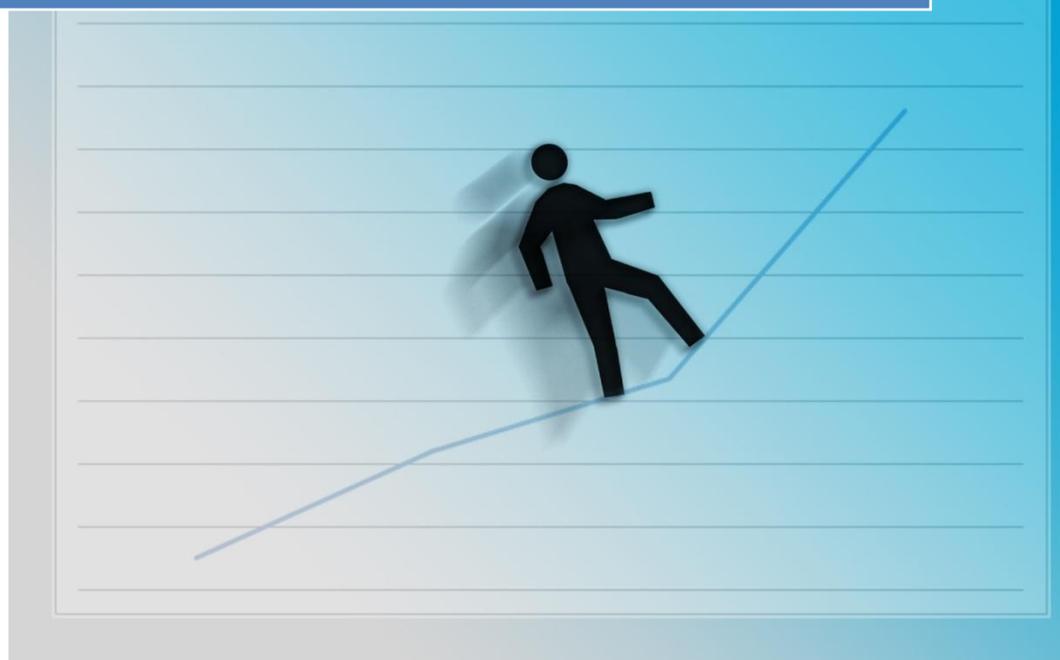


Hidden In Plain Sight Secrets To Making Money Online



By Ryan Parenti

[Build Online Wealth](#)

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The Real Way To Make Money Online – Build A List & Sell Your Products

The real way to make money online is simple, straight forward and quick – but it works. Here are the secrets to real ways to make money online. Take a look at any people who are making cash online and they are all doing the same thing. All you need to do is what they do. There are three main things you need to do...

1. Build A Mailing List
2. Sell A Full Line Of Products
3. Develop Mutually Beneficial Relationships With Related Businesses

Let's start with how to ...

Build A Mailing List For Life Long Profits And Push Button Simple Profits

All you do is throw up a squeeze page (a name asking for a name and email) in exchange for a free gift. Then you can develop a relationship with your subscribers and sell your products and related products to them.

Always get traffic to the squeeze page. Get people on your list so you can follow up with them. Building a mailing list is how you send a message and print money. Not only that but you can use it to develop relationships with other marketers. This can help you by building mutually beneficial relationships that enhance both parties.

The truth is there are a lot of get rich quick scams out there. But there is no such thing as get rich quick... there is only get rich. The real way to make money online is to *build a real business*. Selling information products is by far the best internet business to start and it naturally leads you into the profit pulling world of...

Selling Water To A Thirsty Man In The Desert... “Would You Like Another Glass?”

After you collecting leads your next step is to develop a full line of products. You want to develop a full marketing funnel of products. In fact the free offer is the start of your funnel. After your free offer you should try \$1 trial to a continuity program, then have a \$97 product, and a \$297 product and a \$997 product and on up.

The value of information you give increases as the funnel moves deeper. The real way to make money online is to build a real business. If you don't want to build a real business at least build a mailing list. If you are to focus all of your efforts on list building you will get very far. Why?

Because you will find many ways to monetize your list. Never the less creating information products is easy and profitable. In comparison to typical brick and mortar business it doesn't even compare. Reach a world wide audience at the click of the mouse and deliver the goods – instantly- for free.

The next important step is to...

Build Mutually Beneficial Relationships With Related Businesses For Explosive Profits

The real way to make money online is not to go out tweeting and all that extra stuff (even though you can make some cash doing it). The real way to cash in online is to build a mailing list where you sell your products then leverage your work by generating affiliates and joint venture partners.

Affiliates and joint venture partners will sell your products for you for a commission on your sale. No matter how big of a mailing list you get or how much of a reach you have you will always be better off when other people sell your product.

Even if you have the biggest list in the world it is probably not as big as the second biggest list and the third biggest list combined. The idea here is that you can leverage other people's success and create a two way relationship that enhances both parties.

This is a solid business model that truly is the real way to make money online. All the other stuff is secondary to this. Plain and simple.

Best Internet Business To Start – Build A Cash Pulling Information Empire!

