet opportunity.

Since its launch the Ultimate SuperTip has eclipsed all my previous eight books and achieved astounding success.

Here's proof

==> If you have sharp eyes you may have noticed that the site changed from supertips.com to supertips3.com when you downloaded.

That's because I've had to rent another server to cope with the traffic.

==> And if you run a search at Google on 'The Ultimate SuperTip' you will find links from hundreds and hundreds of sites.

Why are all these people linking to a free book ?

What have they got to gain ?

All will be revealed . . .

So what is this book about ?

To start with, in Chapter 2, you will see what in my view is the VERY BEST strategy to promote ANY product.

And to justify it I'll show you a case study – a real product that I currently sell using this strategy and EXACTLY how I do it. Which means that you can simply copy my methods and repeat the same.

But, even better, Chapter 3 reveals the ingenious twist that takes this strategy into orbit.

In Chapter 4 I've compiled a list of items that can help you put the strategy into practise right now.

(And, in passing, I reveal what is undisputably the QUICKEST way to make money on the Net).

But even if you don't choose to use the strategy you will still want to read and then profit from Chapter 5 where there is an astonishing viral idea.

The idea which prompted this unsolicited tribute from Lynn Terry of SelfStartersWeeklyTips.com



Lynn Terry

". . . it didn't hit me until the very last chapter (you'll see why when you read it), but when it did... I knew that Harvey's book was quite simply the greatest viral marketing idea of all time"

Here's an equally impressive review because it expresses how YOU will benefit from this book. From the famous marketing guru Dr. Mani Sivasubramanian of ezinemarketingcenter.com



Dr Mani

"the neat, simple, yet brilliant 'promotional tweaks' made me stare in amazement

... the biggest wallop is packed in the viral element – which allows YOU to profit massively from Harvey's work"

And yet that's almost an understatement – because I will go on to explain why YOU should fare better than me !

But first, the strategy ...

Chapter 2: How to Sell ANY Product

2.1 The Product

First we need to state that ideally this should be a product that you own.

In other words you must not be an affiliate (you will see why later).

Now if you don't have a product of your own don't worry. There's two things you can do.

==> You can create your own product

Difficult ?

Well there's a book 'Create Hot Products Fast' in Chapter 4 which will show you step by step. Even how to produce an ebook with a minimum of effort – using ideas on getting others to provide you with the content or even writing it for you.

==> But even easier

You can acquire the 'resale rights' to a product – which allows you to sell it as if it was your own.

If you have not come across resale rights before you are in for a treat ...

The Magic Of Resale Rights

If I started in online marketing again I would not bother with creating my own products, I would focus on the very lucrative world of resale rights.

To illustrate this there's a perfect example in Chapter 4 where I have produced a package of products with resale rights and the even more profitable 'private label' rights.

If you want to learn how you can profit from resale rights visit my site [Resale Rights Guide](#).

Products with resale rights are typically ebooks or software – in other words 'digital' goods. When it comes to selling such items the ideal place is ClickBank who handle the whole selling process for you.

You will find all you need to know at my site [The ClickBank Guide](#).

As mentioned, throughout this chapter you will see how I use the strategy in this book to sell an actual product. So we'll start with my choice of product.

***Case Study (Part 1 of 5)
Product selection***

One of the most useful of marketing tools is the ad tracker – you'll see why if you visit my site [The Ad Tracking Guide](#).

The particular tracker which I use and recommend is [AdTrackz](#).

I have now purchased the resale rights for AdTrackz and will show you how I sell it in these case study sections.

To choose your product you could look for a profitable niche then search for associated products with resale rights.

Here is a suggestion . . .

How To Find A Niche

One way to look for a profitable niche is to study the questions people are asking at the forums. You will already have seen examples of 3 sites which I have created using this technique

- [The ClickBank Guide](#)
- [The Ad Tracking Guide](#)
- [Resale Rights Guide](#)

I've written a free ebook which explains how to use this idea (and also how to profit from forum postings) – [Forum Marketing SuperTips](#)

2.2 Search Engines ?

There's no doubt that a high ranking on the first page of a search engine like Google beats nearly every other form of traffic generation.

After all, potential customers are actively searching on keywords that are relevant to the site.

The problem is in attaining and maintaining a high ranking. Here's what I mean.

