



Version 2.2

## **The Ultimate SuperTip**

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# Chapter 1: Introduction

Hi,

It's Harvey Segal of [SuperTips.com](http://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 in October 2005 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](http://supertips.com) to [supertips3.com](http://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 . . .

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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 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.

Finally we come to an astonishing viral idea in Chapter 5.

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



**Lynn Terry**

". . . it didn't hit me until the very last page (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 this must be your 'own' product.

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

However that does not mean to say that you personally have to create a product.

If you don't have a product of your own you can acquire the 'resale rights' to a product - which allows you to sell it as if it was your own.

### *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 - 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 the case study sections.

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

*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 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 ?

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.

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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.

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

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](http://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](http://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.

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

*Case Study - 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.

But there's an even better form of free content they want which we will see in section 2.6.

## 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 rebranding tools in the Tools section of the [Resale Rights Guide](#)

### *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 51% so I can tell my affiliates that they will earn more than me. 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.

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