The best internet business to start is easy and pays you right away. Here's the truth about making money online.

Without a doubt the best way to make money online is to sell information products. You don't have any costs to produce it, it is easy to do, and you can get started today. The trick to building an internet business is to have the right frame work in place.

Steps To Take To Build A Cash Pulling Information Empire

Firstly you need to develop a product to give away for people to join your mailing list. You can create an ebook, an audio, or video solving your markets biggest problem. You give this to them as an ethical bribe in exchange for them to sign up for your mailing list. This is important because you need to follow up with your prospects for long term success.

Then you need to develop a product to sell. I highly recommend a high quality product that you sell for less than it is worth. You see.. the goal is to build life long customers and have a wide range of information products to sell. You want to “get them hooked” with a nice low priced product that gives them more value than they expected.

After you sell your first product you should give your customers a chance to buy another product at a reduced price during the order process. Similar to how McDonald’s has “would you like fries with that?” **you need to add an upsell in the order flow.** This will easily increase your income by 30%.

Simply after they purchase give them the chance to buy closely related products for a deep discount. Many times they will buy and you will increase your profits.

You can also downsell your upsell if they don’t buy. If they do not take the upsell you can give them a chance to buy the same thing at a lower price. This will increase your income even more.

BUT WAIT!?! Why would I sell my products for a lower price? Well... when you are selling a digital download it is OK to sell it at whatever price you want. That is why information marketing is king.

After they have consumed your product you simply create and sell more closely related products to your growing base of raving fans. And it is important that every customer turns into a raving fan. You do that by giving them an insane value for a low low price. Well, it doesn’t have to be a low price but it should be an amazing value... an irresistible offer. It is very important that you have a high quality product that over delivers.

Take Your Prospects From Where They Are At To Where They Want To Be

Your goal in creating “The Best Internet Business To Start” is simply to take your prospects from where they are to where they want to be.

Every step of your marketing should take them one step further to their desired end result. When you get people closer to their desired end result not only does their trust in you increase but also their desire for your products. Here is an example...

Let's say you work in the dating market selling information products teaching men to get over their fears when approaching women and teach them how to build a real quality life long relationship. An ethical bribe to get someone to join your mailing list would be something like **"10 Easy Ways To Talk To A Women And Get Her Phone Number."**

So your prospect comes to your site downloads your report and **joins your mailing list then goes out and gets a girls phone number**. He is excited and but has NO IDEA what to do next. But luckily 2 days later you send him a message in your mailing list sequence telling him what to say on the phone to get her to go on the first date.

He uses the technique and is one step closer to his desired end result. *Not only does he now trust you he also has increased his desire for your product!* Now your prospect has gotten results in advance and instantly goes to your website and buys your training course on "How To Create The Fairy-tail 1st Date That Will Leave Them Wanting More."

So that is how you build an internet business 😊

How To Sell Your Products Online – Easy Tips For Online Selling Success

Sell your products online for people who want to know "How can I sell my products online?" Making money online is easy. Learn the secrets here.

Firstly you want to make sure your doing things the right way. You want to sell what people want to buy. So make sure you find a good niche. Ask yourself questions like ...

What kind of stuff is the market buying now?

What kind of stuff are other people spending money to advertise?

What kind of stuff has been selling a really long time?

These are keys to selling online. **You only want to sell things that are proven to sell.** If not your are wasting your time. You can't sell something if there are no buyers.

If you want to sell your stuff online you have to genuinely identify what type of life styles your target prospects want to live. You need to know what their REAL desired outcome is and know what life they REALLY want. For example some people say they want to make money online. The truth is they want to make enough money to quit their job and have the freedom to do what they want without having to worry about money. So you need to help them get there.

So you need to start with the end in mind (customer's end goal). You need to answer the question "What is my customer's end goal? What does he/she want?" Then you need to

determine the main building blocks to get there. You need to define the main steps to getting your customers to where they want to go and then figure out how you can help them get there.

Key Steps To Selling Online

First off you need a squeeze page. You need a way to follow up with your customers if they don't buy or even if they do. The money is not in the initial sale but in the follow up.

Second you want to make sure to have an affiliate program. Basically this is where you let other people sell your product for a commission based income. It is an easy way to increase revenue with no extra effort. Listing your product in affiliate networks or on places like

Clickbank can help you find affiliates and JVs and also help manage some of the system.



Another thing to consider is training for your affiliates. Not everyone knows how to sell online so provide a training area for your affiliate to maximize results.

A solid back-end will increase profits. If someone buys your products do you have related products or services to sell them? If you don't you are leaving 70% of the cash on the table. So develop high end premium products that go into more detail and sell them to your

growing customer base.

Continuity is a great way to increase income and sell your product. If you want to know "How To Sell My Product Online" then you would be well advised to position your offer as a continuity program. A monthly membership program where you send them your product ever month for a month fee. This can increase income by as much as 300% or more.

Test everything for dramatic increases in revenue. If you can get 10% more people to buy by changing a few words around wouldn't you do it? The truth is you can increase profits by testing your sales system. Split test headlines, calls to action and the actual offer to increase profits. You can do this with Google Optimizer.