Why I have said Goodbye to the Search Engines

The whole area of search engine optimization is imprecise and ever changing.

As a result there has been a plethora of tools developed to assist with the task and one theory after another about what is needed to reach a high rank.

Do you really want to spend man-months collecting thousands of backward links then find that they are probably worthless because the anchor text does not contain a suitable keyword, or the site does not have sufficient page rank, or whatever the latest algorithm is ?

Do you want to buy expensive cloaking tools and run the risk of penalization ?

Do you want to compete with others who are using such cloaking tools ?

Do you want to discover that a major Google change has caused your site to slip out of the rankings ?

Do you want to be bothered about whether a domain has a static or dynamic IP address or have to use different hosts to make a network of minisites ?

Now some say that you don't need fancy tricks – just provide good relevant content.

My answer ?

Nonsense.

Take my site [The ClickBank Guide](#).

If you wanted to find the most relevant content for a search on the keyword 'ClickBank' don't you think that would be at the top ?

(continue over)

(continued)

Well Google used to agree with you.

It was ranked number 2, with only ClickBank.com itself at number one.

Today it is ranked ... wait for it ... number 426.

It is beaten out of sight by sites which have nothing to do with ClickBank but happen to mention that keyword once.

I asked a search engine expert about this and he suggested that it might be due to keyword density, in other words too many mentions of the word ClickBank.

Well that has to be the case – the site is after all a 'Complete Guide To ClickBank'

His advice – try replacing the word ClickBank occasionally e.g. use 'CB'.

No way.

My site stays, it's the search engines who are leaving.

I don't want to build an online business on such shaky foundations.

Do you ?

I want to use fundamental pillars of Internet marketing which will always remain rock solid.

You will see them in this strategy.

2.3 First – the best way to presell your product

Here's an article I wrote back in 1998 – and it's still true.

Win customers by giving away FREE information

What is the best way to attract visitors to your site ?

Everyone agrees on this point – it is by providing Free Information.

Let's see how to do this and why it works so well.

Suppose you are a supplier of video recorders. Hopefully you will be the owner of a professional sounding domain name, such as VCRworld.com

You write an informative article entitled "How to Choose a Video Recorder" which explains

- * the key features of video recorders
- * a guide to prices
- * handy tips for using video recorders
- * useful accessories
- * potential problems
- * future developments

Put this article on your web site or have it available by Email (on an autoresponder if you expect a big response).

While your competitors are all posting similar ads which say

"Buy, buy, buy our cheap video recorders"

or sending unsolicited bulk Email to thousands, you will be posting short ads which say

Our Free Guide
"How to Choose a Video Recorder"
explains the key features to look for,
prices and handy tips.
Visit www.VCRworld.com

And whenever you contribute to any group where there are potential customers you include your signature:

"How to Choose a Video Recorder"
FREE guide
www.VCRworld.com

Your visitors will be impressed by the quality of free information you are providing and your well chosen domain name: they will regard you as an authority on the subject.

They will be easily influenced to buy from your site while your competitors' unoriginal ads are consigned to the Email waste bin.

That article was written before the days of ebooks as we know them now and we can adapt the key idea to use with a free ebook.

What you do is produce an ebook about your product niche which provides quality information and includes links to your own products.

The secret is to have highly relevant links and weave them naturally into the content in a low key style without appearing to push for a sale. So when you discuss a particular topic and want to show where more detail can be found, or how a particular problem can be solved, that's where you can mention your product as a source of further information. If you want to see really good examples of how to do this read my free ebook [101 SuperTips](#).

See – that last sentence was an ACTUAL working example of how to weave in a link.

By the way if you have no idea how to write a book help is at hand in Chapter 4. Apart from the book 'Create Hot Products Fast' you will find a tool e-WriterPro which will produce professional looking PDF files. No need to buy an expensive Adobe product.

There's no doubt that a free information type ebook is one of the **most powerful methods** of product promotion.

***Case Study (Part 2 of 5)
Producing an ebook***

In order to promote the ad tracking tool AdTrackz I wrote an ebook [AdTracking SuperTips](#) which is a guide to choosing, using and profiting from ad trackers.

It concludes with a recommendation for AdTrackz.

And there's another great advantage in offering your visitor an ebook.

You can capture his contact details and then run a series of follow-up messages designed to clinch the sale, using an autoresponder tool.

Compare this to a web page where a visitor leaves and you have no further contact.

So now the issue turns to getting traffic to your ebook first instead of directly to your site.

2.4 Getting traffic to your ebook (Part 1)

There are hundreds of directories where you can submit a free ebook – you can find them by running a search on 'free ebook directories' or similar.

These directories exist to supply webmasters and ezine publishers who are looking for good free content which they can use to give to their visitors or subscribers as a bonus or an incentive.

2.5 Getting traffic to your ebook (Part 2)

Remember when I said that it must be your own product not an affiliate product ?

That's because you can now bring the might of an AFFILIATE FORCE to your promotions.

You allow affiliates to use their affiliate link to your product inside the ebook. This is done by 'rebranding' the ebook.

(You will find some traditional rebranding tools in the Tools section of the [Resale Rights Guide](#) – and a new unique tool in the next chapter)

If you have not used affiliates before here are a few quick tips.

Tips For Managing Affiliates

How to pay affiliates ?

– If you use ClickBank to handle the sale as recommended earlier they will automatically handle the affiliate side of the operation.

How to attract affiliates ?

– As a ClickBank vendor your product will appear in the ClickBank Marketplace where there is a potential audience of 100,000 affiliates.

What rate of commission to pay ?

– Affiliates won't be interested in 20% or 30% commissions. I pay 70%.
You can sign up here as a [SuperTips Affiliate](#).

But there's one case where I pay 100% !

How can that be ?

You will see soon.

But there's yet another way to get affiliates – and they will be beating a path to your door – in the next section.

2.6 A massive step beyond

There's something that website owners love more than ebooks – ARTICLES.

The more the merrier.

They use articles on their site and reap the earnings from AdSense ads because search engines thrive on good content

Articles get MASSIVE distribution.

You can submit them to article directories, article announcement lists and to ezine publishers. Once again just run a search and you will find endless lists.

So your next step is to produce an article which **'presells' your free ebook**.

It's not difficult – the information is already there !

There should be lots of valuable content in your ebook so you can summarize the key concepts and turn that into an article. You then put a link to your ebook in the article resource box.

Here is how I did it.

Case Study (Part 3 of 5)
Writing an article

I used material from my ebook to write an article [23 Ways To Use An Ad Tracker](#)

The resource box for the article says:

Learn all about ad trackers with Harvey's free ebook Ad Tracking SuperTips
<http://www.ad-tracking.com/adbook.html>

Note how the article presells the ebook and the ebook presells the product.

To see why this is effective consider the above case. After a potential customer has read about the '23 Ways To Use An Ad Tracker' he will realise how valuable an ad tracker can be but if he gets sent directly to my recommended product AdTrackz he will still be left wondering

- how do I get an ad tracker to work ?
- what are the different types of tracker and how do they compare ?
- why is the author recommending this particular one ?

All this information is explained in the ebook so we move the customer along one stage at a time gradually building up his interest and curiosity.

And now if you have been wondering how to attract affiliates here's the simple step which will have them begging to join your affiliate program.

You allow the article publisher to change the link in the resource box to point to his rebranded version of the ebook.

Case Study (Part 4 of 5)
Article rebranding

My article concludes with the line:

*Publishers can reproduce this article and change
the URL to point to their own rebranded version*

Now, if that will have affiliates beating a path to your door then Chapter 3 will produce a stampede.

Chapter 3: The Ingenious Twist

3.1 The Affiliate Problem

For every 10 affiliates who initially show an interest in distributing your free book maybe just one will actually do it.

Just 1 out of 10.

Why ?

What's the problem ?

Why don't affiliates rush to rebrand free useful books so they can cash in on this very effective way to sell a product ?

Well consider what an affiliate needs to do to promote a PAID product.

He simply plugs his affiliate-id into a link, for example in the case of ClickBank

<http://AFFILIATE.PUBLISHER.hop.clickbank.net>

But in order to promote a free book he needs to carry out the following steps

- he downloads a rebranding package.
- he has to read and understand the rebranding instructions.
- he runs the rebranding program.
- he uploads the rebranded book to his web site.
- ideally he then needs to set up a web page with some content leading to the book rather than just providing a direct link to a book.