Two Keys To Massive Success

Speed + Motivation = Dollars

Don't get caught up in the pitfall of doing things to slow. If you are creating information products you can crank out high quality audio and video in no time. But many people find themselves obsessing over relatively insignificant things like font size and images and this prevents them from the success they ought to have.

Get it done and get it done quick. Do not suffer quality but realize that you can make a high quality information product in days or less! Speed = results. It is about focusing on the things that really matter and not the things that do not matter like the right clip art to use in your ebook or the best looking logo.

You need something to motivate you. Maybe something that you can not tolerate anymore (a boss ect). Something that makes you so angry that you just can't stand it any more is good. Maybe your just tired of working at a job. Maybe you want to provide for your children. The point is that you need a driving factor that will push you past all the obstacles.

If you don't have a driving factor it will be easy to give up when you hit a road block. So figure out why you want to sell online and use that passion as a driving force to overcome everything. It can be pain or pleasure but understand that you will to have problems on the way and if you don't have motivation you will stop.

Here Is How You Structure Your Sales Flow For Massive Online Cash

1. Squeeze page

Capture the name and email of your prospect by giving them a free report. Make them sign up to your mailing list so you can follow up with them and deepen the buyer's trust in you.

Most people are not ready to buy initially so having a system set up to follow up with your leads will help you dramatically.

2. High ROI (return on investment) irresistible offer

First off you need a front end product to get people in your sales flow (also called a sales funnel). You want your first offer to be low barrier, low risk, & high value. The goal is to get as many people as possible to see the quality of your work and then turn them into life time customers.

A good example would be a \$1 trial to a continuity program for 14 days. You will give them a chance to see if it is right for them and you will get more people to take you up on this offer as opposed to a \$197 offer.

You need to answer 4 questions when you prospect is at your sales page and you need to do it within the first 10 seconds if possible. Do this with an eye catching headline that gains attention and interest. Here are the 4 questions...

1. What are you trying to sell me?
2. How much does it cost?
3. Why should I believe you?
4. Whats in it for me?

You want the believable return on investment to be communicated so clearly and efficiently that it's immediately apparent you'd have to be a fool to pass it up. This needs to be clear & simple. Brevity is important (keep it short) and simply lay out the facts let them see the value themselves.

Some good ways to increase believability that your product can help is rock solid proof – here is the numbers and the facts - and social proof in the form of testimonials and endorsements. It would also help to tell them why your product is different and to position it as if it has few alternatives. Also if your product is limited in some way and perception is that product is limited in some way will help to increase sales. But it's got to be real. If you just say that it is limited and it is not you will destroy any goodwill and goodwill is the number one factor for a customer relationship.

The point is your offer needs urgency because you need to give them a reason to take action now. The more scarcity you use the more money you will make but you always need a reason why. You can't just close the doors for no reason. You need a believable reason why your product is limited in some way.

3. Upsells / downsells / cross sells

After someone purchase your offer you should have an upsell. **This is similar to saying “Would you like fries with that?”**

Give your customer a chance to buy your platinum version of the product at a reduced price. Make this be about the same topic but go into more detail and provide more value. After they purchase give them a one time offer to buy your Mega Cash Buster coaching for half price. This creates urgency and gives them a reason to act.

If they don't buy your upsell downsell it. Give them another 20% off! Maybe the price was too much. And if you are selling digital goods there is no reason NOT to allow them to buy your products since it is 100% profit.

It is also ideal to let them get a chance to buy related products of yours. This is called a cross sell. So after your upsell to a higher priced item give them a chance to buy your other items too. And feel free to downsell them as well.

4. Backend sales and lifetime customer value

You want to have products that are natural adds on to the first product. Go in more detail on that or give them tools to do it quickly. You could make a power point of your front end and go into more detail. Don't be intimidated by selling high end products. Different people spend different amounts of money on different solutions. There is always a market for premium quality. Just make every offer a no brainer. Over deliver and provide tons of value.

Here are some ideas for backend offers.

- coaching programs
- email coaching "email me once a day from mon – thur for \$500 a month"
- structured webinars with a step-by-step instruction on getting to an end result
- access to members forum
- recipe of the month type continuity
- cds & dvd (recordings of webinars will work)
- workshops

Other Ideas For Selling Products

If you just want to know "How To Sell My Products Online" you can sell your products on Amazon, PayDotCom, PayPal, Clickbank, Commission Junction, Ebay, Cragislist, US Free Ads and many times local niche forums will allow you to sell your product. They commonly have a category for you to post your product and you can put a link to your thread in your signature.

Plan For Online Business Profits

Internet business training program secrets revealed. Here is the best plan for online business and how to increase profits with internet marketing quickly.

The most important thing to have is a clear vision and a solid business strategic plan to follow. You need to know where your going and have a solid business plan and strategy to get there.

1. You need to figure out yourself before you grow a business

You need to know yourself and exactly what your good at. This is important because if you are not good a HTML for example then you do not want to build and grow your business by doing HTML. Clearly define, understand, and build a business around your strengths.

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