For example take my free book [Forum Marketing SuperTips](#). If you were to promote it using your own separate branded copy at your site you can't expect your readers to download it just by saying 'heres a good book about how to profit from forum postings' and give them a download link. Ideally you would want them to see the very same write-up I have used at my site – just the way an affiliate link works for a paid product.

Isn't it easier just to give out an affiliate link ?

Of course it is.

And that's why you can get hundreds of affiliates but few of them will bother to rebrand a book.

But there's even more bad news. Many affiliates may not even own a web site. We've just ruled out a huge army of newbies – beginners taking their first steps in Internet marketing and sensibly starting out on the affiliate route.

If only rebranding was as simple as providing an affiliate link.

Well it can be. Read on . . .

3.2 The Solution

There are actually two solutions which I have developed.

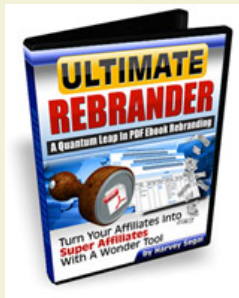
1) On the fly ebook rebranding.

This means that when a visitor requests an ebook at a site a rebranded version is instantly generated.

This is only feasible with PDF files not EXE files. Because of the technical difficulty of rebranding existing complex PDF files such solutions are currently rare and expensive.

However you will find in the Tools section in Chapter 4 a product, **Super Rebrander**, which will allow you to create a PDF ebook from an HTML file and perform on the fly rebranding.

It uses a restricted set of HTML tags which means you do not have the full set of Adobe features but this is offset by having all-in-one the triple functions of PDF creation, rebranding and on the fly processing – **allowing your affiliate to simply promote one link.**



The Super Rebrander is unique. But we can go even one step better.

There is a new system which heralds a QUANTUM leap in ebook rebranding

Click here for the [Ultimate Rebrander](#)

2) The ClickBank 'cookie' solution.

Technically the solution is to get the affiliate cookie on the customer's computer at the time of download. You don't need to make any change to the book itself which means that you can use this method for both PDF books and EXE books.

The only limitation is that you can only allow 'rebranding' of products in your ClickBank account, which should be sufficient for your purpose.

This solution is described in more detail in the book [Viral Marketing SuperTips](#)

Case Study (Part 5 of 5)
The ClickBank 'cookie' solution

If you click on this link

<http://www.supertips.com/sales.php?offer=AFFILIATE&pid=43>

it will download the ebook Ad Tracking SuperTips and any products purchased from the book, including AdTrackz, will earn commission for the affiliate.

3.3 Even Better

Apart from leaving your affiliate with no further work to do (as regards producing a rebranded book and making it accessible at his site) there are two more great benefits for YOU.

* There is only one version of the book – the one at your site. You don't have the situation where different rebranded versions are available at different sites.

* Once a rebranded book is produced with the old method it is out of your control, the rebrander can market it in any way possible. With this method readers must come to YOUR site to obtain the book and you can obtain their contact details for list building.

3.4 Conclusion

We have shown a strategy that can be used to sell any product using fundamental pillars of Internet marketing – techniques which will never become obsolete.

These include

- preselling with good free information (an ebook)
- using the viral nature of article distribution
- using the power of affiliate marketing
- capturing contact details and applying follow up campaigns

At each step of the way we have introduced a multiplying effect which increases these 3 factors exponentially

- * conversion
- * traffic
- * affiliate promotion

Specifically, if you want to see the detail of what we did.

- we boost the **conversion rate** by preselling with a free ebook instead of just sending our visitor directly to a sales page
- we generate **more traffic** by submitting that ebook to ebook directories
- we also **encourage affiliates** to distribute the book by rebranding it
- we then simplify the rebranding operation, it becomes just a link, which **boosts the number of affiliates** working for us
- we **boost conversion rates** once more by further preselling, using an article to pave the way to the ebook
- we generate **more traffic** by article distribution and the viral effect as articles get passed around
- we let affiliates rebrand the articles giving them even more **incentive** to promote our product
- and we **increase conversion rates** again by using follow up tactics on all ebook readers

Thank You for previewing this eBook

You can read the full version of this eBook in different formats:

- HTML (Free /Available to everyone)
- PDF / TXT (Available to V.I.P. members. Free Standard members can access up to 5 PDF/TXT eBooks per month each month)
- Epub & Mobipocket (Exclusive to V.I.P. members)

To download this full book, simply select the format you desire below

